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# Strategic Plan 2021-2022

HAWAI'I ASSOCIATION OF REALTORS®

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# 1. Advocacy & Community Relations

Goal:

HAWAII REALTORS® is recognized as a leading advocate for private property rights and real property ownership in Hawai'i.

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# Advocacy & Community Relations

## Strategy 1.1

- HAWAI'I REALTORS® identifies and manages its positions on key issues impacting the real estate industry

## Outcome 1.1

- Collaborate with leadership team and Government Affairs to implement HAWAI'I REALTORS® priorities & strategies
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# Advocacy & Community Relations

## Strategy 1.2

- Provide support and assistance to the local Boards as requested

## Strategy 1.3

- Cultivate partnerships & coalitions to assist in carrying out advocacy goals & objectives

## Outcome 1.2 and 1.3

- Identify common priority issues and cultivate partnerships in order to strengthen advocacy efforts and achieve a unified voice
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# Advocacy & Community Relations

## Strategy 1.4

- Enhance the impact of advocacy and RPAC activities

## Outcome 1.4

- Evaluate and assess if advocacy efforts and activities met the members' wants and needs
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## 2. Member Services & Collaboration

Goal:

Provide quality member programs,  
innovative products and services  
which align with member needs

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# Member Services & Collaboration

## Strategy 2.1

- Create and implement innovative, current, and up-to-date products in conjunction with the members' immediate needs

## Outcome 2.1

- Evaluate and assess if products and services met members' wants and needs
  - Adjust programs and services that HAWAII REALTORS® provides
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# Member Services & Collaboration

## Strategy 2.2

- Enhance effective 2-way communication and working relationships between HAWAII REALTORS® local Boards, and real estate partners for distributing innovative member programs, products, and services

## Outcome 2.2

- HAWAII REALTORS® will have a process in place that evaluates real estate partnerships effectiveness
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### 3. Expertise & Structure

Goal:

HAWAI'I REALTORS® is proactive, flexible, and nimble by ensuring that the organization (i.e., resource allocation, structure, volunteers, and staff) has the expertise needed to achieve strategic plan

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# Expertise & Structure

## Strategy 3.1

- Continue to develop new leadership and members on committees to bring in insightful, diverse, and fresh ideas

## Outcome 3.1

- Implement a recruitment plan to attract new volunteers
  - Create an ongoing training plan for HAWAII REALTORS®volunteers
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# Expertise & Structure

## Strategy 3.2

- Utilize Board Development Committee to evaluate needs of the governance at HAWAI'I REALTORS® and solicit and recruit new and diverse Board of Directors and Officer volunteers

## Outcome 3.2

- Establish Board of Directors recruitment criteria
  - Design a process and procedure that identifies gaps on types of volunteers that need to be recruited for HAWAI'I REALTORS®
  - Recruit Board/Officers that meet criteria
  - Evaluate and assess the recruitment process
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# Expertise & Structure

## Strategy 3.3

- Analyze the structure of HAWAII REALTORS® to assure it is best suited to meet the business and strategic environments and opportunities of today

## Outcome 3.3

- Evaluate, assess, and modify the governance structure accordingly
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# 4. Communication & Organizational Branding

Goal:

Define and grow brand awareness  
and engagement among key  
audiences and stakeholders.

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# Communication & Organizational Branding

## Strategy 4.1

- Establish a cohesive brand identity (vision, mission, key audience, stakeholders, and value proposition)

## Outcome 4.1

- HAWAII REALTORS® adopts the cohesive brand identity
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# Communication & Organizational Branding

## Strategy 4.2

- Develop and implement a plan that strategically communicates brand identity to key audiences and stakeholders

## Outcome 4.2

- Ensure appropriate channels are being utilized to communicate brand identity
  - Establish performance metrics for HAWAII REALTORS® value proposition (“R” PALS)
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