



# Kentucky REALTORS®

Strategic Plan 2023-2025

## Vision

Kentucky REALTORS® is the trusted voice and leading advocate for real estate in Kentucky.

## Mission

Kentucky REALTORS® advocates, educates, supports, and serves as the leader of professionalism for real estate within the Commonwealth. We enhance and protect our members' businesses, preserve and expand private property rights, and safeguard the value of real estate in Kentucky.

## Strategic Priorities

Advocacy | Professionalism | Membership | Leadership | Economic Development

### Strategic Priority 1: Advocacy

Business Issues - Government Affairs - RPAC - Taxation - Consumer Outreach - State Political Coordinators (SPC) - Federal Political Coordinators (FPC)

Kentucky REALTORS® will develop relationships and create a culture of understanding and investment in our profession. Our efforts will remain focused on supporting our members, their business, and private property rights within our communities and across the Commonwealth.

### Goal 1: Grow key relationships with strategic partners across the state.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	Progress
1.1 - Meet regularly with key strategic partners and open lines of regular communication with the goal of Kentucky REALTORS® being known and recognized as the leading voice for real estate, a trusted partner, and a relied-upon resource for knowledge, data, and leadership.	GADs	Q1-Q3 2023	See travel budget	KYR is being asked to join the conversation instead of seeking the chance to be included. We met on 6/27/23 to go over everyone's priorities for the Interim Period.	Maintaining relationship with Chamber of Commerce and Home Builders Association. Met with the Real Estate Coalition on 2/3/23 and 6/27/23. CEOs of Chamber of Commerce and HBA were panelists at the KRI Real Estate Summit on April 23rd-24th.
Identify key strategic partners to build on relationships including: Governor's Office, Kentucky General Assembly, Kentucky Secretary of State, Kentucky Real Estate Authority, Mortgage Bankers, Title Companies, Home Builders, etc...	Josh & GA Team		\$5,000		Building on relationship with Governor's Office, Property Coalition Group. Begun Real Estate Caucus within Legislature.
Create Strategic Partner Matrix outlining the type of relationship, the goal of the relationship and the scope of the relationship with each partner.				How often KYR leadership is meeting with State leadership.	
Schedule meetings with identified key strategic partners and KYR leaders. Develop follow-up and relationship nurturing plan (calls and/or emails) for key strategic partners. Contact should be made quarterly, at a minimum.	Suzanne	Q1 2023			Ongoing. Property Coalition met in early February 2023 and June 2023.
1.2 - Strengthen Kentucky REALTORS® voice and partnership with the Kentucky Real Estate Commission with the goal of being a trusted resource for KREC and partner in shaping, enhancing, and protecting real estate in the Commonwealth.	Josh, GADs, President				KYR has formed relationships with newly-elected commissioners.
Meet with KREC at least two times per year.	Josh, President	Q1 & Q3 2023			KYR had meetings with the KREC staff, many of whom attended the KRI Real Estate Summit on April 23rd-24th.
→ Maintain ongoing communication with KREC and the Commissioners. → Open lines of communication with new commissioners as they come on the KREC within their first month.	Josh, President, GADs				KREC Commissioners/Staff presenting at BOD meetings.
1.3 - Establish and facilitate comprehensive communication, reporting, and training for all State Political Coordinators (SPC's)	Advocacy Team			KYR will provide monthly communication tools for SPC's.	Weekly emails have been sent the SPCs during session. SPC Training wA be conducted during the December Leadership Conference, and a Legislative Wrap-Up meeting for the SPCs was held on April 30th, 2024.
Ensure all SPCs are communicating with their respective legislator monthly, structuring conversations around state issues.	Maddison	Monthly		Open rates on Legislative Updates for SPC's.	Legislative Wrap-up report was shared with the Government Affairs Committee and membership. SPC wrap-up meeting was held on 4/30/2024.
Share Market Stats and Kentucky REALTORS® legislative priorities.	Kyle/GADs				
1.4 - Identify and establish a Kentucky Real Estate Caucus within the General Assembly.		Q4 2023			
Meet with caucus biannually.	GADs/Maddison	2024			
Caucus should include KYR members, real estate licensees, auctioneers, real estate attorneys, appraisers, and developers.		2024		Scheduling dates for Kentucky Real Estate Caucus.	

