



Strategic Plan

Vision

Be the preferred global network of independent commercial real estate firms.

Mission

Maximize business development opportunities for CORFAC's global network.

Value

Collaborate to create the highest standards of service for members and their clients.

Provide Value-Added Services for our Members

- a) Retain current members and recruit new offices worldwide.
- b) Expand member engagement at the firm and individual level.
- c) Increase referrals and business development opportunities within the network.
- d) Expand networking opportunities and sharing of best practices.
- e) Provide business-enhancing professional development.

Promote the CORFAC Brand Internally and Externally

- a) Educate members and prospective members about CORFAC.
- b) Promote CORFAC's brand and value within the commercial real estate industry (major owners, CRE brokers, occupiers).
- c) Enhance current and develop new strategic alliances to promote CORFAC's brand (SIOR, ICSC, CCIM, CoreNet, etc.).

Maintain the Highest Standards of Integrity and Conduct

- a) Manage resources in a transparent, ethical and professional manner.
- b) Operate a fiscally responsible organization.
- c) Embrace diversity and inclusion.

Align Resources with the Strategic Plan

- a) Establish action plans and benchmarks to achieve organizational goals.
- b) Committees and staff will implement the strategic plan.