

**AAR LEGISLATIVE AND POLITICAL AFFAIRS  
2016 Business Plan**

**Committee:** Legislative and Political Affairs  
**Chair:** Holly Eslinger  
**Staff Liaison:** Nicole LaSlavic  
**DATE:** 12/3/2015

**REALTOR®... the best prepared real estate professional with the highest standards.**

The following are programs, products, services and activities (PPSA's) with Legislative and Political Affairs oversight.

**CURRENT TOP PRIORITIES**

- REALTOR® Day at the Capitol Luncheon
- Legislative Session
- Continued work on TPT Simplification process with ADOR.

**RECOMMENDATIONS**

- N/A

**GROUPS FORMED**

**Federal Liaison Support**

AAR proactively advocates and protects private property rights and real property ownership. AAR advocates and capitalizes on the REALTOR® Party. AAR leverages influential relationships.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
AAR governmental staff maintains at least quarterly communication between NAR political staff and FPC's on federal issues and the positions taken by each Arizona Member of Congress to enhance our FPC efforts while at Washington, D.C. meetings and throughout the year	Quarterly	<b>Ongoing. Communicating with NAR staff to secure the final amounts of in-district funds for FPC's to utilize (if FPC wishes). GFEE CFA has been promoted by AAR through direct emails, Facebook, Twitter and verbal.</b>
All FPCs are registered with NAR's REALTOR® Action Center	1/16	<b>Completed.</b>
All FPCs to maintain quality contact with their representative or their staff within Arizona, and attend required meetings, training sessions and fundraisers	Ongoing	<b>Ongoing.</b>
Each FPC team will hold one meeting locally with their congressman/senator or their staff during the year	12/16	<b>Completed.</b>

Each FPC will attend at least one training session, if needed, on their roles and responsibilities	4/16	Completed by new FPCs this past February and a second training for all FPC's occurred on March 26 at AAR Spring Conference. Pam Frestedt, newest FPC will complete the National Training next year (bi-annual).
AAR governmental staff maintains strong liaison with Congressional staff within Arizona through ongoing contacts on issues important to Arizona REALTORS®	Ongoing	Ongoing.
Attendance at meetings with Members of Congress during the NAR Hill Visits is by invitation only	5/16	
FPCs meet any NAR requirements	Ongoing	Ongoing. Attended FPC meeting at Annual in November 2015. An FPC portal will be rolled out in the near future as a tool for FPC's.

### **Fundraising/Grassroots Support**

AAR strives to achieve NAR RPAC fundraiser goals and Calls for Action participation rates. AAR advocates and capitalizes on the REALTOR® Party. AAR cultivates strong grass roots in each local association for statewide impact.

Measurable Objective	Target Date	Status
The political activities fundraising plan is finalized by December 31st by the previous plan year	12/15	Completed. A plan has been established at the state level. Additionally, the state held a RAPAC training session in September 2015 in which each local association was provided their 2016 RAPAC fundraising plan. RAPAC Training Session and Caucus occurred on September 2 and 3, 2015 respectively. Each association was given their annual fundraising plan on September 2, 2015.
Identify members to participate in regional fundraising structure and hold orientation meetings with specific goals assigned	12/16	Ongoing. AAR Arizona REALTOR® Party Director (RPD) works directly with the local associations on the achievement of their fundraising goals. Meetings will begin in 2016. RPD will continue to attend local association RAPAC Committee meetings as well.

