



**HAWAII'
REALTORS®**

2023-2025 Strategic Plan

FOCUS AREA #1: Advocacy, Housing & Community Relations



GOAL: Hawai'i REALTORS® continues to grow as a recognized leader in addressing issues related to housing in Hawai'i.



**Strategy
1.1**

HAWAI'I REALTORS® does a survey of the issues related to housing in Hawai'i.



Outcome 1.1: A statewide survey is completed that has meaningful and implementable objectives to issues related to housing in Hawai'i and work in collaboration with identified stakeholders.

**Outcome
1.1**



Strategy 1.2

HAWAI'I REALTORS® completes an organizational analysis of its advocacy efforts in housing.

Upon completion of the analysis, changes are implemented to modify HAWAI'I REALTORS®'s advocacy efforts and introduce legislation related to housing in Hawai'i.

Outcome 1.2



Strategy 1.3

HAWAI'I REALTORS® broadens its advocacy to build coalitions, engage stakeholders and strategically collaborate with the local boards to address Hawai'i's housing issues.



HAWAI'I REALTORS® creates a coalition of identified housing issue stakeholders to work on ongoing and long term solutions to issues related to housing in Hawai'i.

Outcome 1.3



FOCUS AREA #2: Member Services, Education & Collaboration



GOAL: Hawai'i REALTORS® will enhance its services and education and will collaborate with stakeholders to elevate Hawai'i's real estate profession.



**Strategy
2.1**

Gather information from a variety of sources including members, local boards and industry partners.



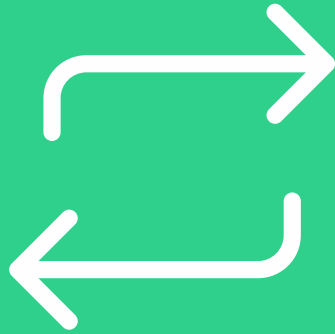
Utilize the information to evaluate/modify current member offerings to address the needs of members and local boards.

**Outcome
2.1**



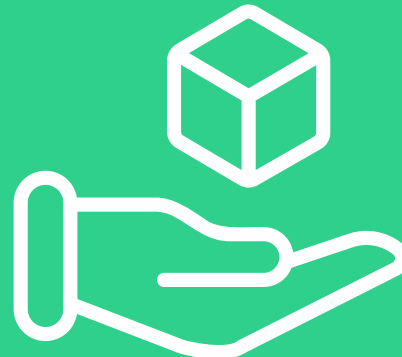
**Strategy
2.2**

Design resources that prepare members for industry changes.



Explore, develop and offer member products and services that address the changes in the industry.

**Outcome
2.2**



**Strategy
2.3**

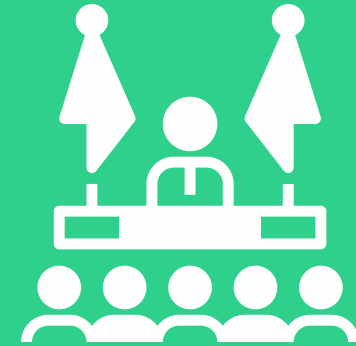
Evaluate/modify products and services to improve industry standards and practices.

Explore, develop and offer products and services that improve industry standards and practices.

**Outcome
2.3**



FOCUS AREA #3: Building and Sustaining Talent & Governance

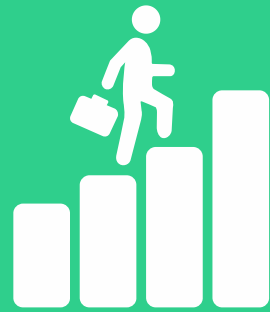


GOAL: Hawai'i REALTORS® through its volunteers and staff will lead with foresight and cultivate an organization that is vibrant, relevant, talented and forward-thinking.



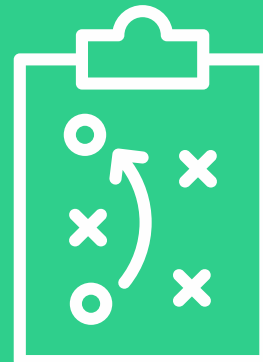
**Strategy
3.1**

**HAWAI'I REALTORS® will undergo an analysis of its
volunteer and staffing needs.**



**Upon completion of the analysis, HAWAI'I REALTORS®
will identify, develop and implement a plan to
address those needs.**

**Outcome
3.1**



**Strategy
3.2**

HAWAI'I REALTORS® will actively recruit to expand its base of talent.



HAWAI'I REALTORS® will have a greater diversity of talent and experience from which to draw.

**Outcome
3.2**



Strategy
3.3

HAWAI'I REALTORS® will receive foresight training.

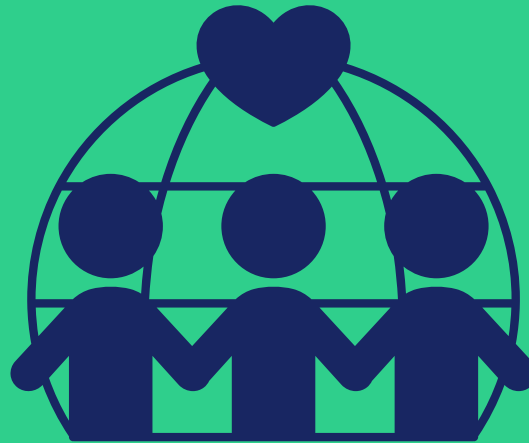


A series of trainings on foresight will be provided and will be taken by HAWAI'I REALTORS® staff and volunteers

Outcome
3.3



FOCUS AREA #4: Communication & Branding



GOAL: REALTORS® are recognized as a valuable asset in Hawai‘i to its members and is accepted as an ethical and reputable association of professionals within the community.



**Strategy
4.1**

HAWAI'I REALTORS® will do a review of its branding and communication strategies to determine effectiveness.



Upon completion of the review, implement a communication plan that highlights HAWAI'I REALTORS® importance and relevance for its members and stakeholders.

**Outcome
4.1**



Strategy 4.2

HAWAI'I REALTORS® develops a communication strategy that creates awareness of the value of the REALTOR® and its relevance to its members and the community.



HAWAI'I REALTORS® designs and implements a multi-year consumer campaign that improves the perceived reputation of REALTORS® in Hawai'i.

Outcome 4.2

