Kauai Board of REALTORS
2021 Strategic Plan

MISSION: Our mission is to elevate professionalism in our members and to advocate real property rights for all.

VISION: Our vision is to be a trusted source in the real estate industry for our members, our community and those that we serve.

Who are we?

- Non-profit Professional Trade Association comprised of REALTOR® members and affiliate members.

Core Values

- Professionalism
- Advocacy
- Communication
- Efficient and effective governing structure

Definitions:

- Advocate - To publicly support, or suggest an idea, development, or a way of doing something.
- Affiliate – Organization, Business entity or individual that is associated with a REALTOR® organization.
- Communication: The imparting or exchanging of information or news.
- Educate - The art of process of imparting or acquiring particular knowledge or skills
- Effective: Successful in producing a desired or intended result.
- Efficient: Achieving maximum productivity with minimum wasted effort or expense.
- Goal - The purpose toward which an endeavor is directed. The result or achievement toward which effort is directed or aimed
- Private Property Rights - In the legal sense, owning real property involves the bundle of rights transferred from seller to buyer upon the sale of a property. These rights typically dictate the use, transfer and/or sale of real properties. These real estate rights include the right of possession, control, exclusion, enjoyment, and disposition.
- Professional Trade Association – a trade organization founded and funded by members that operate in a specific industry governed by bylaws and directed by officers who are also members.
- Professionalism: The competence or skill expected of a professional.

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Board of Directors Approved: December 17, 2020

- Objective – A specific purpose or “how to measure” method, to accomplish the Strategy within the Goals:

  S.M.A.R.T method of measurements

    - S – Specific Goals
    - M - Measurable (Achievable Results)
    - A - Achievable
    - R - Relevant
    - T - Time frame
- REALTOR® member – A registered collective membership mark that identifies a real estate professional with a member of the National Association of REALTORS® and abides by its strict Code of Ethics.
- Resources - Are assets that causes a person, organization and/or its members to function effectively. Typically, resources are materials, energy, services, staff, knowledge, or other assets that are transformed to produce a benefit.
- Strategic planning, an essential first step in the development of a results-based accountability system, is defined as the process of addressing the following questions:
  - Where are we?
  - What do we have to work with?
  - Where do we want to be?
  - How do we get there?
- Strategy – a plan of action or policy designed to achieve a goal

Goal 1 **KBR is the Leading Advocate as the “Voice” for private property rights, development and real property ownership.**

Strategy 1-1: Engage with State and Local government officials and future Government candidates.

Objective 1: Create a membership survey to establish a political correlation/connection between KBR members, politicians, the Administration and Department Heads.

Objective 2: Improve lobbying program utilizing volunteer members of KBR

Objective 3: Provide factual resources and statistical information to Government entities and the membership.

Objective 4: Provide a summary of bills and research to the membership with encouragement to submit testimony in support or opposition of the association.

Result 1: Provide topic specific communication to REALTORS via weekly and monthly news bulletins

Objective 5: Partner with other organizations (i.e. Chamber of Commerce & Contractors Association) and other real estate entities (i.e. large landowners, lenders & developers).

Objective 6: Bring awareness to REALTOR® members on the importance to invest in RPAC.

Strategy 1-2: Expand and facilitate awareness in smart growth planning.

Objective 1: Continue efforts to educate and promote affordable housing opportunities through deregulation.

Strategy 1-3: Communicate to the membership through

Objective 1: REALTOR® calls to action.

Results: Educate the membership of the importance to be aligned with, Local, State & National issues when a "Call to Action" has been initiated resulting in at least 1/3 of membership participation.

Objective 2: Broker Involvement.

Results: Educate Brokers of the importance to participate in the NAR Broker Involvement Program.

Objective 3: Increase overall REALTOR voter registration.

Strategy 1-4: Engage Public awareness through Education and communication

Objective 1: Partner with real estate organizations/individuals to provide real estate related education seminars (in person or electronically) or communication pieces.

Result 1: Apply for grants through partnership seminars focusing on Smart Growth or Housing Opportunities. (i.e. Landlord Summit; Contractors Expo; etc.)

Goal 2: KBR provides services that bring professionalism and value to its membership

Strategy 2-1: Create a positive REALTOR Image through Community Involvement & Investment

Objective 1: Encourage member participation in community projects, as established and approved annually by the Board of Directors.

Results 1: Participate in a Habitat for Humanity Build Day

Results 2: Participate and invest in a Food Bank Drive Event

Results 3: Host a Housing Educational Seminars (Homebuyers Fair; Partner with other non-profit shelter agencies)

Strategy 2-2: Provide advanced educational opportunities for REALTOR members

Objective 1: Investigate the implementation of offering a REALTOR scholarship program for members through the REALTOR® University Maters Program

Objective 2: Promote and offer NAR Designation Programs and/or Certification Courses (GRI, ABR, SFR, etc.)

Objective 3: Promote the advancement of Leadership through participation in the HAR Leadership Academy.

Strategy 2-3: Promote professionalism through education and enforcement of the Code of Ethics

Result 1: Minimizing professional and ethical complaints and administrative actions against Kauai licensees.

Result 2: Host an Annual training for committee, leadership and staff.

Strategy 2-4: Update and Maintain the Board/Association website and social media platforms to measure content engagement

Strategic 2-5: Provide education and/or training on Fair Housing and Discrimination

Goal 3: **KBR has an effective and efficient governing structure**

Strategy 3-1: Develop policies and procedures for succession planning

Objective 1: Annually evaluate all committees for their relevance in alignment with the Strategic Plan

Result 1: Provide an electronic self-evaluation form to all Committee Chairs and Board of Directors to measure the effectiveness and relevance of each committee/program as it relates to the Strategic Plan.

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Objective 2: Provide annual staff evaluation.

Result 1: Association Executive Evaluation to be completed annually by the Personnel Committee prior to November. Reports to be filed with Altres Hawaii after the Board of Directors approval and salary proposals have been submitted to the Finance Committee.

Result 2: Staff/Employee evaluation to be completed by the Association Evaluation annually in July. Reports to be filed with Altres Hawaii after the Board of Directors approval and salary proposals have been submitted to the Finance Committee

Objective 3: Review and update all committee charters and Policies and Procedures for the organization.

Strategy 3-2: Assure financial stability in the organization

Objective 1: Obtain an annual financial audit or review as mandated in compliance with the Bylaws.

Result 1: Assure compliance and timely filing of the 990 tax forms.

Result 2: Assure all taxes are reported and paid in a timely manner (GET; Real Property)

Result 3: Provide the Board of Directors with a recommendation or bid to obtain and auditor for Board approval in December. Audit to be completed and presented to the Board of Directors after the 990 has been filed.

Strategy 3-3: Assure all governing documents are in compliance with State, National and non-profit law.

Objective 1: Assure Bylaws are reviewed on an annual basis by March of each year with legal confirmation every three years or as mandated by NAR.

Result 1: Review NAR compliance following the November Annual meeting.

Objective 2: Assure that the NAR Certification Requirements are met and filed with the State Association by November 30th.

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