<p>100% level of RAPAC participation from state and NAR directors, AEs, Presidents, Presidents-elect, RVPs, RIMC, LPAC, Legislative Committee, RAPAC Trustees, EXCOM, BOD, and local RAPAC Chairs will be the goal</p>	<p>12/16</p>	<p><b>Ongoing</b>  <b>AAR committees will be asked to participate at 100%. Locals will also be asked to have their leadership committees reach 100% participation as well. (2016 RAPAC year began December 1, 2015)</b>  <b>NAR Directors -</b>  <b>AE's -</b>  <b>President's -</b>  <b>President-elect's</b>  <b>RVP's -</b>  <b>RIMC Committee -</b>  <b>LPAC -</b>  <b>Legislative Committee -</b>  <b>RAPAC Committee -</b>  <b>EXCOM -</b>  <b>BOD's -</b></p>
<p>A minimum of at least one (1) visit or tele/video conference with local associations by AAR representatives to promote fundraising activities will be accomplished by January and October annually</p>	<p>10/16</p>	<p><b>Ongoing.</b></p>
<p>Ninety-five (95) sterling "R" members, fourteen Golden "R", ten Crystal "R" and three Platinum "R" members for 2016</p>	<p>12/16</p>	<p><b>Ongoing.</b></p>
<p>Fundraising tips for local associations to implement with the assistance of the local association RAPAC volunteers and AAR Government Affairs staff will be provided</p>	<p>1/16</p>	<p><b>This information was provided at the in-state fundraising training. 2<sup>nd</sup> annual RAPAC Training occurred on Sept. 2, 2015. We continue to produce materials for distribution to the locals for use in their fundraising efforts. Locals are receiving collaboration through REALTOR® Party Director with what is working throughout the state.</b></p>
<p>Identify alternative ways to train local RAPAC chairs on fundraising strategies (i.e., attend NAR PAC training and Webinars).</p>	<p>Ongoing</p>	<p><b>In person training and online training is continuing to occur on a monthly basis and one on one and face to face meetings.</b></p>
<p>Reach NAR RPAC goal by direct RAPAC contributions. Reach 50% of goal by March 31; Reach 75% of goal by May 31; Reach 100% of RPAC goal by September 30</p>	<p>9/16</p>	<p><b>Ongoing. 2016 RAPAC year began December 1, 2015.</b></p>
<p>State-level candidates to receive funds are evaluated on AAR legislative policies and voting record</p>	<p>8/16</p>	<p><b>RAPAC Trustees approved second round of checks in 2015. The checks will be issued the first week of January 2016.</b></p>

Ensure state and federal election law requirements are conveyed so that RAPAC remains in compliance at the state and federal levels	Ongoing	<b>Ongoing.</b>
Promotional materials, including fundraising tools for local associations, are produced and distributed	1/16	<b>Ongoing. Updated info-graphic set to be introduced in early January, 2016.</b>
A fundraising event is held at the Spring Conference/Convention	4/16	<b>Planning of RAPAC auction underway and cornhole tournament</b>
A fundraising event is held at the Leadership Conference	10/16	<b>TBD</b>
Major RAPAC donors are recognized on aaronline.com	12/16	<b>Ongoing. Will expand to recognize with seat covers at Spring and Fall conferences.</b>

### **Governmental Communications**

AAR strives to achieve NAR RPAC fundraising goals and Calls for Action participation rates. AAR proactively advocates and protects private property rights and real property ownership.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
User-friendly legislative updates through REALTOR® Voice are provided during the legislative session	1/15– 6/15	<b>Ongoing. As needed distributed via REALTOR® Voice.</b>
Issue briefing papers on AAR proposed legislation (including pros and cons)	1/16 – 6/16	<b>REALTOR® Day at the Capitol Luncheon will have a briefing paper issued.</b>
Calls to Action responses will be provided, when necessary, for targeted and effective immediate member communication with Arizona legislators and Members of Congress on critical issues	As Required	<b>Promoted NAR CFAs through Basecamp, the App, Twitter, Facebook, word of mouth, committee meetings and direct emails.</b>
Current information on each governmental program is maintained at aaronline.com	Ongoing	<b>Ongoing</b>
Press releases and selected issue briefings are prepared on an as-needed basis	Ongoing	<b>Ongoing.</b>
Information on how Issues Mobilization and RAPAC reserves can enhance local association legislative objectives will be provided to locals at least once a year	12/16	<b>Ongoing and occurred at the annual RAPAC 2015 training in September.</b>
Ongoing updates about governmental activities through the Voice are provided outside the legislative session as needed	As Required	<b>Ongoing. As needed distributed via REALTOR® Voice.</b>
Emphasize the importance of AAR’s legislative/political successes to members	Ongoing	<b>Ongoing.</b>
Implement a mechanism by which members can relay, on a year round basis, legislative comments and proposals	Ongoing	<b>Ongoing.</b>

Utilize the broker involvement program/stipend to identify and train a local broker for grassroots education efforts on participation in NAR calls for action	12/16	<b>Ongoing.</b>
Build tools and provide consistent messages, which enable members to explain how REALTORS® directly provide value to and protect private property rights	Ongoing	<b>Ongoing.</b>

### Governmental Area Support

AAR is the most powerful and influential political force in Arizona.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Assigned tasks to all governmental area work groups within approved budget parameters are completed	Ongoing	<b>Ongoing.</b>

