



Appraisal Institute of Canada
Ontario

2025–2028 STRATEGIC PLAN

EVOLVING WITH VALUE

Expanding Horizons for Valuation Professionals



MISSION

AIC ON empowers its members to excel as trusted, leading valuation experts through professional development, advocacy and community.

VISION

A future where our members adapt and thrive in the ever-evolving real estate and valuation industry.



A MESSAGE FROM THE BOARD

As real estate appraisers, we know that our profession stands at the intersection of tradition and transformation. Over the past year, your Board of Directors has been working diligently to chart a strategic path forward, one that honors the legacy of our profession while preparing for a future full of new challenges and opportunities.

Today, we are proud to share our renewed strategic focus, guided by three foundational pillars that will shape our initiatives and drive our collective progress:

1. Enhance Member Engagement and Professional Growth
2. Navigate Transformation Through Leadership and Advocacy
3. Leverage Technology to Support Our Members

Over the past year, we've laid the groundwork for this strategic shift by:

- Gathering important member feedback through targeted webinars, an in-person session at the 2024 Conference, one on one interviews with our members and stakeholders to better understand your needs and priorities.

- Prioritizing professional development to address emerging industry trends.
- Strengthening our advocacy efforts to ensure your voice is heard at local, provincial and national levels.
- Piloting new technologies to enhance member services and improve organizational efficiency.

This strategic plan is not just a document - It's a promise to you, our members, to support your success and ensure the vitality of our profession. We invite you to join us on this journey.

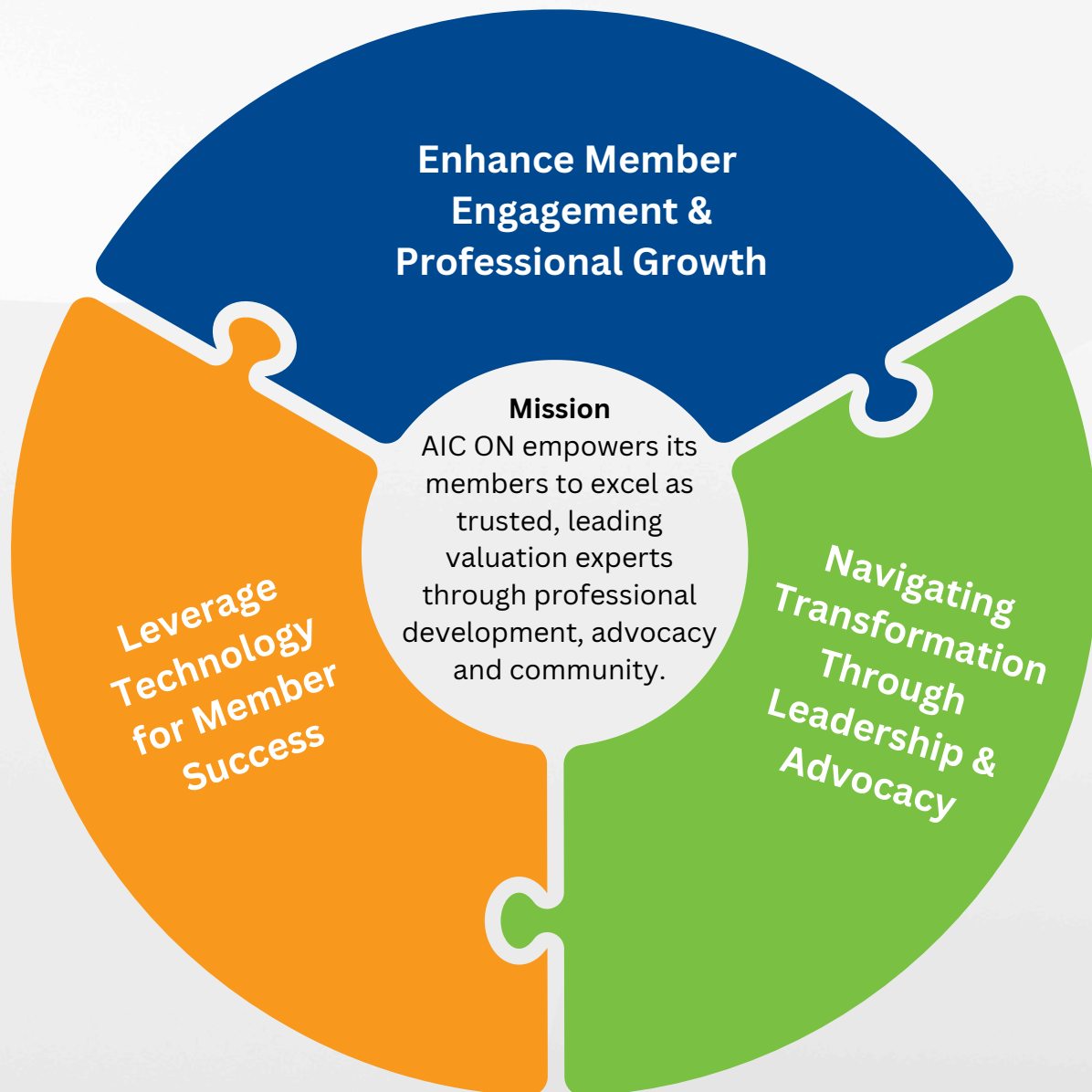
Thank you for your unwavering dedication to excellence and for being a part of this vibrant community. Together, we will not only navigate change but embrace it as an opportunity to strengthen, evolve and grow.

