

I look forward to serving as your 2023 Kauai Board of Realtors President and navigating the new year together. As we begin this journey, let's not forget about all of the things we are grateful for. I am personally grateful for being part of this incredible organization and all of the members who support our Kauai Board of Realtors.

To reiterate my vision for 2023 is "Progression"; Building upon what our past leaders have created I seek to enrich our association through our 2023 Strategic Plan, working with our committees and attracting new volunteers to embrace our industry and our profession.

We have many voices and if we come together we become very powerful and yes, we can create change. Locally through our KBR and HAR Government Affairs Committees, Nationally through RPAC (REALTORS® Political Action Committee ) protecting and promoting the real estate industry.

Being a REALTOR® is all about providing exceptional service to our clients. It is important to expand our knowledge of our industry, grow professionally and get involved in our communities. The Code of Ethics that we adhere to is a living and breathing document; it is our guide on this professional voyage.

A quote from William D. North, a former Executive Vice President and General Counsel of the National Association of Realtors. "The creators and keepers of the Code have realized that to remain relevant and useful, the Code must be a great deal more than simply a set of rules for the conduct of real estate transactions. To endure, the Code must be a criterion of excellence while at the same time constituting a realistic standard of performance. It must be a guide to measure professional conduct, while at the same time representing the furthest reach of professional aspiration. The Code must remain constant without becoming absolute, must be enforceable without being oppressive, and must be meaningful without being dogmatic."

Jump aboard and get involved because it's going to be a great ride creating opportunities professionally, in our industry and in our communities.

I look forward to serving as your 2023 Kauai Board of Realtors President and navigating the new year together. As we begin this journey, let's not forget about all of the things we are grateful for. I am personally grateful for being part of this incredible organization and all of the members who support our Kauai Board of Realtors.

To reiterate my vision for 2023 is "Progression"; Building upon what our past leaders have created I seek to enrich our association through our 2023 Strategic Plan, working with our committees and attracting new volunteers to embrace our industry and our profession.

We have many voices and if we come together we become very powerful and yes, we can create change. Locally through our KBR and HAR Government Affairs Committees, Nationally through RPAC (REALTORS® Political Action Committee ) protecting and promoting the real estate industry.

Mahalo nui loa,

Louis LaFratta