

Climbing To a Higher Plain



A Bold Journey

The Political Survival Initiative



An Unprecedented Partnership

- ➡ Second Century Initiatives
- ➡ NAR has positioned itself to “move the agenda” of the REALTOR® Party at all levels
- ➡ Now, onto a higher plain



Citizens United vs. The Federal Election Commission

- ➡ Changes the landscape for NAR and REALTOR® associations in 23 states
- ➡ Corporate funds/dues money can now be used to shape opinions about candidates in all 50 states
- ➡ ***A game changer!***



“Politico” Recognition

"The REALTORS' campaign differed from that of such large trade and business groups as the U.S. Chamber of Commerce in that it was built around one industry and targeted at a subset of candidates with clear records of advocating on housing issues while serving in Congress, a state legislature or on the job."

Jan. 21, 2011

The REALTOR® Party Power House!

REALTORS®
**The Most Powerful
Advocacy Group in America**

**Federal
Issues**

**Federal
Candidates**

**REALTOR®
Mobilization**

**Campaign
Services**

**State/Local
Issues**

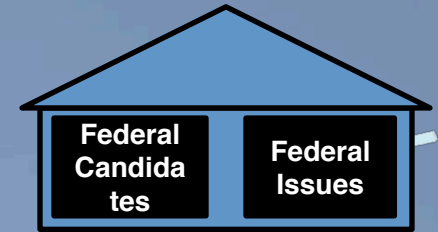
**State/Local
Candidates**

REALTORS®
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**Federal
Candidates**

**Federal
Issues**

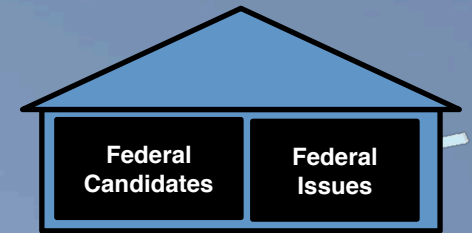
RPAC's Winning Strategies at the Federal Level!



In the 2010 elections alone:

- ➡ NAR won in 8 of 11 independent expenditure campaigns
- ➡ NAR won in 70 of 92 opportunity races
- ➡ 103 races/campaigns (combined) were the *most ever* – with a 76% success rate!

Why More?



- ➡ Ruling opens door to using soft dollars for NAR congressional I.E. activities
- ➡ Cost of impacting races will increase
- ➡ NAR will have to participate in more I.E.s
- ➡ More corporate dollars mean RPAC spending must also increase to keep pace



Ads like this are running at the state level because of NAR's Federal Issues Program

Moving Forward.

As our California lawmakers in Washington consider legislation to reform housing finance, they should acknowledge the vital role the housing market plays in America's economy, and address the following principles:

- 1 The role of government in housing finance will change, but it cannot go away completely.** Without some government involvement, big banks will be left with greater power and more "too big to fail" institutions may be created and ultimately bailed out by taxpayers.
- 2 Continue the 30-year fixed-rate home mortgage—**as the *New York Times* reported, reform that would allow the 30-year fixed-rate mortgage to disappear would increase interest rates, hitting urban and rural consumers the hardest.
- 3 Ensure that home mortgage loans are available** to creditworthy consumers in every community.

The National Association of REALTORS® and the California Association of REALTORS® look forward to working with our elected officials to achieve much needed housing finance reform. Together, we can build a stronger, more stable economy that will preserve homeownership, create jobs and revitalize our communities.



To learn more, log on to www.realtor.org



REALTORS®
The Most Powerful
Advocacy Group in America

REALTOR®
Mobilization

RPAC Rules!



