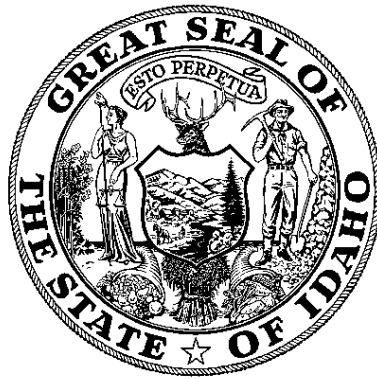


Idaho Real Estate Commission



2009 Strategic Plan
(July 1, 2009 – June 30, 2013)

MISSION STATEMENT

The mission of the Idaho Real Estate Commission is to regulate state licensing and education of real estate brokers and sales associates and to protect the public interest, including both the interests of the regulated licensees and the interests of consumers, by the fair and impartial administration of the Idaho Real Estate License Law and Rules and the Idaho Subdivided Lands Disposition Act.

VISION

IREC strives to elevate the real estate industry to the highest standards possible and provide outstanding customer service to licensees and the public through quality education programs, strict adherence to statutory licensing requirements, fair and impartial discipline, and courteous and efficient communication.

BACKGROUND

The Idaho Real Estate Commission was created in 1947 as a self-supporting unit of state government. The Commission is charged with administering and enforcing all provisions of the Idaho Real Estate License Law (Idaho Code 54-2001, *et seq.*)

The Commission consists of four Commissioners appointed by the Governor for terms lasting four years. The license law requires that Commissioners be actively licensed real estate brokers with at least five years of broker experience. Commissioners are appointed to represent four geographic districts in the State of Idaho.

The current Commission includes:

Andy Enrico, Chair (Boise)	Term expires July 2009
Kelly Fisher, Vice Chair (Pocatello)	Term expires July 2010
Pam Trees, Member (Lewiston)	Term expires July 2011
Marvis Brice, Member (Rupert)	Term expires July 2012

IREC has 16 full time staff members who are based in the Boise office, including one inspector (auditor) who travels around the State.

EXTERNAL FACTORS (BEYOND AGENCY CONTROL)

The Economy and Housing Market

The past year saw unprecedented challenges in every economic sector, but the burst of the real estate bubble had a definite impact to this agency. The entire nature of the real estate industry changed almost overnight from a culture of multiple offers, property flipping, and rampant new development to a foreclosure and “short sale” market, excess inventory, and a significant decrease in real estate prices. The Enforcement Department has been exceptionally busy handling complaints and license law violations that are of a more severe nature than seen previously. Surprisingly, licensee numbers have not decreased as much as expected. However,

more licensees are choosing to place their licenses on inactive status or make real estate a part-time job. Because of these ups and downs, the Commission is challenged to stay on an even keel.

Technology

Another key external factor affecting IREC is the technology boom. Licensees and the public demand faster services and more available information, offered through the latest technology. Even the most well funded organization would have a difficult time staying on top of technology advances, and for a state agency with a time lag between identifying a need and receiving a legislative appropriation, it is extremely challenging to keep pace. In addition to the Commission's own web-based services, the public is demanding more online delivery of prelicense and continuing education.

Recruitment and Retention of Employees

In the past, IREC has had difficulty attracting and retaining quality employees (although this last year saw little staff turnover). Increases in employee compensation to market rates are precluded by overall State budget considerations, especially during the last difficult budget year. It is difficult to identify creative ways to show appreciation to Commission staff that do not involve spending money. IREC also competes with state employers such as BSU who offer reduced-fee credit hours and additional benefits not available to other state employees. This last year, however, IREC felt very blessed to avoid most of the personnel cuts experienced by other agencies.

COMMISSION GOALS

After identification of critical issues, licensee wants and needs, and agency constraints, IREC Staff have identified the following goals:

GOAL 1: ENSURE THAT IDAHO REAL ESTATE LICENSE LAW AND RULES ARE CONSISTENT WITH INDUSTRY BEST PRACTICES AND THE PUBLIC INTEREST.

Objective A: Improve analysis of national industry and regulatory trends by actively participating in Association of Real Estate License Law Officials (ARELLO).

Objective B: Participate in work groups with Commissioners, Commission staff and the Idaho Association of REALTORS® to identify issues for possible license law changes.

Measurement: Number of ARELLO conferences attended each year

Benchmark: Two

How Established: Commissioner direction

Measurement: Number of work group meetings between IREC and the IAR each year

Benchmark: One
How Established: Agency workload

GOAL 2: IMPROVE THE QUALITY AND RELEVANCE OF EDUCATION PROGRAMS FOR NEW AND EXISTING LICENSEES.

Objective A: Implement a review process for courses and licensing exams.

1. Conduct curriculum evaluations of all Commission-developed and continuing education courses on a rotating basis.
2. Evaluate sales associate and broker prelicense examinations to ensure licensing exams correctly measure minimum competencies.
3. Develop a process for monitoring certified instructors and course providers for quality and compliance with Idaho license law and rules.

Objective B: Identify a mechanism to ensure a pool of qualified instructors for all broker prelicense courses and to ensure the courses are taught throughout the state on a regular basis.