Goal 2: Increase RPAC participation, fundraising, Major Investors, and President's Circle Members annually.					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
2.1 - Raise awareness of the benefits of RPAC for members to increase participation.	GADs & RPAC Trustees			Track all analytics to establish baseline and growth metrics for each month and quarter of 2023.	RPAC Newsletter is published monthly and maintains a 50%+ open rate. The newsletter highlights local and state association RPAC events.
Increase participation to:					
→ 50% in 2023		Q4 2023			
→ 52% in 2024		Q4 2024			
→ 54% in 2025		Q4 2025			
Utilize social media, email, and events to share memes, FAQs, and RPAC success stories with members to encourage participation.	Kyle	Ongoing			New flyers, RPAC Hot Ones Video, and three "Why I Give" videos have been released on all platforms.
2.2 - Increase total dollars raised via RPAC by \$50,000.00 annually.	GADs & RPAC Trustees				
Host an annual RPAC fundraising event to raise member awareness and involvement with RPAC and to increase participation and Major Investors.	GADs	Ongoing		Track the number of new investors into RPAC during each event and establish new investor goals for next fundraiser.	Two RPAC events were held during the Summer Retreat, and the RPAC Soccer event was held in Louisville in August.
Encourage local associations to promote RPAC investment via dues billing and help them establish annual individual goals to increase dues billing investments.		Ongoing		Track all analytics to establish baseline and growth metrics for each month and/or quarter of 2023.	Develop RPAC Playbook with fundraising ideas, legal tips, and RPAC wins.
Increase contributions to a total of:	GADs & RPAC Trustees				
→ \$570,000.00 in 2023		Q4 2023			\$536,926 in 2023.
→ \$620,000.00 in 2024		Q4 2024			
→ \$670,000.00 in 2025		Q4 2025			
2.3 - Increase the number of Major Investors by 25 members annually.	GADs	Ongoing			
Create strategy to increase RPAC Major Investors.		Q1 2023			Hosted multiple events throughout the year, including two during the Summer Retreat, and an additional MI event in Louisville in August 2023.
Increase participation to:					
→ 200 Major Investors in 2023		Q4 2023			209 Major Investors in 2023.
→ 225 Major Investors in 2024		Q4 2024			
→ 250 Major Investors in 2025		Q4 2025			
2.4 - Increase President's Circle Members by 3 members annually.	GADs & RPAC Trustees	Ongoing			<b>COMPLETE as of 3/16/2023.</b>
Increase participation to:					
→ 35 President's Circle Members in 2023		Q4 2023			35 in 2023.
→ 38 President's Circle Members in 2024		Q4 2024			
→ 41 President's Circle Members in 2025		Q4 2025			
Goal 3: Provide RPAC and Advocacy empowerment for the local associations.					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
3.1 - Create annual local advocacy training for AEs, SPCs, Regional Directors, RPAC Trustees, LPCs, and local President; the goal is to empower locals to use their local RPAC funds for direct contributions, polling opportunities, local government issues campaigns, voter registration drives.	Josh & GADs	Q2 2023/Ongoing		Survey attendees from years past on preparedness and compare to new attendees who go through updated advocacy training.	RPAC Training was provided during the December Leadership Conference in 2023. NAR Grant Training was provided in March 2023, and Aristotle/REALTOR Party Resource training was provided to AE's on August 24th, 2023
3.2 - Create a REALTOR® Party Council including REALTOR® Party Major Investor Council, Participation Council, Major Investor Council, FPCs, State President, and Government Affairs Chair to share what has been learned, what is being seen, and how to better institute across the state.	GADs & NAR RPAC Leaders from KYR	Q1 2023		How often the Council meets and the frequency in which this information is delivered to the proper outlets in our local associations.	Council was established and first email was sent on 9/8/2023.
Share information from NAR REALTOR® Party training to be distributed among members across the state.		Q2 2023			Advocacy Guide was included in KYR App for Legislative Meetings.
Explore sending key RPAC leaders to other REALTOR Party Trainings (i.e. - TREPAC, FloridaRealtors PAC, etc...) to learn from the work being done in other states.	GADs	Ongoing			GAD attended Florida Realtors Training.
3.3 - Develop Local Quick Response Teams (QRT) to develop ordinance watch for local areas.	Josh, Kyle, GADs,			Track laws and ordinances and responses required.	Bluegrass and GLAR QRT's have been formed.
Establish a Local Issues Mobilization framework, program and funding source to ensure KYR is impacting the outcomes on issues important to the association.	Economic Development Chair	Ongoing			Curate, a local ordinance tracking program, was secured in March 2024 and offered to local GADs in Kentucky, as well as the KYR Regional GADs.

