

Excitement for 2025: Laying the Foundation for Growth and Innovation

As we step into 2025, the energy across the commercial real estate (CRE) community is invigorating! This year holds the promise of growth, innovation, and collaboration for BOMA International. From Palm Springs to Boston, we'll come together at the Winter Business Meeting and the Annual Conference to share insights, celebrate milestones, and collectively shape the future of our association and our industry.

A major highlight for 2025 is the submission of BOMA's new Strategic Plan at the Board of Governors meeting during the Winter Business Meeting. Guided by our Executive Committee and the Strategic Planning Workgroup, this plan reflects nearly two years of focused effort, beginning in early 2023 and culminating in late 2024. It builds on BOMA's long-standing history of leadership and innovation, drawing from the foundation of the 2019 Strategic Plan and enriched by invaluable input from BOMA members, customers, industry leaders, and local associations. This is a plan shaped by our members, designed to serve their evolving needs, and poised to advance the future of commercial real estate.

The strategic plan focuses on five key areas to support the evolving needs of our members and the CRE industry over the coming years:

1. **Building the BOMA CRE Community:** We are committed to expanding BOMA's reach, ensuring we remain relevant to all generational cohorts, and strengthening our global presence in partnership with international affiliates. Together, we will build an even more dynamic and connected community.
2. **Workforce Development:** Our members' success depends on a well-trained, skilled workforce. We are dedicated to delivering cutting-edge education, professional designations, and robust networking opportunities that equip CRE professionals at all career levels to thrive in a competitive landscape.
3. **Advocating a Pro-CRE Agenda:** BOMA will continue to be a recognized voice for commercial real estate, actively shaping policy, championing industry advancements, and driving building excellence through strategic partnerships with governmental bodies and industry stakeholders.
4. **What Would BOMA Do?:** As the premier authority in Commercial Real Estate (CRE), we'll lead the way in establishing best practices, setting industry standards, sharing knowledge, and driving innovative thought leadership that define excellence in our field. Our members can continue to look to BOMA as a trusted source of guidance and expertise.
5. **Association Operational Excellence:** As with any organization, operational excellence is key to delivering value. In partnership with our local associations, BOMA is dedicated to making data-driven, customer-focused decisions that enhance member engagement, streamline collaboration with local and international affiliates, and reinforce our long-term financial sustainability.

This strategic plan will serve as a framework for continuous growth, guiding BOMA International's annual business plans and budgets. It will be continuously reviewed and refined to remain responsive to the evolving needs of our members and the dynamic CRE landscape. We are confident that it will position BOMA International to deliver even greater value to our members and the industry at large.

We look forward to seeing you at the Winter Business Meeting in Palm Springs (Indian Wells) January 24-27 and the Annual Conference in Boston June 28-July 1 as we embark on this exciting journey together. Here's to a year filled with growth, innovation, and success in 2025!

STRATEGIC PLANNING WORKGROUP MEMBERS

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BOMA International

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