AIC-ON's Board of Directors



STRATEGIC PILLARS

Evolving with Value encapsulates the idea of continuous growth and adaptation while staying true to the core purpose of creating and delivering value. We must keep pace with changes in the real estate industry while also proactively enhancing skills, services, and impact.





ENHANCE MEMBER ENGAGEMENT & PROFESSIONAL GROWTH

AIC-ON will enhance member engagement and growth by offering dynamic professional development and by fostering community. We are committed to ensuring that our members are connected, supported and prepared to thrive.

STRATEGIC GOALS

1. Strengthen communication and feedback loops to ensure member satisfaction, improve resources and address industry challenges.
2. Develop programs that create a shared vision with members to inspire participation.



NAVIGATE TRANSFORMATION THROUGH LEADERSHIP & ADVOCACY

AIC-ON will guide change and drive industry progress by engaging industry partners and legislators to boost visibility and impact. We are committed to building a sustainable future for members, positioning them for success in a changing industry.

STRATEGIC GOALS

1. Leverage strategic partnerships and advocacy to advance the profession.
2. Provide access to products and services that align with evolving member needs.
3. Adapt our governance structure and practices to align with future needs, encouraging diverse perspectives and strengthening leadership.



LEVERAGE TECHNOLOGY FOR MEMBER SUCCESS

Technology presents both challenges and opportunities. We will invest in tools and platforms that boost efficiency, keep members at the forefront of innovation, and provide the support needed for our members to stay competitive and future-ready in a fluid market.

STRATEGIC GOALS

1. Optimize partnerships and technology to support new business opportunities for members that align with the evolving industry landscape.
2. Provide members with resources and training to streamline processes, improve efficiency and tackle industry challenges.

CHARTING OUR PATH FORWARD

As we embark on this new strategic direction, we honor the legacy of excellence that real estate appraisers have established and recognize the critical role you play in every real estate transaction. The evolving landscape of real estate valuation, driven by technological advancements, regulatory changes, and shifting market dynamics, presents both challenges and opportunities. Together, we must embrace these changes while upholding the principles of integrity, precision, and professionalism that define our work.

The road ahead requires not only adaptation but also innovation. By leveraging new tools, expanding our knowledge, and fostering collaboration, we can elevate the role of appraisers in this dynamic environment. Whether it's integrating cutting-edge technologies, addressing emerging market demands, or ensuring compliance with evolving standards, our collective commitment to excellence will remain our guiding star.

Your expertise, dedication, and passion for this field inspire confidence in the path forward. As we implement this strategic plan, we call on each of you to continue your important contributions to the industry and to engage in the ongoing dialogue about its future. Together, we will ensure that appraisers remain indispensable in providing accurate, reliable insights that underpin sound decision-making in the real estate market.

The future is bright, and the opportunities are vast. Let's seize them with determination, innovation, and a shared commitment to excellence as we evolve with value.





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