Identify ordinances that don't align with REALTOR® values and strategic initiatives and deploy Calls For Action (CFA), messaging, member awareness, and member engagement on such issues.	GADs				KYR Regional GADs are in constant communication with the l
3.4 - Conduct a cost analysis study to better understand the real costs associated with KYR running a comprehensive and effective advocacy program within the Commonwealth. Study should include cost of elections, ballot initiatives, local issues, and any other area KYR is seeking to be the leading advocacy voice within Kentucky.	Kyle/GADs	2024			Identify organizations to conduct study, specifically for ballot initiatives.
Assess and determine amounts to have in reserves for advocacy funds and ensure PAC is ready when needed.	GADs	Ongoing			Building Issues Mobilization fund reserves.

### Strategic Priority 2: Economic Development

Commercial - Global - Smart Growth - Sustainability - Trade Missions

Establish Kentucky REALTORS® as a leading voice in the future planning of real estate.

#### Goal 1: Support economic development throughout the state.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
1.1 - Develop a plan and strategy for KYR and local associations to take a leading role in shaping the future of landuse and development within Kentucky. The plan shall include identification of strategic partners, strategies for ensuring KYR and local association partners always have a seat at the table, and KYR leading the conversation on future growth and development within the Commonwealth. Publish a report at the end of 2023 on work achieved, goals established, and ideas proposed to achieve Goal 1.1.	Josh & GADs	Q2 2023		<b>Complete. Economic Development PAG was established and presented a report to the Board of Directors.</b>
	GADs	Q4 2023		Economic Development Committee has been established and meets regularly.
1.2 - Conduct a housing needs analysis for Kentucky to include all housing types and products; including single-family, multi-family, workforce, affordable, mixed-use, and agricultural uses. Create a needs and challenges matrix to identify areas of greatest need.	Josh, Kyle, GADs, and Economic Development Team	Q3 2023	Reference Lester Sanders' NAR Committee	KY Housing Task Force was appointed by the legislature through CR68. KYR will wait for that development to ensure other organizations are not working on a similar study, as the Task Force is in the fact-finding stage.
Apply for and obtain NAR Smart Growth and Housing Grants.	Kyle/GADs	Q1 2024		Many local associations have secured NAR grants. The KYR Regional GADs as well as the Leadership Academy also had NAR Grant Training in DC and on Zoom.
1.3 - Develop resources to help members, consumers and leaders understand the current state of the real estate market and housing shortages that exist within Kentucky. Resources to include reports, charts, graphs, infographics, and other mediums to effectively tell and illustrate the full story of the state of real estate in Kentucky.	Josh, Kyle, GADs, and Economic Development Team	Q1 2024		<b>Completed through KYR Market Stats portal.</b>
	Kyle, GADs	Q2 2024		<b>Completed through KYR Market Stats portal.</b>

#### Goal 2: Engage with Local, State, and National Partners, and "Allied" Industries.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
2.1 - Develop an economic development-focused course for a combined audience of REALTORS®, builders, bankers, etc., providing CE to all groups to further secure Kentucky REALTORS® as the voice of real estate. Apply for and obtain NAR grants to support this initiative.	GADs & KRI	Q1 2024		KRI is currently developing an Introduction to Economic Development course for its online platform. This course will cover key principles and objectives of economic development, explore the role of real estate in driving economic growth, and examine public-private sector partnerships essential for successful development projects. The estimated completion and launch of this course is targeted for December 2024.
	Kyle/GADs			

#### Goal 3: Build a blueprint for the process of identifying and advancing economic development opportunities at a grassroots level.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
3.1 - Create an Economic Development Task Force within KYR.	Josh & Elizabeth	Q2 2023		Completed. The Economic Development PAG finalized their report in May 2023.
Identify members and other partners to participate in the work of the task force.	Josh, Elizabeth, and Economic Development Committee	Q4 2023		Economic Development Committee's first meeting was 1/11/2024. Meetings with KAED, CCIM, and Chamber have taken place since then.
Survey other economic development leaders on their work and processes to learn from their processes and successes.	GADs & Economic Development Committee	Q4 2023		Met with representatives of KAED, CCIM during January, as well as the Chamber in February. Dr. Aull of the Kentucky Chamber of Commerce will present on their KY listening tour during the KYR Summer Retreat in June 2024.

