



KYR CEO Report for the BOD September 2025 Meeting

KYR Member Count as of September 1st, 2025: 13,137

Table of Contents:

KYR Member Engagement Report	Pages 2 - 3
KRRF & NAR Disaster Relief Update	Page 3
RPAC Update	Page 3
Professional Standards & Legal Hotline Report	Page 4
Kentucky REALTORS® Institute Report (KRI)	Pages 4 - 6
KYR Marketing & Communications Report	Pages 6 - 8
September 2025 NAR Executive Summary	Pages 8 - 9

KYR Member Engagement Report:

June 2025 Events:

- KYR Leadership Team Meeting
- NAR Legislative Meetings in Washington, D.C.
- NAR State AE Huddle
- KYR State AE Meeting
- DEI Committee Zoom Meeting
- Safety Committee Zoom Meeting
- Statewide Forms Committee Zoom Meeting
- KYR June Summer Meetings at Lake Barkley
- Governance Task Force Zoom Meetings
- Annual Convention Committee Meeting
- KYR Finance Committee Zoom Meeting
- Annual Convention Zoom Meeting
- Government Affairs Strategy Session – Preparation for February 2026 Legislative Meetings
- RPAC Trustees Meeting
- Travel to HKAR for their Leadership Meeting
- Travel to NKAR for their General Membership Luncheon

July 2025 Events:

- KYR Leadership Team Meeting
- KYR Finance Committee Meeting
- NAR State AE Huddle
- KYR State AE Meeting
- DEI Committee Zoom Meeting
- Safety Committee Zoom Meeting
- RPAC Leadership Team Zoom Meeting
- Statewide Forms Committee Zoom Meeting
- Annual Convention Committee Zoom Meeting
- Attend the REALTOR® Community Housing Foundation (RCHF) Golf Tournament
- KRRF Trustees Zoom Meeting
- Lunch meeting with BIA CEO, Anetha Stanford
- Travel to Murray for the General Membership meeting
- Governance Task Force Zoom Meetings
- KYR 2026-2028 Strategic Planning Preparation with Facilitator
- Attend the NC REALTORS® & GA REALTORS® AE Regional Retreat (KYR local Association Executives are invited to attend all future meetings)
- KYR 2026 Budget Preparation Zoom Meeting with Bruin & Associates, Treasurer & Treasurer-Elect
- KRLA Retreat

August 2025 Events:

- KYR LT Meeting
- KYR Finance Committee Meeting
- NAR State AE Huddle
- KYR State AE Meeting
- KYR September Convention Registration Launch
- NKAR Meeting with Congressman Massie at their Board office
- KY Chamber Dinner Honoring Chairman, Congressman Brett Guthrie
- Attend NAR Leadership Summit with KYR President-Elect in Chicago
- Governance Task Force Zoom Meetings
- Grievance Committee Zoom Meeting
- Annual Convention Committee Zoom Meeting
- Attend the going-away event for long-time employee Julie Johnson
- In-person Governance Task Force meeting in Lexington
- RPAC Trustees Zoom Meeting – review the Bylaws
- Bylaws, Policies & Procedures Committee Zoom Meeting
- Attend Bluegrass District 2 meeting in London
- Attend Bluegrass District 3 meeting in Somerset
- NAR Region 4 Executive Committee Zoom Meeting

Kentucky REALTORS® Relief Foundation & NAR REALTORS®

Relief Foundation Update:

- February 2025 Disaster Relief:
 - **\$195,508.05** allocated
 - 290 families assisted
- April 2025 Disaster Relief:
 - **\$108,209.05** allocated
 - 146 families assisted
- May 2025 Disaster Relief:
 - **\$39,437.68** allocated
 - 53 families assisted
- **Total: \$343,154.78 was allocated to assist 489 families.**
- **Kyle and Hathlyn process 958 applications, and we are grateful for their remarkable efforts in helping our Kentucky families.**

RPAC UPDATE:

- We've raised \$346,127, which is 63.67% of our 2025 goal
- We are at 30.6% participation
- We have 75 Major Investors
- We have 23 President Circle Members

Professional Standards & Legal Hotline Report:

July:

- 2 Legal Hotline Requests submitted.
- Forms Committee Meeting held via ZOOM.
- Audit Committee meeting held via ZOOM to evaluate proposals to provide audit services to KYR. Recommendation prepared for Board of Directors consideration.
- Reviewed resumes of possible Director of Legal Affairs candidates.
- Prepared notes, checklists, and documentation for the Director of Legal Affairs.
- Drafted promotion information for KYR/KRI Mediation Scholarships to be awarded.
- Registered scholarship winners for NAR Mediator/Mediation Training Sessions & reserved hotel.
- Met with Professional Standards Chair and Vice Chair to discuss 2026 training sessions. Communicated with Stephanie Walker to reserve March 2-6 for 2026 Kentucky training sessions.
- Prepared scholarship applications for the selection committee member review.

