



KYR CEO Report for Board of Directors Meeting September 2024:

NAR 2025 Broker Summit Official Announcement:

The Broker Summit will take place in Louisville

April 8 – 9, 2025!

KYR Member Count as of August 31st: 13,365

Table of Contents:

KYR Travel & Member Engagement Report	Pages 2 - 3
Listening Tour – Western Kentucky	Page 4
Listening Tour - Owensboro	Page 4
Listening Tour - GLAR	Page 4
GAD Report	Pages 5 - 6
Professional Standards & Legal Hotline Report	Page 7
KYR Meetings & Attendance Report	Page 8
Kentucky REALTORS® Institute Report	Pages 9 - 10
KYR Marketing Report	Pages 11 - 12

KYR Travel & Member Engagement Report:

June 2024 Events:

- KYR LT Meeting
- Bylaws Subcommittee Meeting
- KRI Financial Audit and Process Review
- NAR State AE Huddle
- KYR Local AE Meeting
- RPAC Bylaws Review Meeting
- Speak at Madison County REALTOR® Meeting
- Speak at HKAR Leadership & Training Day
- Attend the NAR State AE Meeting
- Preparation for June Summer Meetings throughout the month
- June Summer Meetings in French Lick, Indiana
- KYR Board of Directors Retreat
- KYR Finance Committee Meeting
- KYR Board of Directors Meeting
- KYR Delegate Body Meeting
- NAR AE Chat Live

July 2024 Events:

- KYR LT Meeting
- KYR After Action Meeting (Review June Summer Meetings)
- RRF AE Advisory Board Meeting
- NAR State AE Huddle
- KYR Local AE Meeting
- KYR Finance Committee Meeting
- KY Housing Task Force Zoom Meeting
- KYR RPAC Trustees Zoom Meeting
- “Listening Tour” with President Pam Featherstone & President-Elect Barb Curtis in Western Kentucky (See Page 4 for information)
- Meeting to begin the transition for KRI accounting to Bruin & Associates Accounting Firm.
- AEI Year-Round Zoom Meeting to review NAR Tools & Resources
- KRI Offices Meeting
- Meeting with Bruin & Associates to discuss accounting transition for KRI
- NAR RE Forecast

August 2024 Events:

- KYR LT Meeting
- Meeting with KREC Deputy Executive Director Gerald Florence
- KYR Finance Committee Meeting
- NAR State AE Huddle
- RPAC Bylaws Subcommittee Meeting
- “Listening Tour” with President Pam Featherstone & President-Elect Barb Curtis at Greater Owensboro REALTORS® Association (See Page 4 for information)
- Legislative & RPAC Strategy Session with GAD’s & Amy Wickliff
- KYR Media Training
- KYR Investment Committee Meeting – Review Investment Advisory Firm RFPs
- RPAC Trustees Meeting
- RPAC Debrief Meeting
- “Listening Tour” with President Pam Featherstone & President-Elect Barb Curtis at Greater Louisville Association of REALTORS® (See Page 4 for information)
- NAR Region AE Zoom Meeting
 - Discuss cost-saving measures for future NAR Region 4 Meetings/events
- KARLA Retreat in London
- Attend Bluegrass Nomination Dinner
- KYR Representation at the KY Affordable Housing Conference in Louisville
- Meeting with Data Solutions (IT Provider)
- NAR Leadership Summit in Chicago
- Dean Dorton Audit Firm Meeting
- Meeting at NKAR for the American Strategies Data Presentation with stakeholders
- 2025 KYR Budget Review and Preparation with Treasurer & Treasurer-Elect

Listening Tour – Madisonville/Barkley Lakes / Murray / Paducah / Pennyriple / Hopkinsville Boards:

President Pam Featherstone, President-Elect Barb Cutis, and CEO Josh Summers visited with six Western Kentucky Boards on the Listening Tour. The Kopperuds were kind enough to allow us to stay at one of their homes on Kentucky Lake, and it was beautiful!