<b>Goal 4: Monitor and anticipate unnecessary or burdensome regulatory actions that could impact future growth and economic development.</b>					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
4.1 - Develop a plan and mechanism to identify and report challenges or impediments to the Economic Development Task Force that would negatively impact desired economic expansion in Kentucky. Examples include infrastructure issues, jobs, regulations with unintended consequences, burdensome procedures, etc...	GADs & Economic Development Committee	Q4 2023			<b>Completed. Included in Economic Development PAG report.</b>
		Q4 2023			<b>Completed. Included in Economic Development PAG report.</b>

**Strategic Priority 3: Leadership**  
*Leadership Development - Governance - NAR - Leadership Academy - Candidate Training - Community Leadership*  
 Kentucky REALTORS® will identify, develop, and empower our members to become impactful leaders at the local, state, and national levels.

<b>Goal 1: Engage members in leadership opportunities to further their professional success and participation in the association.</b>					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
1.1 - Identify two future leaders from each local association to groom for KYR leadership opportunities. To be completed via multiple surveys to past and current delegates, regional directors, and local association leaders. Develop a leadership progression roadmap to help members know and understand how to grow and advance within KYR.	President & President-Elect (Kyle for survey)  Josh/Kyle	Annually (Begin Q4 2023)		Identify all appointment opportunities for boards, councils, etc... and share opportunities with identified members.	
1.2 - Enhance the KYR Leadership Academy. Require all Academy members to complete the KYR Fair Haven Simulation	Kyle & KRLA Committee	Annually		Survey attendees from years past and compare to new attendees who go through the updated leadership academy.	Kentucky REALTORS Leadership Academy has met each month and the Committee finalized the future application process to begin in 2024. <b>Completed.</b>
1.3 - Provide a scholarship opportunity for KYR members to participate in the National Association of REALTORS Leadership Academy (NARLA).	Kyle	Annually	\$5,000		<b>2024- Completed.</b> Janette DeWitt was selected for the NARLA Class of 2024 and Jen Swendiman was selected for the Class of 2025.
1.4 - Revamp KYR Leadership Conference to draw greater interest, participation, and excitement for and within the program.  Secure forward-thinking and dynamic keynote speaker for December meeting. Award scholarships to attend Leadership Conference to two future leaders identified by local associations.	Josh and Meetings Committee  Meetings Committee	Annually  Q2 of each year			The schedule for the 2024 Leadership Conference included numerous new sessions, including a property insurance panel and ChatGPT class. Two past-NAR Presidents spoke during the 2024 Leadership Conference, and Tommy Choi, distinguished RE speaker, attended as well.
1.5 - Increase C2EX endorsements to 7% by 2025. Increase endorsements to: → 5% in 2023 → 6% in 2024 → 7% in 2025	Josh & Leadership Team  Josh & President	Q2 of each year  Q4 2023 Q4 2024 Q4 2025	\$2,000		No registration fee is charged for the 2024 Leadership Conference. This item was not budgeted for 2024.
1.6 - Create an NAR Strategy PAG within KYR for the purpose of assisting KYR members and leaders securing NAR committee appointments and chairmanships at the national level. Survey other states on their programs in an effort to best understand how to achieve optimal results for KYR.	Josh & President  Josh & Kyle	Q2 2023  Q2 2023			Leadership Team elected to pause the creation of any PAG's until 2024.
1.7 - Develop and provide candidate training to identify, recruit, and train REALTORS® to run for public office, or be appointed to local/state positions. Review NAR Candidate Training program.	Josh, Kyle, GADs Kyle & GADs	Q1 2024 Q3 2023			Developing a program with McCarthy Strategic Solutions. <b>Completed and received resources from NAR Staff.</b>

**Strategic Priority 4: Membership**  
*Value Proposition - Local Association Partnership - Engagement - ISC - Products - Tools - Services*  
 Kentucky REALTORS® will strengthen and enhance the engagement and success of our members, in partnership with local associations, while providing unparalleled products, tools, and services.

