



Board of Directors Meeting

Appendix III - CEO Report

April 24, 2025

Zoom

Report



Officer: Chief Executive Officer
Reports to: HAWAII REALTORS® Board of Directors
Information Body: HAWAII REALTORS® Leadership Team
Date: April 24, 2025

Membership: The final year end paid membership for HAWAII REALTORS® for 2024 is 10,792 which includes both renewing members and new members. The projected budget for 2024 was 11,208 which included a 7% drop in membership. It was noted at the September 2024 Board of Directors meeting that we projected year end membership to be 10,775 with 761 new members. We came out slightly ahead of those year-end projected numbers but below our approved budget.

The final year end paid membership for 2023 was 11,142 which was based on renewing members as well as new members. The projected budget for paid membership was 11,852 – a difference of 710. Since 2017, state membership has consistently reached over 10,000 with 2022 being the highest membership count ever recorded for HAWAII REALTORS®.

We have just reconciled the first quarter paid membership for HAWAII REALTORS®. As of March 31, 2025, paid members stands at 9,719 which also includes 239 new members. The projected budget for paid membership at year end for 2025 is 10,605. This is based on the membership renewal of 10,315 renewals and 893 new members.

Included in the financial document appendix are copies of the membership reports for 2025 first quarter as well as end of the year for 2024.

Membership Survey: As part of our current strategic plan, a membership survey was conducted earlier this year and was closed in early April. We are currently analyzing the data and will be presenting it to you shortly.

HAR Officers: As a reminder, HAWAII REALTORS® is looking for experienced members for its leadership team. Officers would help the association achieve its strategic plan and assist in shaping the real estate industry. The positions open for 2026 are:

- First Vice President (President 2028)
- Treasurer (2-year term)
- Secretary

Candidates should review the following officer candidate qualifications and job descriptions before applying. The deadline to apply is May 30, 2025.

- [HAR Officer Candidate Qualifications](#)
- [HAR Officer Job Descriptions](#)

Professional Standards: In January, HAWAII REALTORS® hosted Professional Standards Training for Volunteers & Staff with REALTOR Diane Disbrow of New Jersey. Members and local Board staff from across the state attended this special training course for their roles on Grievance, Professional Standards, and the Board of Directors.

Core Standards: Annually, each local Board along with the State Association must meet the core standards process that was established by the National Association of REALTORS® in May 2024. The purpose of core standards is to raise the bar for REALTOR® Associations and ensure a high-quality service for members. The standards, which became effective upon approval by the NAR Board of Directors in May 2014, ensure strategic alignment with all entities of the REALTOR® association. All REALTOR® associations, as a condition of membership, are required annually to comply with a set of standards that are specific to local and state associations and commercial overlay boards.

- Code of Ethics
- Advocacy
- Consumer Outreach
- Unification Efforts and Support of the REALTOR® Organization
- Technology
- Financial Solvency

The annual compliance cycle runs from January 1 to December 31, by which time all local associations and commercial overlay boards are required to submit their certification forms to their respective state associations. I am happy to report that all our local Boards and the State Association were certified to be in compliance with core standards by the end of December 2024. The core standards process for 2025 has officially opened and HAR asks all local Boards to complete the process by November 30, 2025.

Bylaws Language Mandate: Earlier this year, NAR provided local Boards and the State Association information on mandatory changes to the Association Bylaws. This mandatory language references New Member Fair Housing Orientation and Continuing Fair Housing Training.

As per our Bylaws, Section 9.2 Amendments Mandated by NAR. When Bylaws amendments are mandated by NAR policy, these Bylaws may be automatically amended to reflect the mandate as the effective date of the mandatory policy authorized by NAR. The Association shall provide notice of that change in a regular or special membership communication.

We are working on the placement of this language in our bylaws, and we will be communicating this to our members shortly via our e-Blast communication vehicle.

Strategic Plan (2026 – 2028): HAWAII REALTORS® contracted last year with NAR Past President, Ron Phipps to be our facilitator for the next Strategic Planning cycle (2026 – 2028). I am happy to report that the Strategic Planning Committee met last week with Ron at KMC at Volcano and developed the preliminary plan for the next cycle. The Leadership Team is currently reviewing the initial plan document. More information to follow but the goal is to present the plan and budget to the Board of Directors no later than October 1, 2025.

