**Idaho Association of REALTORS®**

**Idea: To Heal**  
Following the departure of IAR's previous CEO, there was much to be repaired in our relationship with our members. It was not a time to administer brand new ideas, but instead to remain safe and sensitive to our members' needs. The goal of the President, Executive Committee and me as the new CEO was to go back to the basics and heal the association through effective communication and trust-building. We wanted our association to be seen in the eyes of our members as predictable, reliable, and trustworthy. These were the efforts that the Executive Committee, my staff and I put towards that goal:  
  
 **Predictable**

* Higher quality internal communications. Clarified expectations to staff well in advance so that operations ran more smoothly internally, resulting in a stronger, more efficient team.
* Better focused external communications. Clarified staff roles to membership whenever possible. Fastidious about sharing pertinent information to the correct audience, giving ample notice and following up on respective meetings and events. Utilized multiple communication platforms.
* Leadership and CEO traveled to meet with local boards. Shared and discussed relevant issues, reinforced association resources and respective staff and leadership roles.

**Reliable**

* Newly designed website with organized, relevant, and consistently up to date content.
* Had information readily available for members and local boards when they needed it.
* Implemented a "Year in Review" summary to reflect association business and achievements of the previous year (presented at the Board of Directors meeting at our annual business conference).

**Trustworthy**

* Communicated budget more transparently via efforts of the First Vice President and Budget and Finance Committee.
* Gave members the opportunity to ask questions about past disappointments and share their negative experiences.
* Stayed (and remain) open to ongoing conversations about how to improve the association's service to members.
* Extended contracts to several new vendors (i.e. CPA firm, IT firm, website vendor etc.)

Along with other efforts such as re-branding recognition programs (Honor Society, REALTOR of the Year, Major Investors) IAR has made huge strides in the past year with regard to repairing our relationships. From here, we have the opportunity to introduce new ideas in various areas including how to attract new members and build connections within the commercial sect. We will report on these ideas in 2014!