Tuesday, July 16th:

- Meeting with Madisonville CEO & Leadership Team at the Madisonville Board office.
- Meeting with Kentucky Barkley Lakes CEO & Leadership Team at the KBL office in Benton.

Wednesday, July 17th:

- We attended the Murray Membership Meeting and met with Murray's CEO and Leadership Team.
- We had dinner with the Paducah CEO, Leadership Team, and guests in Paducah.

Thursday, July 18th:

- Meeting with Pennyriple CEO and President in Cadiz.
- Meeting with Hopkinsville CEO, President, and members.

Listening Tour – Greater Owensboro REALTORS® Association (August 7th):

President Pam Featherstone and CEO Josh Summers visited with the Greater Owensboro REALTORS® Association Leadership Team, attending their MLS meeting and their Board of Directors meeting. Additionally, we had the wonderful opportunity to visit KYR's Past President, Tony Clark.

Listening Tour – Greater Louisville Association of REALTORS® (August 20th):

President Pam Featherstone, President-Elect Barb Curtis, CEO Josh Summers, and COO Kyle Tetzlaff visited with the GLAR Leadership Team and President of GLAR MSI. This informative meeting allowed the GLAR Leaders to discuss issues impacting their association.

GAD Report:

KYR has welcomed two new Regional GADs this year. They began their roles on April 1st and swiftly hit the ground running!

Hailey Peters manages Regions 1, 2, and 3, and Matthew Hall manages Regions 4, 5, and 6. KYR has broadened its scope to offer additional resources for public advocacy, grant writing, and RPAC assistance across the Commonwealth.

Hailey and Matthew attended the NAR GAD Institute July 16 – 18 in Spokane, Washington, which provided incredible networking opportunities and collaboration on key issues. They were afforded the following opportunities:

- Networked with GADs from state and local boards nationwide
- Discussed new fundraising ideas, some of which we have implemented or plan to implement
- Learned about additional NAR Grants and resources (Placemaking, Smart Growth, etc.)
- Discussed the future of NAR and how to use change as a tool for advocacy
- Learned political trends in 2024
- Learned trends we should anticipate in the real estate market and how to best cope with the trends and changes
- Engaged the moderators and attendees to gain insight on specific issues such as:
 - How to best help a small board with no local GAD
 - Conversation and communication on how to convince our members to become Major Investors
 - Personality management/communication tips that work within such a large and diverse organization

Duties & Responsibilities:

- Manage all technical aspects of RPAC, including planning and executing statewide fundraising efforts, ensuring proper fund crediting and investor recognition
- Proper fund tracking and local board allocations are correctly submitted
- Fielding questions from members and boards
- Assist local boards in accessing PAC funds and using them properly
- Staff liaisons for RPAC and Political Advocacy; manage communications and custodial work for RPAC Trustees, RPAC Subcommittees, Government Affairs Committee, and Government Affairs Subcommittees
 - Schedule, prepare, and execute RPAC Trustees and Government Affairs Committee meetings

- Prepare content for RPAC newsletters, including coordination with local boards to highlight their previous and upcoming events and promote “Why I Invest”
- Monthly “Kentucky All GAD call” with local Gads
- Travel to local boards, when invited, and assist in RPAC fundraisers and speak with members to promote RPAC
- Business Development
 - Recruited 3 new sponsors for September Convention
- Responsible for RPAC processing and review
 - Political Candidate contributions
 - Party contributions
 - Local board funds request for events/local candidates
 - Administrative expenses
 - GLAR/PAC assistance
- Recruit members to participate in political fundraisers hosted by KY General Assembly
- Fulfill/track Major Investor gifts
- Redesigned RPAC forms (local board fund requests, Trustee nomination, and interview sheet)
- Prepared all documents for the RPAC Allocation Meeting:
 - All candidates in respective races
 - Funding history for each seat
 - Legislative scorecard – voting records from all members of the KY General Assembly
 - Assist smaller local boards with the candidate interview process
- File complete quarterly PAC Compliance Reports with KREF promptly