August:

- Mediation scholarship selection committee met via ZOOM.
- Notifications sent to recipients and those not selected for scholarships.
- Past Presidents Committee met via ZOOM to review the Candidate Resource Guide drafted by Josh.
- MLS Appeal Hearing was held via ZOOM. The panel affirmed the decision of the MLS Committee.
- Grievance Committee Meeting Held- Additional Information requested from Complainants.
- One Request for Ombudsman Services Submitted.
- 6 Legal Hotline Requests submitted.
- Forms Committee Meeting was held via ZOOM on August 1st and August 25.
- Clarified NAR Director terms and notification timelines with NAR.

Kentucky REALTOR® Institute Report as of September 2nd, 2025:

Enrollment and Online Education:

- Total Enrollments: In 2024, KRI recorded 3,992 total enrollments across our educational offerings.
- Online Participation: Of these, 3,239 enrollments were for online courses, showing a strong preference for flexible learning.

Completed Education Initiatives:

- Partnerships with Local Boards: Partnered with 7 local boards to deliver 17 in-person CE courses, expanding our local outreach.
- GRI: Held 4 live webinar courses, with the final two scheduled for October. The GRI program has been submitted to NAR for recertification.
- AHWD: Partnered with Bluegrass REALTORS® to deliver AHWD. All KRLA members fulfilled their AHWD requirement and received CE credit.
- Summer Meeting: Jenny Fields taught two three-hour sessions with over 100 attendees combined.

- Professional Standards Training: Delivered 3 in-person sessions and 1 webinar with national speaker Stephanie Walker, former NAR Professional Standards Committee member. These provided free CE and fulfilled the professional standards training requirement. Total attendance was 206.
- Instructor Development: Launched our first online Instructor Development Training last fall, with more than 30 enrollments to date. A second course is planned for early 2026.
- Kentucky and Ohio Memorandum of Understanding: KREC successfully executed a Memorandum of Understanding (MOU) with both Kentucky and Ohio. KRI was available to provide support throughout the process and now offers the course as part of our educational offerings. This ensures that licensees in both states have access to high-quality, KRI-supported education, furthering our commitment to professional development and elevating real estate standards for consumers.

What's New:

- New Partnerships: KRI is expanding into brokerages in addition to local associations. We've partnered with a Tennessee brokerage to offer KY Core to their Kentucky licensees on October 23, 2025, in Clarksville. We're also in conversations with several Kentucky brokerages to continue broadening our reach.
- Instructor Growth: Two new instructors joined the foundation this year, with additional instructors expected to participate as we expand in-person training.
- Task Force & Committee Input: KRI worked closely with the Economic Development Committee and Property Management Task Force to better understand their educational priorities. We have submitted a *Guide to Commercial Real Estate* course for KREC approval, intending to launch online in November. We are also developing more property management-focused education to strengthen professionalism in this field across the state.
- LearnUpon Transition: One of our most significant initiatives this year has been migrating all online learning, in-person registrations, and completions into one system. LearnUpon will simplify registration, course completion tracking, and certificate issuance for both students and staff. With this transition wrapping up, we can shift our focus to improving current courses and developing new ones to stay relevant in the industry.
- KRI has begun the process to gain approval to offer the USPAP course for appraisers. Applications to provide the course will open in the coming weeks, and KRI plans to offer the course in both live learning and online formats. Updates and new developments will be shared through our newsletter as they become available.

Convention Highlights:

At this year's convention, we provided 6 education sessions offering CE, PLE, and broker credit. Sessions ranged from one to three hours and were included in convention registration at no extra cost—adding even more value to membership.

Strengthening Industry Relationships:

We continue to build and maintain a strong relationship with KREC and other partners, which is essential for both our compliance and our success moving forward.

KYR Marketing & Communications Report:

KYR Digests:

- This year, we have released 34 updates, with a 62% open rate. This is an increase of 5% since 2024. The industry average is 15%-20%. The Clock-Through Rate on our digests sits near 3%, which is double the industry rate of .9%.

Legislative Updates:

- The 2025 session was covered by KYR's 13 releases, which had an average open rate of 57%. This indicates significant interest in KYR's government affairs, reflecting a 7% increase from 2024.

Kentucky Realtor Institute (KRI) Newsletters:

- There have been ten releases in 2025, with a 58% open rate, reflecting a 10% increase over 2024. This keeps the engagement numbers from 2024 consistent.

Emails and e-blasts related to events, advocacy, and other topics have an open rate of 57%.

Considering that the industry average is 15-20%, KYR is producing engaging material in line with our members' interests.

- KYR communications have consistently and professionally exceeded industry standards by more than double.

