

2025-2027 Strategic Plan

South Texas MLS

NOTE: This Strategic Plan was developed during an August 15, 2024 live planning session and in consultation with STXMLS leadership and staff. This focused overview is for advertising and discussion purposes, and is supported by detailed working objective and tactics, attached.

MISSION

South Texas MLS provides reliable, cost-effective multiple listing services that promote accurate data, quality education and advance the productivity and success of our subscribers

CORE COMPETENCIES

- Sustaining an orderly R.E. Marketplace
- Accurate, Timely and Insightful Local Data
- Adaptability to Changing Industry Dynamics
- Strategic Partnerships and Collaboration

SUCCESS PILLAR #1: EXCEPTIONAL VALUE

STXMLS delivers exceptional tools and products, provides quality customer service and promotes the Value of MLS

We Will

- Continually elevate subscriber engagement and responsiveness
- Build a robust, reliable and responsive customer service program
- Create, communicate and deliver a compelling MLS Value Proposition

SUCCESS PILLAR #2: BEST-IN-CLASS DATA

STXMLS collects, refines, and redistributes best-in-class real estate data for the benefit of subscribers, consumers and the public

We Will

- Enact and enforce collection/compliance rules that create high-quality data
- Use comprehensive data and superior tools to turn information into knowledge
- Ensure that MLS data is properly licensed, protected and utilized

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SUCCESS PILLAR #3: OUTSTANDING SERVICES

STXMLS delivers, trains and supports its outstanding tools and services to promote the business needs of subscribers

We Will

- Continually curate high-quality tools that enhance broker services
- Provide superior in-house and vendor training to enhance product adoption/usage
- Deliver concierge-level customer service for all STXMLS products

SUCCESS PILLAR #4: OPERATIONAL AGILITY

STXMLS leaders and staff are well-trained and equipped to operate a nimble, adaptable and secure organization

We Will

- Cultivate highly skilled, well-supported, forward-focused staffing
- Anticipate and be well-prepared for natural or technological disruption
- Promote competent, well-trained and engaged volunteer and staff leaders

SUCCESS PILLAR #5: STRATEGIC EXPANSION

STXMLS pursues strategic expansion and partnership opportunities that enhance its value to subscribers

We Will

- Promote collaborative partnerships to expand the marketplace
- Share data and resources when it benefits STXMLS subscribers
- Employ varied collaboration models to enhance expansion opportunities