

**Kauai Board of REALTORS® (KBR)
2016-2017 Strategic Plan**

Vision

Kauai Board of REALTORS®: "Delivering real estate professionalism, serving the community, and advocating Private Property Rights."

Goal 1: KBR is seen by the public, media, and elected officials as the leading advocate for private property rights and real property ownership.

Objective 1.1: Create and hire a staff person to address advocacy and community affairs objectives and initiatives.

Assigned: Executive Director Priority: 1

Tactic: GAC and the Executive Director to develop a job description & criteria to hire an Government Affairs Directors

Results: January 2017 **Requires BOD & Finance approval**

Tactic: Introduce the Director and position statement to the membership

Results: At the December 2016 Annual Membership Meeting

Tactic: Introduce the Director and position to the public via news media

Results: 1st Quarter of 2017.

Objective 1.2: Support property rights, housing, and real property ownership by providing support for local political candidates that are friendly to REALTOR® issues.

Assigned: GAC and Local RPAC Trustees Priority: 1

Tactic: Exceed established annual RPAC fundraising dollar and participation goals.

Results: Attain 100% RPAC participation of \$99.00 for all Board of Director members and Government Affairs Committee members by 1st quarter of 2017.

Results: Increase RPAC support and awareness to the membership resulting a \$1,000 by the end of 2017

Tactic: To encourage member participation and support of local candidates through political fundraising.

Results: Recognize the major political candidates who support the real estate industry, resulting in invitations for members to participate in government work groups, commissions, task force committees, etc.

Result: Create an annual event for REALTORS show their support of the political candidates that support the industry.

Tactic: Establish and distribute the top 4 local issues/priorities to government entities that have impacts real property and ownership.

Results: Create awareness within the Government entities and Council. GAC & Leadership to distribute the position statement to the Mayor and the County Council.

Assigned: GAC Committee; RPAC; Finance; Board of Directors

Results: Annual event that brings the community & REALTORS to recognize the partnership that the Association has with the Mayor, Government administration, Department Heads and Politicians. First quarter of each year.

Objective 1.3: Achieve participation rates on NAR and HAR calls for action that are better than the average participation rates.

Assigned: Government Affairs Committee Priority: 1

Tactic: Improve the current electronic newsletter covering local, state and national GAC issues to include "You Tube Video Clips" published via Social media.

Results: Increase community and member awareness from current 41% to 60% by the end of the first quarter in 2017.

Assigned to GAC for content and video clips; Government Affairs Director will compile and email on Tuesdays.

Goal 2: KBR promotes the REALTOR® image in the community, advocates for issues affecting real estate, provides reliable information, and invests in the community through its involvement and charity.

Objective 2.1: Enhance community involvement to promote the value proposition of using a REALTOR® and/or engage in community activities that enhance the image of REALTORS®.

Assigned: Community Service (to be appointed) Priority: 1 and ongoing

Objective 2.2: Be the "Voice for Real Estate on Kauai" and promote market statistics and/or real estate trends and issues and their impact on consumers.

Assigned: Public Relations Committee Priority: Monthly

Objective 2.3: Heighten community investment through organizing volunteers and fundraising for the benefit of local charitable/community organizations.

Assigned: Community Service (to be appointed) Priority: Ongoing

Tactic: Establish criteria to select organizations to participate with or contribute to.

Tactic: Develop a related calendar.

Objective 2.4: Facilitate consumer advocacy efforts and engage the public in legislative/political issues that impact homeownership, real estate investment and related issues.

Assigned: Public Relations and Government Affairs Committees Priority: As needed

Goal 3: In order to meet its goals and objectives, KBR is proactive, consistent, well-planned, yet flexible.

- Objective 3.1: Develop and implement a volunteer recruitment and leadership development plan.
Assigned: Task Force #1 Priority: 1
- Objective 3.2: Research the possibility of purchasing the fee interest for the KBR building.
Assigned: Finance Committee Priority: 1
Tactic: Upgrade the appearance of the KBR office as possible.
- Objective 3.3: Evaluate all committees for their relevance and their alignment with the plan.
Assigned: Board of Directors or designees Priority: Annually
- Tactic: Consider terms, purposes, appointment processes, etc.
- Tactic: Consider combining the PR committee function with an overarching Communications Committee)
- Objective 3.4: Invest and utilize technology to enhance KBR's overall effectiveness.
Assigned: Finance Committee Priority: Ongoing
- Objective 3.5: KBR meets or exceeds the NAR Organizational Alignment Core Standards.
Assigned: Board of Directors Priority: Annually
- Objective 3.6: KBR annually reviews and consistently implements its strategic plan and assures it is aligned with its budget and governance structure.
- Assigned: Board of Directors Priority: Annually and ongoing.
- Objective 3.7: Maintain KBR's responsible fiscal policies.
Assigned: Finance Committee Priority: Ongoing
- Tactic:** Develop Investment Policy

Goal 4: KBR provides services that bring value to its members and their professional success.

- Objective 4.1: Consider possibilities for KBR to initiate control of the Multiple Listing Service.
Assigned: Task Force #3 Priority: 1+
- Objective 4.2: Develop a plan to determine member profiles and preferences.
Assigned: Board of Directors (maybe a communication committee?) Priority: 1
- Objective 4.3: Develop a KBR brand that includes a comprehensive communications plan.
Assigned: Communications Committee to be appointed Priority: 1
- Objective 4.4: Increase the effectiveness of KBR's education program.
Assigned: Education Committee Priority: 1
- Objective 4.5: Evaluate every program, product, service, and activity to identify the "What's In It For Me", cost benefit in each.
Assigned: Task Force #2 Priority: 2

Objective 4.6: Increase member participation in KBR activities by taking KBR to its members.

Assigned: Communications Committee or Member Services (tbd) Priority: Ongoing

Tactic: Do this physically and digitally, e.g., more office visits, GoToMeeting, caravans, YouTube, etc.

**Kauai Board of REALTORS®
Strategic Plan Certification**

This Strategic Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Board of Directors approval: _____ Date: _____

President's signature Date: _____

President-elect's signature Date: _____

Association Executive's signature Date: _____