Grant Applications:

Hailey:

- Keeneland event reimbursement for over \$7,000
- Hopkinsville’s RPAC event grant for \$500
- RPAC Auction at KYR September Convention for \$4,000

Matthew:

- RRF (Realtors® Relief Foundation)
 - KYR received a grant for \$200,000 for the tornadoes and storms in May
 - We processed 150 applications and approved 93 claims for over \$67,000
 - This grant was available from May 29th through July 30th

Professional Standards & Legal Hotline Report:

June

- 4 Legal Hotline Requests Submitted
- One Grievance Committee Meeting - 1 Ethics Complaint sent forward for hearing.
- One Request for Ombudsman Services was filed, and a resolution was reached between the parties.
- Ethics Hearing held
- A mediation conference was held, and the parties did not agree.
- Mock Hearing held for Heart of Kentucky Leadership Class on June 14
- MLS Violation and fine appealed to KYR for Hearing
- Correspondence with Candidates & Past Presidents for 2025 Leadership Positions
- Deadline to submit application for Kentucky Representatives to NAR Board of Directors: June 14, 2024

July

- 6 Legal Hotline Requests Submitted
- 2 Grievance Committee Meetings – 2 Ethics Complaints sent forward for hearing
- 2 Request for Ombudsman Services filed – No resolution reached between parties
- Mediation Scholarship Selection Committee met – Winners and Alternate announced
- Hearing scheduled – postponed at complainant’s request – rescheduled for September
- Correspondence with Candidates & Past Presidents for 2025 Leadership Positions

August

- 6 Legal Hotline Requests Submitted
- 2 Legal Hotline Requests Rejected (Broker Needs to Submit Form, Outside the scope per legal counsel)
- One Grievance Committee Meeting – 1 Ethics Complaint dismissed; 1 Ethics Complaint sent forward for a hearing
- 2 Request for Ombudsman Services filed – Resolutions reached in both requests
- Ethics Hearing Held via ZOOM
- Appeal filed regarding Decision of Ethics Hearing Panel
- KYR Citation Policy sent to associations for signatures – Policy goes into effect Oct 1, 2024
- Citation marketing materials in development
- Kentucky REALTORS® Buyer Representation Agreement® added to the Kentucky REALTORS (KYREAL) zipForms Library
- Correspondence with Candidates & Past Presidents for 2025 Leadership Positions
- Deadline to submit application for 2025 KYR Leadership Positions, August 30, 2024

KYR Meetings & Attendance Report:

- February Legislative Conference in Lexington (Embassy Suites)
 - **222** Members in attendance

- June Summer Meetings in French Lick, Indiana
 - **203** Members in attendance

- Annual Convention & Expo at the Marriott Lexington Griffin Gate
 - As of September 3rd, 2024, **189** Members are registered

- The December Leadership Conference is scheduled at the Hyatt Regency in downtown Lexington:
 - Registration opening on October 21st

Kentucky REALTOR® Institute Report:

Enrollment and Online Education:

- Total Enrollments:
 - As of September 2024, KRI has recorded **1,924** enrollments across our education offerings
 - Online Participation:
 - 984 enrollments were for online courses, reflecting a strong preference for flexible learning options.
- By comparison, KRI had **1,041** enrollments in 2023.

Completed Education Initiatives:

- **Partnerships with Local Boards:** KRI partnered with five local boards to successfully deliver 12 in-person CE courses for their members, enhancing our local outreach.
- **National Ethics Day:** Members participated in Leigh Brown's course as part of our commitment to ethical standards in real estate. We offered members the opportunity to receive 3 hours of free CE.
- **GRI:** We held 9 GRI Live Webinar courses.
- **2-Day ABR Course:** For the first time, we offered this course free of charge and awarded CE, PLE, and Broker Education hours via Live Webinar with National Association of REALTORS® speaker John Letourneau.
- **KYR Summer Meetings:** Introduced free education offerings at the summer meetings, featuring three CE/PLE sessions taught by Josh Cadillac.
- **Real Estate Summit:** We successfully hosted our inaugural two-day Real Estate Summit in Lexington, attracting over 200 attendees.
- **Professional Standards Training:** Delivered three in-person sessions and one webinar with National Speaker and former NAR Professional Standards Committee member Stephanie Walker. These sessions provided free CE to attendees and fulfilled the professional standards training requirement.