<b>Goal 1: Improve communication across the association.</b>					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
1.1 - Conduct surveys about the products and resources used, adopted and needed by KYR members. Distribute to local AEs and Regional Directors	Kyle Kyle	Q1 2023			<b>Complete.</b> <b>Complete.</b>

1.2 - Hold bi-monthly statewide meetings with local Presidents, brokers, and KYR President.	Josh, President, Kyle	Q1 2023			Currently being held monthly, and moving to quarterly to suit the attendees' schedules.
1.3 - Incorporate text messaging software into regular communications.	Kyle	Q1 2024		Establish baseline and growth metrics on number of texts, open rates, click rates, response rates, etc...	
Research, secure, and implement use by end of Q2 2024	Kyle	Q2 2024			
Utilize for all events, calls for action, RPAC auctions, etc. by Q2 2024		Q2 2024			
1.4 - Increase engagement with new members.				Establish communication plan and measure open rates, click rates, attendance, etc...	Email open rates remain at 52% or higher.
Drip campaign from Leadership Team with effectiveness of campaign being measured quarterly based on open rate, click throughs, and engagement rate.	Kyle	Q1 2023			
Host YPN events at KYR meetings as a way to engage new members.		Q2 2023			DEI/YPN welcome and networking session was held during the KYR Summer Retreat in 2023. YPN Mini-Sessions will be held during the KYR Annual Conference in 2024.

**Goal 2: Deploy and adopt the use of Market Stats software across the association.**

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
2.1 - As the voice of real estate, KYR shall develop and provide comprehensive market data for members, local association partners and state leaders.	Kyle	Q1 2023		Complete.
Secure all data feeds required for statewide statistical data development.				Complete.
Develop and launch statistical platform to members and local associations.		Q2 2023		Complete.
Develop a marketing push to members and hold a training on the utilization of Market Stats, personalizing to each association's respective area.		Q2 2023		Complete.
→ 10% Adoption Rate		Q4 2023		
→ 20% Adoption Rate		Q4 2024		
→ 30% Adoption Rate		Q4 2025		

**Goal 3: Provide Health Insurance as an option for members.**

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
3.1 - Research and determine insurance options for Kentucky REALTORS® members as a member benefit.	Kyle	Completed	\$6,500	Completed.
Research and identify health insurance companies that align with the needs of members.		Completed		Completed.
Present the best option for health insurance to BOD for approval.				Completed.
Begin promoting countdown to launch at meetings, through video campaigns sent via various communication mechanisms, and at local associations.		Q1 2023		Completed.
Launch insurance program for members, promoting enrollment opportunities via various communication mechanisms and enrollment days as local associations.		Q1 2023		Completed.
→ .25% Adoption Rate		Q4 2024		
→ .50% Adoption Rate		Q4 2025		

**Goal 4: Empower Regional Directors to be the bridge between the state and local associations.**

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
4.1 - Create and implement Regional Director training.	Kyle/GADs	Q1 2023		Program is in development with the first draft completed at the end of Q2 2024.
Develop robust curriculum for training of Regional Directors, providing key elements surrounding communication, advocacy, education, etc.		Q1 2023		Program is in development with a focus on Governance, Advocacy, and Education for the Region Directors and members in their region.
Hold initial Regional Director training at Summer Meeting.		Q2 2023		All Region Directors participated in numerous training sessions during the 2024 KYR Leadership Conference.

**Goal 5: Revamp Membership Outreach structure.**

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
5.1 - Restructure the outline of our Membership Outreach to provide a more cohesive format, including information on RPAC (fundraising ideas, events, auctions), Legislative updates and priorities, legal issues seen across the Commonwealth, Educational Opportunities, and a market statistics report, to then be shared and distributed via Regional Directors to association members.	Josh/Elizabeth/Kyle			All 18 local associations were visited in 2023. President Pam Featherstone, President- Elect Barb Curtis, and CEO Josh Summers have visited nearly all of the local associations thus far in 2024 as a part of the KYR Listening Tour.

Outline Membership Outreach program and distribute to Regional Directors.	Josh/Kyle	Q3 2023			All 18 local associations were visited in 2023, and RPAC was mentioned during each visit.
Regional Directors & State RPAC Trustees to begin updated Membership Outreach program across the state.		Q1 2024			<i>In progress.</i>
Complete Membership Outreach with at least one per region.		Q4 2024			<i>In progress.</i>

**Goal 6: Update the website.**

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
6.1 - Evaluate and update the usability and content of the Kentucky REALTORS® website.	Kyle	Q1 2023		Establish baseline and growth metrics on number of visits, time on site, number of members accessing member-specific information/data, form submissions, etc...	<b>New website is complete. Another revision of the KYR and KRI websites is in progress.</b>
Survey members on most important aspects to include/build out on the website.		Q1 2023			<b>KYR App has been developed.</b>
Ensure the website highlights events, education opportunities, RPAC, KYR Leadership, etc.		Q2 2023			<b>Completed and ongoing.</b>
Develop website management plan to ensure website remains current, accurate and provides timely information.		Q3 2023			Continuously reviewing website to ensure it is relevant and efficient for members' use.