- ➡ Over \$12 million in last cycle
- ➡ Cutting-edge PAC Management System
- ➡ Premier Major Donor Fundraising
- ➡ President's Circle Program
- ➡ ***Nobody Does it Better!***

RPAC Voluntary Contributions Remain

- ➡ No change in fair share goal
- ➡ No separate goals for hard vs soft dollars
- ➡ The pressure is still on to raise hard dollars



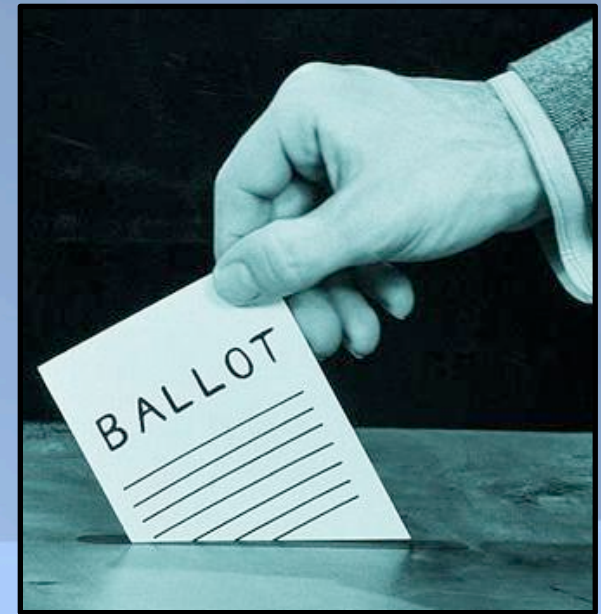
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Campaign Services

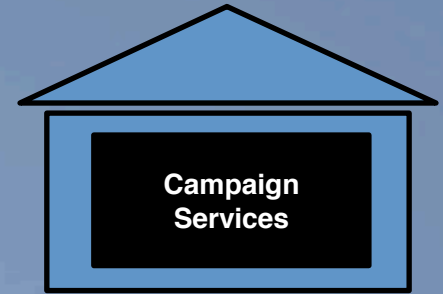
Beyond Voter Records



- ➡ From self-serve to full-serve
- ➡ Not just information – consulting, too!
- ➡ 24 states requesting over 4.8 million voter records
- ➡ 46 locals requesting 176,000 voter records



Why More?



- ➡ Expand/enhance voter targeting tools
- ➡ Provide comprehensive consultant support
- ➡ Partner with more state/local associations on issue or candidate campaigns



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State/Local Issues

Fighting Transfer Taxes

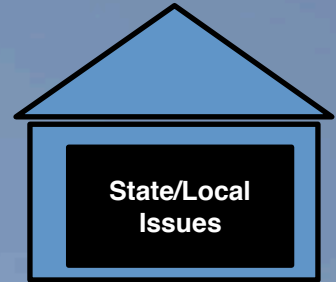
State/Local
Issues

➡ Permanently prohibiting transfer taxes by passing state constitutional amendments

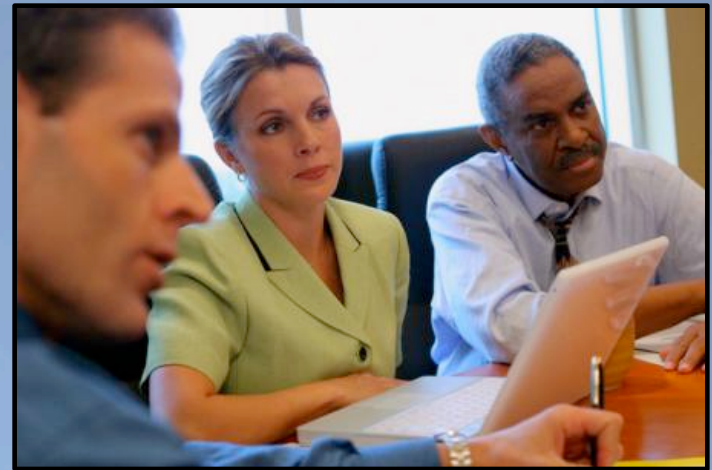
- ➡ 2010 -- Missouri
83 percent of the vote
- ➡ 2010 -- Montana
73 percent of the vote
- ➡ 2008 -- Arizona
77 percent of the vote



Why More?



