



Can REALTORS® influence legislation? Yes!

NAR has professional lobbyists and many REALTOR® volunteers that interact with Congressional leaders, but the voice of our 1.1 million members is the most critical aspect of influencing positive legislative outcomes. So how do we attract greater REALTOR® participation?

Through the **Broker Involvement Program**, NAR discovered that when Broker Owners alert their agents to key issues, agents listen, respond, and take action. We know from the Brokers that are already in the Program that the Calls for Action response rates are significantly higher when agents receive a message from their Broker asking them to participate.

Legislative Advocacy:

Broker Owners are involved with their company's success, so it makes sense for them to be involved in the political process which can affect their bottom line. NAR does the work for them on the Calls for Action (CFA) and with their approval sends the CFA to their agents under their name and company logo. Congress responds to political pressure and their constituents – agents generate that pressure through their letters to their Senators and Representatives. With more REALTOR® support we can significantly increase our response rates to Calls for Action, thus influencing legislation that affects our business. Our 2009 response rate goal is 15%. In an office of 40 agents that is only 6 agents responding. Can you imagine if we could increase the response rate even higher? Below are the average response rates for NAR.

2007 CFA response rate:	NAR - 5.2%
2008 CFA response rate:	NAR - 9.2%
2009 CFA response rate:	NAR - 15.0% Goal for 2009

We still have important legislative issues that will need to be debated and influenced – will your voice be heard?

RPAC Fundraising

Since 1969 RPAC has been promoting the election of pro-REALTOR® candidates across the United States. During the last federal election cycle alone, RPAC contributed over \$12 million to pro-REALTOR® candidates to Congress, making it the number one trade association political action committee in the nation. On the national level, we give our money to those in Congress who both understand and support REALTOR® issues. We look to build the future by putting RPAC dollars in places that will help advance the interests of Real Estate professionals. RPAC is the only political group in the country organized for REALTORS®, run by REALTORS® and exists solely to further issues important to REALTORS®. Think of your RPAC contribution as an investment. The best investment you'll ever make in your business and yourself. RPAC is your best insurance against poorly designed small business and commercial real estate legislation. If you're not giving your fair share to RPAC, you're not doing all you can to better your profession, your business, and yourself.

Strengthening the REALTOR® Voice

The **Broker Involvement Program** (www.realtoractioncenter.com/realtors/brokers) provides us with a quick and simple tool to rally more agents in bringing to Congress' attention issues of concern to the REALTOR® community and the potential to better assist Realtor friendly campaigns thru increased participation by our 1.1 million members. When you get involved Realtors® can influence legislation.

Ed Lawler
Director, Broker Involvement Program
NAR Washington DC
202-383-1156