Course Approvals and Pending Applications:

- **Approved Courses:** We have 121 approved courses, a testament to our unwavering commitment to delivering high-quality education.
- **New Courses in 2024:** 20 new courses were added to our educational offerings.
- **Courses Pending Approval:** We have 20 additional courses pending approval from KREC, including our first distance learning Instructor Development Workshop.

Upcoming Educational Events:

- **GRI Webinars:** We are planning three GRI webinars before the end of 2024.
- **2-Day ABR Course:** Instructor John Letourneau will lead this upcoming course, continuing our high-caliber instruction and education tradition.
- **New Partnerships:** We continue expanding our collaborations with five additional local boards to offer nine additional in-person sessions.

Convention Highlights:

- During the September KYR Convention, KRI will provide nine one-hour sessions approved for CE/PLE. These sessions are offered free of charge to our members, further enhancing the value of their membership.

Strengthening Industry Relationships:

- KRI will continue to build, develop, and maintain a strong relationship with the KREC, which is crucial to our ongoing success and regulatory compliance.

KYR Marketing Report:

Email Campaigns:

- KYR continues to see strong performance across our various communication initiatives.

KYR Digests:

- KYR has released 56 issues of the digest
- Achieved a successful open rate of 58% (industry average is 15%-25%)
- Achieved a click rate of 2.1% (industry average is 0.9%)
- Bounce rate of 8% (industry average of 13.85%)

Legislative Updates:

- KYR has released 13 issues
- Achieved an average open rate of 51%
- Achieved a click rate of 9%
- Bounce rate of 8%

Emails related to Events, KRI (bi-weekly newsletter), Advocacy, and other topics:

- KYR has released 57 issues
- Achieved an open rate of 57%
- Achieved a click rate of 4%
- Bounce rate of 8%

Video Content:

- Recent video initiatives include segments featuring Paula Elder, David Earls, and Kelley Nisbet, all related to RPAC.
- Other videos covered the 2025 Kentucky REALTORS® Leadership Academy, KRI Orientation, and the KYR DEI goals for 2025

Web Resources:

- **Consumer-Facing:** The kyhousingfacts.com website offers a range of consumer-focused resources, including REALTOR® Facts Sheets, Homebuying Facts Sheets, Open House Fact Sheets, and the NAR Settlement FAQs. These materials are designed to present settlement information from a client's perspective.

Web Resources (Continued):

- **Member-Facing:** The KYR website (kyrealtors.com/Settlement) provides robust member-focused resources, such as Upcoming Changes Fact Sheets, REALTOR® Value Fact Sheets, and Compensation Fact Sheets. Additional materials include VA Loan Fact Sheets, Buyer/Broker Fact Sheets, Homebuying Fact Sheets, and Kentucky-Focused Fact Sheets. The site also features legal FAQs, social media graphics, and links to NAR videos, with settlement information tailored to our members.

Press Releases:

- KYR has issued 12 Monthly Market Stats press releases over the past year. Additional press releases are published as needed by KYR Leadership, including statements from our KYR President.

Marketing Materials:

- Recent marketing efforts include flyers for the KYR Convention, Summer Retreat, YPN Mini Sessions, and the YPN Pledge flyer.
- Additional materials include Kentucky Legal FAQs, RPAC Major Investor posters, KRRF flyers, and promotional materials for RPAC events such as “Family Feud” and “Name That Tune.”
- All communication graphics for email blasts are integral to these efforts.