

Strategic Plan Update (2026)

Strategic Priority 1: Livability & Service Excellence

Goal: Be **recognized as NS's preferred rental housing provider** by delivering quality service to well-maintained, and competitively price homes

- Objectives:
- 1.1 Position Rooted and our communities as the **first choice in the rental market**
 - 1.2 **Preserve and improve our real estate** through thoughtful planning, preventative maintenance, and investments that extend lifespan and enhance livability
 - 1.3 **Optimize affordability** to maximize social outcomes with responsible asset and financial management

Strategic Priority 2: Portfolio Growth

Goal: Grow our housing portfolio **up to 3,000 units by 2035**

- Objectives:
- 2.1 **Respond to growth opportunities** across a **diversity of areas and housing needs** within NS
 - 2.2 **Leverage our equity** through emerging national, provincial, and private sources of capital

Strategic Priority 3: Preferred Partner

Goal: Be the largest **partner of choice & go-to resource** in NS's community housing sector

- Objectives:
- 3.1 **Build and maintain strong relationships** with partners and collaborators
 - 3.2 Embody a **recognizable and trusted brand** that speaks to **excellence, reliability, and innovation**
 - 3.3 Ensure **capacity & competency** to build on track record and expertise