### Legislative Advocacy

AAR advocates and capitalizes on the REALTOR® Party. AAR maintains the most knowledgeable advocates. AAR leverages influential relationships. AAR is the most powerful and influential political force in Arizona.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Broad-based AAR membership representation is involved in member lobbying activities through legislative Committee appointments and related committee activities	12/16	<b>Ongoing.</b>
Relationships are strengthened with Arizona statewide officeholders and agency department heads	Ongoing	<b>Ongoing. AAR GAD will attend ALEC in December 2015 and participated in Arizona Night with our legislators.</b>
Relationships with housing industry partners are improved and maintained through ongoing communications on specific issues	Ongoing	<b>Ongoing.</b>
A combined minimum of an 85% success rate on actively supported and actively opposed legislation is attained	6/16	
Necessary research on upcoming or current legislative or regulatory issues is performed on a timely basis	Ongoing	<b>Ongoing. Area of Interests Specialty Groups and Legislative Committee will evaluate bills. GAD maintains all research.</b>
Daily monitoring of legislative issues that need grassroots or other association response is maintained	Ongoing	<b>Ongoing for 2016 session and governmental department monitoring continues.</b>
Member involvement in political campaigns is monitored	Ongoing	<b>Ongoing.</b>

A list of government agencies important to the real estate industry is established and monitored for vacancies in order to make recommendations for appointments	Ongoing	<b>Ongoing</b>
A proposed 2016 legislative priority list is finalized by October 2015	10/15	<b>Completed for 2016-2017.</b>
A system of prioritization of legislative positions is maintained throughout the legislative session	1/16 – 3/16	<b>Ongoing.</b>
Coordinate with the necessary department(s) with changes to the ADRE licensing and business standards requirements	Ongoing	<b>Ongoing.</b>
Continue to follow the Legislative Policy Statements	Ongoing	<b>Ongoing.</b>
Proactively advance legislation that benefits REALTORS® and private property rights	6/16	

### **Legislative Policy Development**

AAR cultivates strong grass roots in each local association for statewide impact. AAR maintains the most knowledgeable advocates. AAR leverages influential relationships.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Members are polled for their opinions through increased use of formal and informal methods and attendance by governmental staff and volunteers at state, regional and local association meetings	12/16	<b>Ongoing.</b>
Stakeholders are included on issues for discussion at the REALTOR® Caucus	9/16	
Proportional representation at the REALTOR® Caucus encouraged	9/16	
All legislative recommendations are forwarded to the Legislative and Political Affairs Committee for review and appropriate action.	9/15	<b>Completed.</b>
REALTOR® Day Event is held (2016)	1/16	<b>Date and location set for January 12, 2016. On target.</b>
Identify and hold a second legislator event is in 2016	5/16	<b>TBD</b>
Attendance of 65% of legislators at legislator events is achieved	6/16	
Attendees for legislator events are identified through political involvement and leadership activity	12/16	

### **Local Lobbying Support**

AAR cultivates strong grass roots in each local association for statewide impact.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Individual plans to assist local lobbying efforts, as issues arise, are developed and implemented as necessary	Ongoing	
Establishment of local advocacy program by local associations is encouraged and assistance is provided, as requested	As required	
Consider hiring a lobbying firm, as needed, to assist on local issues	Ongoing	

### **Political Research**

AAR proactively advocates and protects private property rights and real property ownership.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Provide current information and polling data on an as needed basis	Ongoing	

### **Election Year Activities**

AAR is the most powerful and influential political force in Arizona.

<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Members are encouraged to vote and to update their voting registration due to new residence or change of name or party and will be directed to resources to determine their voting district information. Look into a prominent “Get Out the Vote” campaign	Ongoing	
Information on members’ legislative districts is kept as current as possible	Ongoing	<b>Can be located through AI360, automatically updates when member makes changes with their local association.</b>
Members’ primary home addresses are collected to determine legislative districts and registration information and create database on same	Ongoing	<b>Can be located through AI360, automatically updates when member makes changes with their local association.</b>
Primary and General Election Voter Guides on candidates for the Arizona Legislature and state officeholders are developed and distributed	11/16	
Meetings in local areas for candidate interviews and selections are financially included in government affairs budget	1/16	
Identify and educate supportive REALTORS® who want to run for political office	Ongoing	<b>REALTOR® Champion training completed in September 2015 and assists in educating local associations on choosing champions.</b>