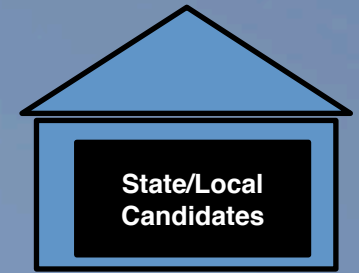
- ➡ The number of Issues Mobilization Campaign requests have doubled and so has the cost
- ➡ Provide even more support
- ➡ Wins on issues that matter go beyond the state



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State/Local Candidates

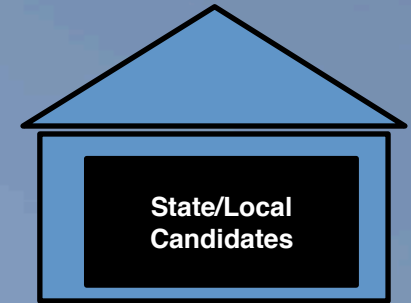
The REALTOR® Party Wins at All Levels



- ➡ **Utah** – Re-election of a State Senator and a REALTOR® as Governor
- ➡ **Michigan** – Two Supreme Court Justices win – one for first time and one re-elected
- ➡ **Maryland** – Five of 11 REALTOR® Party candidates elected



Why More?

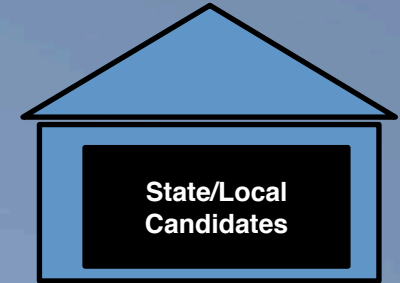


- ➡ Combine NAR funds with state/local funds to increase our political power
- ➡ Create early relationships with state and local lawmakers/policymakers
- ➡ Shape the political make-up of state or local governing bodies

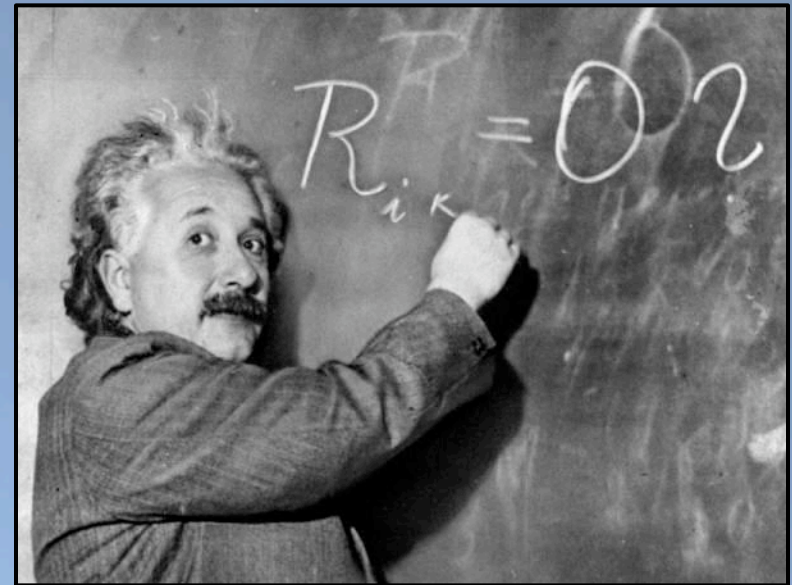


The Formula

For Independent Expenditures



- ➡ The pool of funds for each state is based on a per-member formula
- ➡ 50% of each state allocation for exclusive use of the state
- ➡ Other 50% is shared with its local associations
- ➡ NAR will have additional funds for state/local associations to tap based on need



The Political Survival Initiative will help us...

Bring it Home!

- ➡ Ensure your success at the state/local level
- ➡ Groom our REALTOR® Champions at the state/local level



The REALTOR® Party Power House!