Continue monitoring our existing Strategic Plan by visiting: <https://airtable.com/appan66xdDFd6hV0G/shrYf3ae1UitXx0ij>

HAR Committee Involvement: Within the next several weeks, the process will be open for HAWAII REALTOR® members who wish to serve on committees at the state level. If you ever thought you would like to serve on the Standard Forms Committee or maybe on one of the Advocacy Group Committees, this will be your opportunity to apply. HAR's Policy Committees (Standard Forms, Government Affairs, REALTOR® Political Action, Audit & Board Development) will have openings for volunteers starting in 2026. Members interested in serving on any of these committees should apply when the process opens. We need volunteers from across the state to serve at the HAR level. If you are interested or know someone who is, please have them contact Chatney Higa-French at cfrench@hawaiiirealtors.com for more information.

As always, should you have any questions or need additional information, please do not hesitate to contact me. Thank you.

Report



Department area: Communications and Marketing
Reports to: CEO of HAR
Information Committee: HAWAII ASSOCIATION OF REALTORS® Board of Directors
Date: April 24, 2025 (date of Board of Directors Meeting)

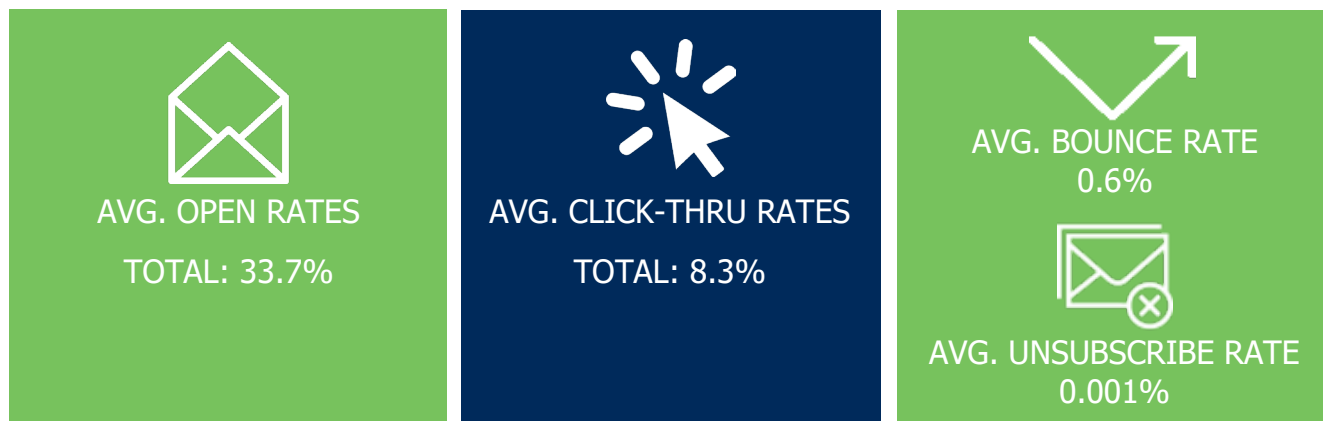
1. Report Items

Media Relations: Hawai'i REALTORS® maintains a positive relationship with the news media that helps with the public's perceived reputation of REALTORS® in Hawai'i. Press releases are sent out regarding current events and activities of the association, and occasional requests are made for interviews with Hawai'i REALTORS® on timely topics. Additionally, we receive media inquiries on various issues, particularly during the legislative session. When the decision is made to comment on the issue, the current president usually serves as a spokesperson for Hawai'i REALTORS®.

