

Idaho Real Estate Commission



Strategic Plan for
Fiscal Years 2019-2022

MISSION STATEMENT

The mission of the Idaho Real Estate Commission is to protect the public interest in regulated real estate transactions through the administration of the Idaho Real Estate License Law and Rules and the Idaho Subdivided Lands Disposition Act, including licensing and education of real estate brokers and sales associates, enforcement of license law violations, and registration of timeshare products.

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-governing agency operated with dedicated funds from license fees. The Commission is charged with administering and enforcing all provisions of the Idaho Real Estate License Law (Idaho Code 54-2001, *et seq.*) as well as the Subdivided Lands Disposition Act (Idaho Code 55-1801, *et seq.*)

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

The Commission also has a public non-industry member to be appointed by the Governor.

The current Commission includes:

Michael J. Johnston (Idaho Falls) Term expires July 2022

Kathleen Weber (Moscow) Term expires July 2019

Jill Stone (Twin Falls) Term expires July 2020

Michael L. Gamblin (Boise) Term expires July 2021

Martin Espil (Public Member) – Term expires July 2010

IREC has 15 authorized full time staff positions based in the Boise office. Two clerical positions are currently vacant. IREC also has a 6-member Education Council which provides advice and review for Commission education matters.

KEY EXTERNAL FACTORS

Shifting economic, political and professional climates that are beyond the commission's control may impact the long range goals and objectives.

These Include:

The Economy and Housing Market

The real estate market has greatly improved over the last several years, and this is reflected by a steady increase in the number of licensees, averaging about 150 new licensees per month. Real estate educators report the strong prelicense course enrollment shows no signs of abating.

Along with the recovery of the housing market comes a younger generation entering the profession that is accustomed to using technology in every aspect of their lives. The Commission receives many requests each year from potential licensees who would like to attend prelicense classes online, but none are available. It behooves the Commission, as a state agency, to accommodate the demand for technology-based education.

Unregulated Property Management

The Commission receives many phone calls and complaints relating to property management, which is presently unregulated in the State of Idaho. Many property owners report difficulty in obtaining the rent monies to which they are entitled. The Commission has no jurisdiction or authority to pursue these complaints, even if the property manager is also a real estate licensee. Nearly four years ago, the Commission assembled a task force comprised of licensees and property manager stakeholders to discuss whether and how a licensing requirement should be implemented. The task force came to consensus on some issues, but more work remains. The task force has been on hiatus due to Commission staff workloads.

Legislative Actions

State legislation and federal law changes can also alter or significantly impact the functions of the commission.

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, Idaho REALTORS® (IR), and other relevant stakeholders to identify issues for possible license law changes.

Objective C: Investigate and determine need for and desirability of regulation of property managers or leasing activity.

Measurement: Number of ARELLO® conferences attended each year

Benchmark: Two

How Established: Commissioner direction

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

Benchmark: Two

How Established: Agency workload

Measurement: Gather information and report to legislature, Commissioners, and industry on suggested methods to address consumer protection issues related to unregulated property management and leasing activity in Idaho

Benchmark: July 2019

How Established: Inquiries and complaints received from the public and real estate licensees

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: Improve the mechanism to ensure broker prelicense courses are available statewide through multiple modes of delivery.

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 every 18 months

Benchmark: 25%

How Established: Course and instructor evaluations; course and instructor audits; 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 every three years

Benchmark: One

How Established: Industry standard

Measurement: Implement an online education platform for all sales prelicense courses

Benchmark: July 2020

How Established: Industry trends; feedback from consumers and licensees; agency workload

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

Objective A: Update Commission website, internal licensing application, and external online services to facilitate online license renewals and changes.

Objective B: Ensure all eligible licenses and record changes are issued timely and accurately.

Measurement: Number of new license applications and notice of change forms processed error-free within ten (10) business days from receipt

Benchmark: 100%

How Established: Agency workload and staff goals

Measurement: Number of license renewals and license changes processed through the online system on an ongoing basis

Benchmark: 95%

How Established: Feedback from licensees; agency workload and goals

Measurement: Rewrite internal licensing application

Benchmark: September 2018

How Established: Agency workload 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.

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

Benchmark: 100%

How Established: Agency workload

Measurement: Maintain bi-annual audit schedule for Idaho brokerages

Benchmark: 50% per year

How Established: Agency workload; ability to retain inspector

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: Use the 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**

Objective D: Reduce the number of late errors and omissions insurance and continuing education violations.

Measurement: Maintain IREC files electronically

Benchmark: 100%

How Established: Agency workload

Measurement: Number of license and education histories obtained by licensees through the online services by July 2019

Benchmark: 50%

How Established: Commissioner and staff goals

Measurement: Implement online shopping cart for licensees to order printed materials and pay civil penalty fines

Benchmark: July 2019

How Established: Staff goals and feedback from licensees and staff

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: Number of staff with up-to-date written procedures/desk manuals for job functions

Benchmark: 100%

How Established: Agency workload

Measurement: Create enhancements to the IREC online services which will prevent licensees from renewing or activating without having all continuing education and insurance requirements completed and posted to their records

Benchmark: July 2019

How Established: Staff and commissioner goals; feedback from consumers and licensees

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: One

How Established: Commissioner direction; 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

Measurement: Number of annual reviews of all website content for enhancements and updates

Benchmark: One

How Established: Feedback from licensees and consumers; agency workload

Addendum to Agency Strategic Plans: Adoption of the NIST Cybersecurity Framework and Implementation of CIS Critical Security Controls 1 – 5

As a technology customer of the Office of Information Technology Services (ITS) in the Governor's Office, we are using the cybersecurity systems and technical expertise in OCIO to fulfill requirements related to Executive Order 2017-02. Staff from ITS briefed the NIST Core Framework, CIS Controls 1-5, and their plan for adoption of the NIST Cybersecurity Framework. We participated in DHR and ITS administered cybersecurity training, as awareness is a critical component of an effective cybersecurity program. As briefed by ITS staff, implementation of the CIS Controls 1-5 will be their responsibility for the systems they operate and, as technological tools applied to the computer systems, largely invisible to us as a customer. ITS is refining the cybersecurity incident response plan in support of our agency.