

**State Leadership Idea Exchange Council**

1. **Statewide Ethics Publication and Enforcements Enhancements**
   * Ethics and professionalism have been hot topics for members the past few years. Throughout 2013 and into 2014, C.A.R. has been implementing recommendations from our Ethics and Professionalism Task Force. These efforts include the following:
     + Create an online resource using public record disciplinary data from the BRE (Bureau of Real Estate) and putting into an easier to read, summary format. This was accomplished earlier this year.
     + Create a statewide ethics database to track members’ disciplinary history for the purpose of 1) complying with NAR policy to check new members or unresolved ethics and arbitration and 2) use the database for progressive discipline.
     + Use the database to glean statewide trends and also create summaries from local Association disciplinary actions to the extent allowed by NAR policy.
     + Expand the statewide Ombudsman program to help consumers resolve disputes with the broker prior to escalation.
     + Do baseline surveys to measure ethics climate and enforcement to measure change; Also conduct surveys on individual awareness (Ethics IQ) to determine collective ethics knowledge.
     + C.A.R. changed its listing agreement to be more aggressive on pocket listing disclosures.
     + Strive for expediting hearings to completion in 45 days.
     + Explore automating an alert system to the local association and MLS of a BRE license suspension or revocation of one of their members/participants.
2. **Local Home Ownership Fairs**
   * This augmentation will provide the resources to assist six regions/local AORs in conducting Homeownership Fairs for consumers that will educate them on their available options on entry or re-entry into homeownership, homeownership preservation, credit repair and the REALTOR® brand.
     + Develop a Homebuyer Fair template for smaller regional events to be organized by region/local associations.
     + Identify and partner with local Associations who currently offer homeownership fairs for consumers to solicit collaboration on materials and content.
     + Invite participation of program partners including local associations, local ethnic REALTOR® organizations (AREAA, NAHREP, NAREB), local non-profit and housing groups, consumer oriented non-profits, lenders and media partners.
3. **Finance Helpline Workshops**
   * These four workshops will take our newly launched Finance Helpline on the road, bringing the Lenders/Servicers directly to members in their communities. The workshops will serve as a venue for REALTORS® to listen to lender procedures and solve issues on the spot as well as create connections that will lead to more efficient working relationships for all parties.
     + Seek out partnership with Lender/industry groups to provide a full array of information and resources for attendees.
     + Hold one-on-one meetings with the top-level executives of the lending/servicing and other entities to foster better communication and relationship building during these events.
     + Work with Local Associations, program ambassadors, Industry Leaders, and other niche sub-set groups of membership to attend and promote event within their brokerage firms and spheres of influence.
4. **Small Claims Court Kit**
   * In 2013, C.A.R.’s Member Legal group created a “Small Claims Court Assistance Manual for REALTORS® and Their Clients” to assist members litigating in small claims court. This Small Claims Court Kit provides REALTORS® with the following:
     + Instructions and sample outlines of how to prepare an argument, how to organize exhibits, how to anticipate rebuttal arguments, etc.
     + Sample opening arguments and documents lists.
     + In 2014, C.A.R. plans to add additional scenarios and fact situations, including landlord tenant disputes.
5. **Thought Leadership**
   * The C.A.R. brand is well-established and respected among its core member audience, and well-regarded by allied industries, legislators, and segments of the public who are aware of the Association. However, the opportunity to heighten C.A.R.’s reputation even further and broaden C.A.R.’s reach even wider is of the upmost importance. Increasing the Association’s thought leadership standing will benefit the organization in myriad ways, from elevating public perception of housing issues, C.A.R. members and C.A.R., making C.A.R more competitive and resilient, to broadening C.A.R.’s relationships with a new set of stakeholders who have had no prior affiliation with the Association. Several efforts are underway to establish C.A.R. as a thought leader including:
     + Explore development of a new statewide housing conference by collaborating with academic entities. The conference would be tailored for a broad audience including industry stakeholders.
     + Develop guest editorials, webinars, and videos to encourage participation by new stakeholders and partners as well as expose members to new sources of information and ideas.
     + Based on the partners secured, work to produce joint studies, research, or other forms of collaborative information.
     + Provide opportunities to facilitate senior-level broker involvement in appropriate thought leadership events, and ensure that thought leadership materials reach this audience.