Communications and Marketing:

- **HAR Standard Forms:** In February, Hawai'i REALTORS® sunset its standard form Cooperating Brokerage Form's Separate Contract. The sunsetting follows Hawai'i REALTORS®'s decision to remove language from its standard form Exclusive Right-to-Sell Listing Contract authorizing a listing broker to pay a cooperating broker commission. An updated set of HAR standard forms will be released on May 1, 2025 in the HAR Standard Forms Library on the Hawai'i REALTORS® website.
- **NAR Consumer Guide Series:** We continue to promote NAR's consumer guides, which were created as a series of resources to help bring clarity to the practice changes and reiterate the value of working with an agent who is a REALTOR®. Members can share the guides with prospective clients and in their marketing communications to ensure consumers have the information they need to find success in their homebuying or selling journey. Topics range from offers of compensation and navigating multiple offers to property taxes and marketing your home.
- **e-news:** As a primary marketing tool and method of communication to members, the Hawai'i REALTORS® e-news provides the latest news of the state association and its members. This e-mail blast, which is delivered to more than 10,000 recipients, goes out twice a week. Since March, the general e-news now goes out on Tuesdays, updating members on local and national real estate industry news, providing advocacy/legislative updates and promoting the association's programs and services such as the Hawai'i Real Estate podcast, events and member benefits. Additionally, the education e-news now goes out on Thursdays, focusing on upcoming courses and webinars, including HAR webinars, institute courses and the local boards' GRI courses. The items in e-news are also promoted on social media and posted on the Hawai'i REALTORS® website.

E-NEWS STATS SNAPSHOT TO DATE:



- **Social Media:** Hawai'i REALTORS® continues to be active on social media, utilizing videos and photos to promote timely issues and various members and programs — see snapshot below.

SOCIAL MEDIA STATS SNAPSHOT: FEBRUARY 14, 2025 – APRIL 15, 2025



Followers: 4,244
IMPRESSIONS: 3,663
ENGAGEMENTS: 195



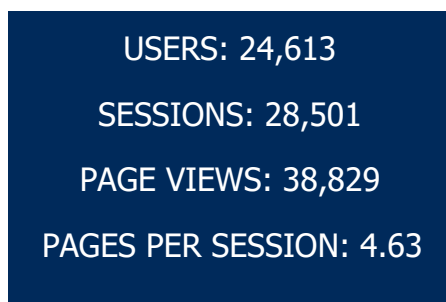
Followers: 2,646
IMPRESSIONS: 3,764
ENGAGEMENTS: 240



Followers: 3,039
IMPRESSIONS: 136
ENGAGEMENTS: 10

- **Website:** Our website is an important source of information for members and consumers. With the help of a web consultant, we are continuing to work on a redesign of the Hawai'i REALTORS® website, which will be completed this year.

WEBSITE STATS SNAPSHOT: FEBRUARY 14, 2025 – APRIL 15, 2025



- **Hawai'i Real Estate Podcast:** As of April 15, 2025, the *Hawai'i Real Estate* podcast has a total of over 9,500 downloads for all of its episodes.
- **Statewide Housing Statistics:** The monthly statewide housing statistics are distributed monthly based on figures we obtain from Hawai'i Information Service, HiCentral MLS, Ltd., Kaua'i Board of REALTORS®, and REALTORS® Association of Maui. The data shows housing trends on Oahu, Hawai'i Island, Maui and Kaua'i, compared to the same time last year. Stats are uploaded to the Hawai'i REALTORS® website and promoted in e-news.

Report



Department area: Member Services
Reports to: CEO of HAR
Information Committee: HAWAI'I ASSOCIATION OF REALTORS® Board of Directors
Date of Meeting: April 24, 2025
Submitted by: Crystal Bise, Director of Industry Relations

I. Upcoming Educational Programs:

A. Virtual Connect – Zoom Webinars

- Zen Real Estate: A Simplified Cutting-Edge Approach to Help REALTORS Increase Energy, Efficiency, and Income.
Clint Pardoe
May 9, 2025
10:00 a.m. – 11:00 a.m.
- 11 Staging Budget Ideas to Wow Buyers Every Time
Barb Schwarz
July 10, 2025
10:00 a.m. – 11:00 a.m.

B. Management Masters - PB/BIC Webinars

HAR is currently working with the Real Estate Commission to see if are able to collaborate a webinar tutorial on how to maneuver through their new “Digital Express change Broker Request” system.