**Strategic Priority 5: Professionalism**  
*Professional Development - C2EX - Education - Designations - COE - Professional Standards*  
 Kentucky REALTORS® will model, promote, and expand professionalism in our industry through education, designation and certification programs, accountability, and showing respect for everyone.

**Goal 1: Enhance member professionalism and productivity through robust, relevant and diverse educational offerings.**

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
1.1 - Review all KYR educational offerings to understand the value of each offering to members and local association partners, the ROI of each offering provided, and the attendance of each offering.	Education PAG	Q1 2023		Establish metrics to measure effectiveness of all educational offerings and engagement to calculate ROI for association and members.	Ongoing: Surveys are completed at the end of each course evaluating, instructors, course material, and relevance of topics to the student's needs. Courses are reevaluated annually based on the student's feedback and industry changes to ensure compliance and the needs of the students are being met. Each year trustees review current education offerings offering insight into what KRI should focus on when expanding our course content.
1.2 - Create a campaign promoting various course offerings. Find creative ways to promote the courses and the importance of them. Ideas may include using the faces of the Leadership Team in a "Leading by Example" campaign to show the value even the most seasoned leaders see in obtaining various certifications and designations.	Education Department	Q1		Establish metrics on each component to ensure ROI and effectiveness of campaigns.	Ongoing: The KRI newsletter launched in July advertising all of the scheduled in person and webinar offerings, updates on scholarships, and general education information. KRI is working with marketing to establish a monthly campaign highlighting different course offerings and the benefit of that topic. KRI also offers a revenue share program with local associations to incentivise members to use KRI for their educational needs.
Create an annual Education Promotion Calendar which highlights various educational offerings throughout the year and promotes different courses each month.		Monthly		KRI 's website is continually updated with educational offerings throughout the year. KRI is also working to spotlight one educational program and/or designation/certification offered through the NAR partnership per month in the KYR Insider.	Completed. KRI Website Calendar is continually updated with all educational offerings throughout the year in various parts of the state. "Featured" courses are selected and listed on the top of the site monthly.
Promote the importance of various national designations and certifications, including C2EX, CRS, CRB, RLI, At Home with Diversity, Code of Ethics, etc.		Monthly		KRI is currently working with NAR to offer designation and certificate programs through the newly launch CRD Referral Participation Program. Through this program we will be an approved provider with NAR and will earn revenue share from any designation completed NAT through our website	Completed. All NAR designation and certification, as well as certificate opportunities with the importance of those offerings listed on KRI website. Promotion of C2EX in the Broker Summit Booklets, KRI website, and as a GRI Elective. KRI partnered with NAR to offer the two day ABR course free to members for CE, PLE, and Broker education hours.
1.3 - Establish annual goals on the number of Kentucky REALTORS® earning and obtaining designations and certifications annually.	Education PAG	Q1		Designation and certification goals should be established within the 1st Quarter of 2023.	
Determine courses and designations to be included in measurement.					
Increase to:					
→ XX% in 2023		Q4 2023			
→ XX% in 2024		Q4 2024			
→ XX% in 2025		Q4 2025			

1.4 - Encourage all members of the BOD to complete C2EX, At Home with Diversity, Fairhaven and COE as outlined below: → 50% in 2023	Josh/President	Q4 2023		Track total number of BOD participation quarterly.	
→ 75% in 2024		Q4 2024			
→ 100% in 2025		Q4 2025			
1.5 - Hold mock COE reviews to demonstrate the importance of accountability in our profession.	Education Department	Q3 2023		Quantify past COE violations/complaints compared to those post-implementation of mock COE reviews.	Completed. 156 KYR Members completed Professional Standards Trainings this spring. The groups demonstrated mock scenarios reviewing top COE violations.
1.6 - Develop a REALTOR® Safety campaign to promote the importance of awareness and having systems in place for your office, staff, and agents. Hold REALTOR® Safety trainings each quarter.	Josh, Suzanne, Safety Committee	Q2 2023			
	Josh & Suzanne	Q2 2023			

**Diversity, Equity, and Inclusion**

Kentucky REALTORS® recognizes the work the National Association of REALTORS® (NAR) is doing in the area of diversity, equity, and inclusion. As a partner with the national association, Kentucky REALTORS® will work to incorporate the NAR DEI Strategic Plan into our work as a state association with the goal of creating an association where all members are valued, recognized, and engaged in our work within the Commonwealth.