

Kentucky REALTORS® Strategic Plan

Key Updates

Strategic Priority #1: Advocacy

- 1.2- KREC officials spoke at the KYR Board of Directors meeting on June 26th, 2025.
- 1.3- Congressional market statistics reports were shared with legislators during the NAR REALTOR® Legislative Meetings & Hill Day.
- 2.2- The annual RPAC at the Track event was held at Churchill Downs. This event raised \$29,800 and over eighty (80) REALTOR® members registered for the event.
- 3.1- The RPAC Trustees held a retreat from September 10th-11th featuring multiple trainings encompassing fundraising and best practices for RPAC events.

Strategic Priority #2: Economic Development

- 1.1- The Kentucky Association for Economic Development CEO provided a presentation to the Kentucky REALTORS® Leadership Academy on the importance of being involved in local economic development opportunities and current initiatives across the state.
- 1.3- The KYR Economic Development committee, in conjunction with Commerce Lexington held an Economic Development Simulation in May 2025. The Simulation emphasized the need for affordable and attainable housing, while providing an opportunity for attendees to participate in interactive activities to identify the best communities and companies for economic growth.

Strategic Priority #3: Leadership

- 1.4- Adorna Carroll, NAR DSA recipient and renowned speaker, facilitated the Governance Task Force meetings in August as well as the strategic planning for the Board of Directors in September.
- 1.4 (cont')- Dynamic and forward-thinking speakers for the 2025 Annual Convention & Trade Expo include Harrison Beacher, Adorna Carroll, Tommy Choi, Ron Phipps, and more.

Strategic Priority #4: Membership

- 1.1- Survey regarding membership benefits was sent and completed in Q1 2025.
- 1.1 (cont')- Survey was sent and completed for each KYR business meeting in 2025 (Legislative Meetings & Summer Retreat).
- 1.4- Email open rates are currently over 60%. This number is up from 57% in 2024 and 52% in 2023.
- 2.1- KYtracks continues to be the leading source of housing statistics in the Commonwealth and is featured in dozens of media outlets each month.
- 6.1- New Kentucky REALTORS® website launched on 5/5/2025.

Strategic Priority #5: Professionalism

- 1.1- "Insider's Guide to Commercial Real Estate" is awaiting KREC approval for CE/PLE credit.
- 1.2- KRI Newsletter is sent bi-weekly with over a 50% open rate. The Newsletter features all in-person and virtual class offerings, scholarship information, and industry updates.

Additional KRI Updates:

Education is being offered in reciprocal states, including CORE classes in Tennessee.

Implementation of a new Learning Management Platform (LearnUpon). Benefit: Simplify the methods of course administration, training records (regardless of learning method), Ease of enrollment, and reminders for important deadlines.

Overhaul of KRI education courses:

- Updating existing courses and programs
- Implementation of new pricing for online courses and programs to better align with the market and capture more market share (especially pre-license)

Recertification of the GRI program.

Successful implementation of the KY Law course for Ohio Licensees

- After Reciprocity ended last year, KRI collaborated with KREC to secure a short-term solution for students who were still participating in the reciprocity program.
- Additionally, KRI launched the Law course required for Ohio licensees in order to obtain a Kentucky license through the Memorandum of Understanding KY entered into with OH.
- KRI has also implemented a short-term plan approved by KREC for the students in progress who were affected by the termination of the KY/WV Reciprocity agreement.

Increased Marketing Efforts and tracking online traffic through Google Ads and SEM rush to increase KRI exposure

Engagement with KYR Committees (Convention, Property Management Task Force, and Economic Development Committee) to gain a better understanding of the educational offerings they would like to provide.

- New courses aligning with feedback from committees are in progress for 2025

Continued growth and strengthening of relationships with KREC, assisting with provider viewpoints and aspects of the approval processes.