C. 2nd Quarter Designation courses:

Seller’s Representative Specialist (SRS)
April 28 & 29, 2025
8:00 a.m. – 5:00 p.m.
Live course – HBR Holomua Room
12 elective CE credits.
Instructor: Lee Barrett



A.I. Powered Real Estate Professional
(REBI Certification Course)
May 19 & 20, 2025
8:00 a.m. – 12 noon (virtual)
7 elective CE credits
Instructor: Craig Grant



CRS Creating Listing Abundance
May 22, 2025
7:30 a.m. check-in
8:00 a.m. – 5:00 p.m. course (Live)
Homer Maxey Conference Center
8 elective CE credits
Instructor: Kim Cameron



CRB Performance Leadership –
Coach, Manage & Mentor
June 16 & 17, 2025
8:00 a.m. – 12 noon (Virtual)
6 elective CE credits
Instructor: Darren Kittleson



II. Member Services

- **GRI Full Schedule** has been finalized. GRI candidates and the general membership were notified that a full schedule of all mandatory classes is available. Most classes are scheduled as Zoom webinars to accommodate as many candidates as possible. HAR will also be hosting two classes for *Strategies of Listing: Establishing Market Value* in May and August.
- **Preparations for Course Revisions** have begun with compiling student evaluations and comments. A survey of instructors is also being created to further establish scope of work, priority, and timelines.
- **HAR Course Materials** are being updated with the Standard Forms to be released in May.

III. Real Estate Commission

The staff continues to attend the monthly REC meetings to gather information.

Report



Committee Name: Hawai'i REALTORS® Young Professional Network Committee
Reports to: HAWAII ASSOCIATION OF REALTORS® Chief Executive Officer

Date: April 24, 2025

Mission Statement: ***Connecting, empowering and engaging young real estate professionals.***

Supporting REALTORS® by giving them the tools and encouragement to become involved in three core areas: real estate industry, community and REALTOR® Associations.

Chair Joe Castaneda, Vice Chair Porsche Nathaniel, Immediate Past Chair Brenda Avery, Lisa Zamudio, Amberlyn Castro, Tarah Palmer, David Serman, Cameron Chan, Kahea Anzai, Missy Guffin, Samantha Kramer. Ex-Officio: National Association of REALTORS® ("NAR") YPN Advisory Board Member Taylor Rodamer, Secretary Chuck Garrett, President Lance Owens. Staff Liaison: Chatney Higa-French

Meetings (since last report): March 13, 2025

1. Action Item(s)

No Action Items

2. Report Items

At the first YPN Committee meeting of the year Chair Joe Castaneda emphasized the importance of continued support and collaboration among the local boards. The state YPN committee serves as a communication and collaboration tool for each local board.

Hawai'i Island REALTORS® YPN

HIR YPN is preparing for its Illuminated Innovations event on March 20, focused on promoting business partnerships and networking. Due to low registration, the board may consider postponement, with a final decision by March 17. The event is supported by sponsors providing pupus. HIR is also collaborating with Hope Services on a Homeless Awareness initiative.

YPN of O'ahu (Honolulu Board of REALTORS®)

HBR is finalizing its annual Swing into Spring golf event, scheduled for next week. With 40 registrants, the event will feature pupus, driving range access and sponsor engagement. Planning is also underway for the REALTOR® Olympics. HBR aims to elevate this year's Top Producer Panel by covering AI, luxury markets, social media, and more, showcasing both seasoned and newer agents. Additionally, they will reprise their popular Agents Behaving Badly segment.

REALTORS® Association of Maui YPN

RAM YPN is planning a collaborative Top Producer Panel for May. YPN will also be introduced to

new members during orientation on April 14. A community service event is scheduled in June, in partnership with the Airport Fire Department, focusing on highway cleanup.

Kaua'i Board of REALTORS® YPN

KBR is finalizing dates for four Habitat for Humanity volunteer projects. A Cultural Awareness event is scheduled for early summer at the Kaua'i Museum, featuring traditional lei making and hula. Planning is also underway for a scholarship fundraiser to support local initiatives.