**Total
investment each year**

\$38.8 million

(annualized)

**REALTOR®
Mobilization**

\$5.17 million

(annualized)

**Campaign
Services**

\$4.32 million

(annualized)

**State/Local
Issues**

\$9.77 million

(annualized)

**State/Local
Candidates**

\$7.02 million

(annualized)

**Federal
Candidates**

\$3.59 million

(annualized)

Federal Issues

\$8.95 million

(annualized)



**NATIONAL
ASSOCIATION of
REALTORS®**

Over Five Years

Two-Thirds Comes Back to You



Opportunities Abound



How to Pay for It?

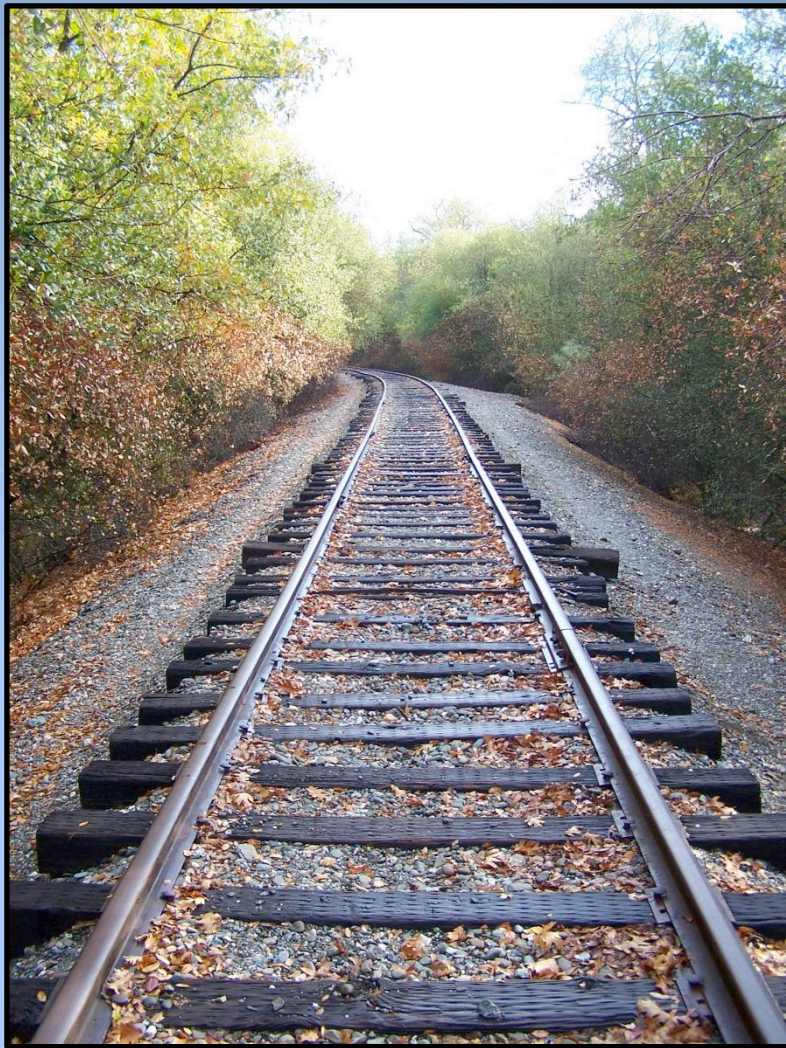
A \$40
dedicated dues
increase
in 2012 and 2013



A Reliable Process...



**...to get us past our differences
toward a common goal**



**Even if you're
on the right
track, you'll get
run over if you
just sit still.**

Will Rogers

What's Next?

➡ Q&A Session in Dallas

Tuesday, March 22 -- 7:45-8:45am

Sheraton Dallas Hotel, Lone Star Ballroom A1&A2

➡ Web Cast

Thursday, April 7 – Noon Eastern Time

➡ Midyear Meetings Session in DC

Wednesday, May 11 – 3:30 pm – 4:30 pm

Salon 2, Marriott Wardman Park Hotel

➡ Board of Directors Vote in DC

Monday, May 14, 8:30-Noon

Marriott Ballroom, Marriott Wardman Park Hotel

At Your Fingertips

For more information,
(including this presentation)
go to:



www.realtor.org/topics/political_survival_initiative/ae