2025 Website Stats:

KYR Website YTD 2025:

- 15K Active Users - YTD Up 47% over 2024
- 36K Views - YTD Up 28.5% over 2024
- Most Viewed Pages - KYR Home Page, Classes & Events, and KRRF
- Organic Search Impressions - 374K YTD, up 76% over 2024
- Device Types - 71% Desktop & 28% Mobile

KRI Website as of today in 2025:

- 14K Active Users - YTD Up 68.3% over 2024.
- 288K Views - YTD Up 350% over 2024. (This number also reflects Google Ad campaign.)
- Most Viewed Pages - KRI Home Page
- Top Pages - KRI Home, Licensing, and Continued Education
- Organic Search Impressions - 36.3K
- CPC Impressions - 3.48K (Google Ads)
- Device Types - 61% Mobile & 37% Desktop

2025 Press Releases:

KYR has released **9 Market Stats** Press Releases and **4 KRRF / Disaster Relief** Press Releases so far in 2025.

- July's **Earned Media Report** lists **65 Mentions** in other media outlets and a **Reach of 32.2M**
- June's **Earned Media Report** lists **33 Mentions** in other media outlets and a **Reach of 17.1M**
- May's **Earned Media Report** lists **157 Mentions** in other media outlets and a **Reach of 178M**
- April's **Earned Media Report** lists **265 Mentions** in other media and a **Reach of 189M**
- March's **Earned Media Report** lists **51 Mentions** in other media and a **Reach of 134M**

2025 Video Content:

- RPAC at the Track
- 2025 KYR **Hill Day** video
- Seller's Video Series
- Mike Inman RVP Video

2025 Marketing Collateral Materials:

- KYR Convention & Expo
- KYR Legislative Meetings
- KYR Summer Meeting
- 2025 Leadership Guide
- 2025 Advocacy Guide
- KRRF Graphics
- RPAC Tacos & Tequila
- RPAC at the Track
- KRLA Graphics
- KYR Legislative Graphics
- Market Stats Graphics
- KYR Camp Ruckus Graphics/Apparel
- KYR Member Benefits Flyer
- KYR Social Media Graphics
- KRI Class Information Flyers/Web Graphics

2025 KYR Forms Updates and Revisions:

- Statewide Sales Contract
- Exclusive Right To Sell
- Post-Closing Occupancy Agreement
- Farm/Land Sales Contract
- Inspection Form
- Pre-Closing Occupancy Agreement
- Farm/Land Addendum

September 2025 NAR Executive Summary:

Advocacy:

- The **Homeowners Privacy Protection Act of 2025**, a bill that severely restricts the use of mortgage credit trigger leads is headed to President Trump's desk for signature.
 - Under the abusive practice, credit reporting agencies sell a consumer's data post application, without the consumer's knowledge or consent, to other lenders as leads. Consumers are then inundated with calls, emails, and texts from lenders.
 - Consumers often incorrectly think their agent or lender has sold their information.
- In a win for prospective buyers who've been traditionally shut out of the mortgage market based on **credit scoring criteria**, the Federal Housing Finance Agency will now accept rental, utility, and telecom payments. NAR has long advocated for these changes.
- The VA's temporary policy allowing veterans to directly compensate their real estate agents is now permanent with the passage of the **VA Home Loan Reform Act**.
- With the **No Tax on Home Sales Act** joining the bipartisan **More Homes on the Market Act** in Congress, capital gains reform for home sales is surging to the forefront of the housing policy debate.
- NAR continues to push for several bipartisan bills that would address supply and affordability, such as the **ROAD to Housing Act**, a comprehensive piece of legislation that would expand access to affordable housing and promote sustainable homeownership.

Technology:

- NAR recently updated RPR®'s Commercial Trade Area ScriptWriter to include a new interface that automatically includes data in each script on:
 - primary consumer segments
 - income levels
 - population stats
 - housing details
- The Residential Market Trends ScriptWriter, and the Commercial Trade Area ScriptWriter, are two AI-powered tools that create persuasive real estate messaging, presentations, and email templates offered to streamline member workflow.

Economic Outlook:

- The median existing-home sales price increased by .2% from July 2024 to \$422,400.
- Home buyers are in the best position in more than five years to find the right home and negotiate for a better price.
 - Housing inventories are at their highest level since 2020
 - Home prices are growing at their slowest pace since 2023
 - Mortgage rates have moderated.
- Yet, [pending home sales](#)—a forward-looking indicator of home sales based on contract signings—remained mostly flat for July.
- Rising mortgage applications for home purchases are an early indicator of more serious buyers in the marketplace, though many have not yet committed to a pending contract.
- The Federal Reserve signals that it may enact a lower interest rate, which should enlarge the pool of eligible homebuyers in the upcoming months.

Legal Update:

- NAR's revamped legal department enables NAR to be more assertive in identifying and combating legal risk so NAR can continue to serve REALTORS® and their clients for generations to come.
 - **Trademark**, led by Leslie Nettleford-Freeman: Assoc. General Counsel
 - Protects the brand
 - **Litigation**, led by Andowah Newton: Assoc. General Counsel
 - Fights challenges to NAR policies
 - **Derisking the portfolio**, led by Charlie Lee: Assoc. General Counsel
 - Removes unnecessary risk from our rules and policies
- Three key dismissals over the summer reinforce NAR's position that its policies foster a competitive, transparent, and fair housing market that benefits members and consumers.