



STRATEGIC PLAN

Revised October 2024

INTRODUCTION

CREW Richmond was founded in 1990 and is a chapter of CREW Network. CREW Network is comprised of over 14,000 individual members in over 80 markets worldwide.

VISION

To be the association of choice in Greater Richmond and surrounding communities for women and their allies across all disciplines of commercial real estate.

MISSION STATEMENT

CREW Richmond as a member of CREW Network exists to advance the careers and success for all women in the commercial real estate industry.

CORE VALUES

1. **Inclusivity:** To be a welcoming and diverse community, with a culture of belonging, that provides advocacy, mentorship, recognition, and partnership.
2. **Continuous Improvement:** An ongoing effort of positive incremental changes over time. To be better as an organization today than we were yesterday.
3. **Fellowship:** To provide an affable space for women in commercial real estate to come together in the shared interest of career growth, professional development, and success in business. To foster a mentality that promotes collaboration instead of competition.
4. **Influence:** To be respected and recognized for thought leadership by providing top quality programs and to be engaged in our community with philanthropy focused events.

PRIMARY GOALS

1. **Industry Leadership:** To be the most impactful commercial real estate organization in the Richmond region by setting trends and standards for others to follow. To be recognized and respected for thought leadership and programing, while being an inclusive community.
2. **Professional Relationships:** To be the organization of choice to connect women and their allies from all disciplines, backgrounds, ages, and ethnicities within commercial real estate. To provide a space and platform for women to share diverse perspectives with one another and to come together to build and strengthen their professional networks.
3. **Member and Sponsor Value:** To provide members and sponsors greater opportunities to promote themselves and their businesses, expand their professional development knowledge, develop their leadership skills, and network amongst other industry partners.