



Presidents Letter April 2021

Communication is Key!

Did you know that every year the Kauai Board of Realtors president chooses a motto for the year? Take a look at past years mottos:

- Turning Challenges into Opportunities
- Back to basics
- Building Momentum for the Future
- Staying the Course
- Engage
- Mobilize for Action
- Embrace Change
- Connect
- Advocacy
- ABC's of Real Estate
- Year of the Unicorn: Achieving what is thought to be unachievable

For 2021 our motto is *Communication is Key!*

I will be honest, when I started in Leadership, I didn't know a thing...I was a deer in the headlights! I then realized that I wasn't alone and that a lot of people didn't know what the Board represents, and that's a shame. There is so much that happens behind the scenes that we should be shouting it from the rooftops. We can be educational to our members, influential to our local government, and helpful to our community by what, and how we communicate.

Good things are happening. Enter...our Communication Committee. The first mission of the Communication Committee was to work on rebranding KBR and come up with a communication plan. We started with our logo, color scheme and fonts. By now you've seen our new logo presented in a few emails. We wanted the colors to be natural, professional, and approachable but also speak volumes in our steadfast support of property rights, housing and that we are the "key" to all things real estate. We also wanted to make sure that our logo was undeniably KBR. It was a collaboration of many and we hope you like it. Next is an update to our website and we will work towards being able to post useful statistics and graphs you can share.

The Kauai Board of Realtors wants to communicate effectively with our members, government and community and at the same time create value. Keep your eyes peeled for consistent social media posts,

our monthly newsletter, the Wednesday Weekly, newspaper articles as needed, and our very own YouTube channel.

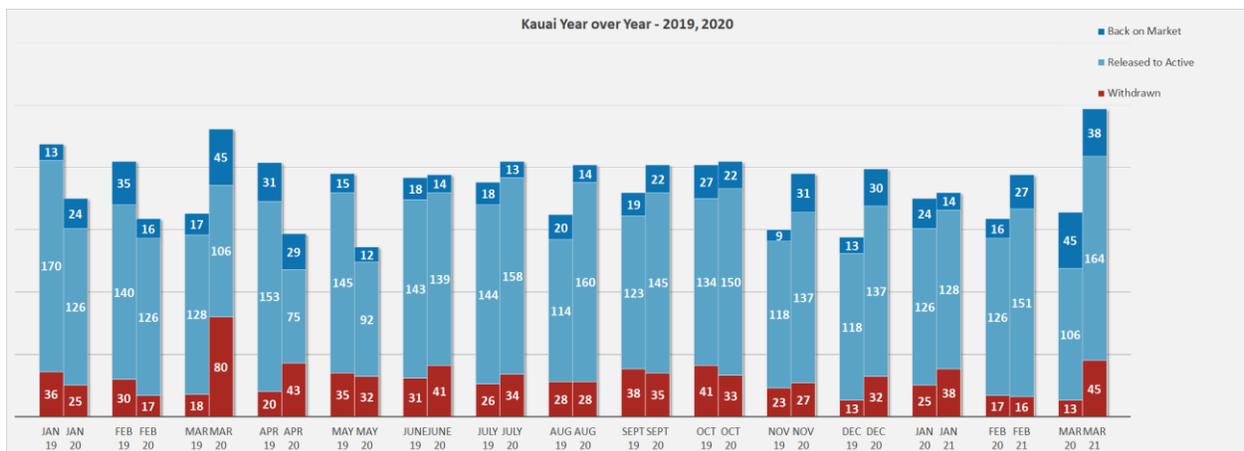
In order for us to help promote our members and what realtors do in the community, we would LOVE to share pictures of what agents are doing in the community: food bank, habitat for humanity, volunteering at your church or organization, highway clean up, donating to charity, you name it. If it is socially conscious... send it and we'll promote it! Please send those to kono@kauaiboard.com and kawehi@kauaiboard.com.

In addition to that our various committees will be asked to come up with items they wish to share from Government Affairs Committee to Property Management Committee and everything in between. You will see news worth items, tips, vocabulary, pictures and links you can share.

April is [Fair Housing Month](#) as well as our annual event entitled College is Possible. To be up to date on all communication, please make sure to follow Kauai Board of Realtors on [Facebook](#) and [Instagram](#).

Martie Law

2021 KBR President



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