RESO Strategic Plan
2017-2018

Vision	A streamlined real estate technology industry.								
Mission	To create and promote the adoption and utilization of standards that drive efficiency throughout the real estate industry.								
Values	COLLABORATIVE BUSINESS-DRIVEN TRANSPARENT INNOVATIVE OPEN INCLUSIVE MEASURABLE								
Themes	**Adoption & Utilization** Foster standards adoption, implementation, compliance certification and utilization.		**Creation** Create and evolve data dictionary, transport and related standards for real estate data.					**Leadership & Marketing** Proactively drive stakeholder involvement and underlying technology solutions aligned with business needs surrounding standards.		
Goals 2017 - 2018	**A1. Adoption & Utilization of RESO Standards by the Real Estate industry.**	**A2. Create and manage product certification programs and supporting software suites.**	**C1. Transport / Web API**	**C2. Data Dictionary**	**C3. PUID / OUID**	**C4. Internet Tracking / Payloads**	**C5. Research and Development and Other**	**L1. Create a leadership presence within the industry and align with other standards efforts**	**L2. Create solutions that support business needs of Industry Stakeholders.**	**L3. Increase Revenue, Membership, Volunteer Participation**