Measurement: Number of continuing education course applications reviewed by the Education Council

Benchmark: 100% of new and renewal course applications

How Established: Agency observation of education programs and determination of need

Measurement: Number of sales associate and broker prelicense courses reviewed and updated each year for relevance and current laws

Benchmark: 25%

How Established: Agency workload

Measurement: Number of certified instructors and course providers monitored each year

Benchmark: 25%

How Established: Course and instructor evaluations; inquiries and complaints received from the public

Measurement: Number of exam review workshops conducted each year

Benchmark: One state exam and one national exam item writing workshop

How Established: Industry standard

Measurement: Number of job analysis surveys completed each year

Benchmark: One

How Established: Industry standard

Measurement: Develop and report to Commissioners a plan for implementing a situational type broker exam

Benchmark: July 2010

How Established: Industry trends; agency workload

Measurement: Minimum number of “live” offerings of each broker prelicense course statewide each year

Benchmark: Two

How Established: Anecdotal information from broker candidates and IREC course providers

Measurement: Develop an RFP process for use of Commission civil penalty fine monies to guarantee consistent offerings of prelicense and Commission-developed courses throughout the State

Benchmark: July 31, 2009

How Established: Requests from licensees, industry and Commissioners

GOAL 3: IMPROVE ADMINISTRATION OF LICENSING PROCESS TO PROMPTLY AND EFFICIENTLY PROCESS LICENSING PAPERWORK.

Objective A: Implement electronic fingerprinting and background checks for license applicants.

Objective B: Upgrade Commission website and online services to facilitate online license renewals and changes.

Objective C: Ensure all eligible licenses are issued timely and accurately.

Objective D: Monitor all active licensees for compliance with E&O insurance requirement.

Measurement: Number of completed license applications and notice of change forms processed and approved within ten (10) business days from receipt

Benchmark: 100%

How Established: IREC workload and staff goals

Measurement: 100% of fingerprints for mandatory background checks submitted electronically

Benchmark: June 30, 2012

How Established: FBI recommendations; agency workload

Measurement: Number of license renewals processed through the online system by June 30, 2010

Benchmark: 80%

How Established: Current online renewal statistics; Commissioner and staff goals

Measurement: Number of license renewals processed through the online system by June 30, 2011

Benchmark: 90%

How Established: Current online renewal statistics; Commissioner and staff goals

Measurement: Implement an automated E&O insurance audit process through the internal IREC licensing program

Benchmark: June 30, 2011

How Established: Current E&O audit statistics; Commissioner and staff goals

GOAL 4: ASSURE CONSISTENT LICENSEE COMPLIANCE WITH REAL ESTATE LICENSE LAW.

Objective A: Review regulated business activities and practices on an ongoing basis.

Objective B: Process complaints against licensees in a thorough, fair and timely manner to maintain public and licensee confidence in our system.

Objective C: Process complaints against time share registrants through the Subdivided Lands Act to protect the public interest.

Measurement: Number of investigations completed within 6 months from opening of case

Benchmark: 100%

How Established: Agency workload

Measurement: 50% of offices audited by the Commission every year

Benchmark: December 31, 2008

How Established: Agency workload; ability to retain inspector

Measurement: Obtain legislative and Governor approval of updates to Subdivided Lands Act.

Benchmark: July 1, 2011

How Established: Commission and staff goals; feedback from consumers and industry

GOAL 5: DEVELOP AND MAINTAIN TECHNOLOGY, PROCEDURES AND STAFF TRAINING TO ENSURE EFFICIENT OPERATIONS AND CUSTOMER SERVICE.

Objective A: Improve office records management by implementing and maintaining an electronic document management system.

Objective B: Implement use of ARELLO time share registry for administration of Idaho Subdivided Lands Act.

Objective C: Provide outstanding customer service to licensees and the public.

- 1. Promptly respond to phone call and e-mail inquiries**
- 2. Improve licensee and public self-service abilities (online information and transactions)**
- 3. Maintain and improve knowledge base of staff to assure that vacancies and absences do not disrupt effectiveness**

Measurement: 100% of IREC files, including back files, maintained electronically

Benchmark: June 30, 2010

How Established: Agency workload; available funds

Measurement: 80% of time share and subdivision registrations submitted through the ARELLO Time Share Registry

Benchmark: June 30, 2011

How Established: Industry trends

Measurement: Number of license and education histories obtained by licensees through the online services by June 30, 2010

Benchmark: 50%

How Established: Commissioner and staff goals

Measurement: Number of callers or e-mail inquiries who are able to make contact with a staff member within one business day of contacting the commission office

Benchmark: 100%

How Established: Feedback from consumers, licensees, commissioners, and staff

Measurement: 100% of staff have up-to-date written procedures/desk manuals for job functions

Benchmark: June 30, 2009

How Established: Agency workload

Measurement: At least two staff members cross-trained in each

department who can handle every routine task and question

Benchmark: June 30, 2009

How Established: Agency workload; ability to retain existing staff

Measurement: Develop an IREC Intranet with online policies and procedures

Benchmark: June 30, 2012

How Established: Agency workload; feedback from staff

GOAL 6: IMPROVE QUALITY OF COMMUNICATION WITH LICENSEES, EDUCATORS AND THE PUBLIC REGARDING THE PROGRAMS AND ACTIVITIES OF THE COMMISSION.

Objective A: Regularly publish and distribute information via regular mail and online.

Objective B: Conduct Commission meetings throughout the State of Idaho.

Objective C: Improve the IREC website to provide more useful information to licensees and the public.

Measurement: Number of Real Estate newsletters published each year

Benchmark: Two

How Established: Agency workload

Measurement: Number of "broker bulletin" newsletters sent each year

Benchmark: Two

How Established: Commissioner direction; agency workload

Measurement: Number of e-mail newsletters to membership sent each year

Benchmark: 12

How Established: Agency workload

Measurement: Number of monthly Commission meetings held in other districts of the State outside Boise each year

Benchmark: Two

How Established: Feedback from licensees; Commissioner direction