

Hawai'i Island REALTORS®
2015 Strategic Plan
April 14, 2015

Mission

Hawai'i Island REALTORS® provides REALTORS® tools for success and advocates fundamental property rights on Hawai'i Island.

Vision

The Voice for Real Estate on Hawai'i Island.

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

- Objective 1.1: Annually meet or exceed the RPAC dollar and participation percentage goals.
Assigned: Government Affairs Committee Priority: Annually
- Objective 1.2: Achieve participation rates on NAR and HAR calls for action that are better than the average participation rates.
Assigned: Government Affairs Committee Priority: As needed
- Objective 1.3: Strengthen the Hawai'i Island REALTORS® relationship with Hawai'i County government through the Political Liaison Program.
Assigned: Government Affairs Committee Priority: Ongoing
- Objective 1.4: Annually review and update as needed the Hawai'i Island REALTORS® position statement and develop talking points on relevant government community issues as they arise.
Assigned: Government Affairs Committee Priority: Annually, and as needed.
- Objective 1.5: Develop and strengthen relationships and collaborate with KIAA, Hawai'i Contractors Association, the Chambers of Commerce and others.
Assigned: Government Affairs Committee and EO Priority: Ongoing

Goal 2: HIR 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: Be the "Voice for Real Estate in Hawaii Island" and promote market statistics and/or real estate trends and issues and their impact on consumers.
Assigned: Public Relations Committee Priority: Ongoing
Measure: Hawai'i Island REALTORS® will have 12 media drops per year with Pacific Business News, West Hawai'i Today and Hawai'i Tribune Herald.
- Objective 2.2: Promote the value of REALTORS® and publicize REALTOR® involvement in community activities.
Assigned: Public Relations Committee Priority: Ongoing
- Objective 2.3: Boost 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
- Objective 2.4: Increase member participation in local charitable/community organizations by organizing volunteers and/or fundraising.
Assigned: Member Services and Public Relations (task forces as needed)
Priority: Annually

Goal 3: Hawai'i Island REALTORS® provides quality member services and programs and its island-wide membership is cohesive and involved.

- Objective 3.1: Create a comprehensive communication plan.
Assigned: Task Force #2 (to be named) Priority: 1
- Objective 3.2: Promote Hawai'i Island REALTORS® as the “go to” information source for its members through a variety of formats, and ensure that HIR website is a primary source.
Assigned: Technology Committee Priority: 1 and ongoing
Tactic: Promote social media delivery and other trend-timely processes.
- Objective 3.3: Provide annual PSAC training to its members and develop an ombudsman and mediation program.
Assigned: Members of Professional Standards and Grievance Committees Priority: 1
- Objective 3.3: Increase the visibility and promote the value of Hawai'i Island REALTORS® benefits island-wide.
Assigned: Member Services and Public Relations Committees Priority: Ongoing
- Objective 3.4: Engage and expand Business Partners and Affiliates in HIR.
Assigned: Member Services Committee Priority: Ongoing
- Objective 3.5: Offer relevant programs, forums, and meetings for principal brokers.
Assigned: Principal Brokers Advisory Group Priority: Ongoing
- Objective 3.6: Offer new and relevant continuing education courses and Hot Topics.
Assigned: Education Committee Priority: Ongoing
Tactic: Offer technology training.
- Objective 3.7: Provide opportunities for members to engage with their peers and to learn about the marketplace.
Assigned: Caravan Coordinators Priority: Ongoing
- Objective 3.8: Provide frequent networking opportunities for members.
Assigned: Member Services Committee Priority: Ongoing
- Objective 3.9: Conduct and report membership surveys throughout the year.
Assigned: Member Services Committee Priority: Ongoing
- Objective 3.10: Inform members about international real estate opportunities and designations.
Assigned: Education Committee Priority: 2

Goal 4: Hawai'i Island REALTORS® is organizationally nimble and financially strong.

- Objective 4.1: Research the possibilities to cooperate and collaborate with other organizations, non-REALTOR® and REALTOR®, in order to outsource, have economies of scale, etc.
Assigned: Executive Committee Priority: 1+
Tactic: Consider sharing an ombudsmen program, videoconference, government affairs and education, etc.
- Objective 4.2: Analyze the current HIR governance structure, addressing the Board of Directors and committees for relevance, effectiveness, size, purpose, alignment with the strategic plan, etc., and make appropriate recommendations.
Assigned: Governance Task Force Priority: 1
- Objective 4.3: Create a reserve study and annual budget for building needs.
Assigned: Building Committee Priority: 1
- Objective 4.4: Identify ways to ensure that meetings are necessary and make them more accessible to committees and members-at-large through technology and other means.
Assigned: Board of Directors Priority: 1

- Objective 4.5: Continually review and update HIR’s technology, (hardware and software), to ensure that programs and services are delivered as effectively as possible.
Assigned: Technology Task Force Priority: 1
- Objective 4.6: Maintain comprehensive policies and procedures, including financial and budget, investment, record retention, travel, green practices, personnel, spokesperson, and succession planning.
Assigned: Executive Committee Priority: Ongoing
- Objective 4.7: Perform a regular assessment of Hawai’i Island REALTORS® financial strength, including reserves, assets, and audit.
Assigned: Budget and Finance Committees Priority: Annually
Measure: By October, 2017, Hawai’i Island REALTORS® shall have three months’ operating reserves and three months’ building reserves.
- Objective: 4.8: HIR annually meets or exceeds NAR Organizational Alignment Standards.
Assigned: Board of Directors Priority: Annually
- Objective 4.9: HIR annually reviews and consistently implements its strategic plan and ensures the annual budget is aligned.
Assigned: Board of Directors Priority: Annually and as needed to implement
- Objective 4.10: Develop a volunteer and leadership recruitment plan that reflects membership diversity.
Assigned: Member Services and Nominating Committees Priority: 2

