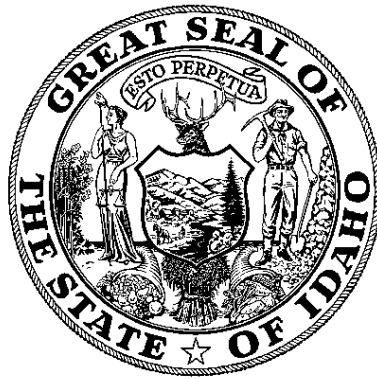


# Idaho Real Estate Commission



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:

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