

## OUR VISION

Be the best in class service provider through expansion and innovation.

## OUR MISSION

ACTRIS is the authoritative source for all Central Texas real estate information. We empower our subscribers and their clients by connecting them to the market’s most complete, accurate, and up-to-date listing information. We elevate industry success by setting the foundation for an orderly marketplace where competitors cooperate to facilitate the purchase, lease, and sale of real property.

## CORE COMPETENCIES

Accurate Data Delivery • Timely Data • Comprehensive Data Access • Orderly Marketplace



### DELIVER UNPARALLELED MARKET DATA

Create, deliver, and secure our market’s most complete, accurate, and up-to-date listing information.

We will do this by:

- Developing proprietary data sets and integrating third-party information that increases our competitive market advantage.
- Aligning our data structure with industry standards.
- Facilitating and enhancing broker data initiatives.
- Advancing improvements in content licensing and data distribution tools.
- Strengthening data security and risk mitigation strategies.
- Cultivating broader data accuracy awareness.

### EXPAND STRATEGICALLY

Leverage scalability and market position to provide exceptional value through economies of scale.

We will do this by:

- Establishing an MLS Board of Directors with governance policies and independent financial reporting.
- Building a comprehensive MLS brand and marketing strategy to engage stakeholders on multiple communications platforms.
- Engaging brokers to better understand and respond to their business objectives.
- Establishing and maintaining strategic partnerships that broaden our impact.
- Elevating our product mix to deliver new value to targeted subscriber segments.

### EMBRACE INNOVATION

Aspire to transform our business by embracing new technologies and advancements to existing solutions and processes.

We will do this by:

- Unlocking business intelligence through the improved collection and processing of subscriber feedback and product evaluations.
- Empowering brokers to better capitalize on emerging technology to capture leads.
- Performing a comprehensive review of technologies to enable more efficient property access and showings.
- Positioning the organization as an industry thought leader to capitalize on connections and strengthen understanding of future trends.
- Positioning the organization to deliver an MLS marketplace powered by modern database architecture and technologies.

### CHAMPION OPERATIONAL AGILITY

Structure our organization and internal processes to allow for an agile, rapid response to industry trends and demands.

We will do this by:

- Strategically focusing operations and product offerings to deliver superior subscriber value.
- Investing in consistent professional development opportunities for staff to learn and maintain skills.
- Delivering modern technological solutions to improve the subscriber experience.
- Enhancing access to skilled technology professionals.