

**AAR LEGISLATIVE AND POLITICAL AFFAIRS**  
**2018 Business Plan**

**Committee:** Legislative and Political Affairs  
**Chair:** Kent Simpson  
**Staff Liaison:** Nicole LaSlavic  
**DATE:** 11/29/2017

**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**

- Achievement of the 2018 Legislative Policies
- Achievement of the 2018 REALTOR® Party Goals

**RECOMMENDATIONS**

**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 and maintains influential relationships.

**Strategic Focus Points:** Indicate which focus point is addressed by the PPSA.

- 1. AAR is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
- 2. AAR is the most powerful and influential political force in Arizona.
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<b>Measurable Objective</b>	<b>Target Date</b>	<b>Status</b>
Communicate quarterly with 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	
Register all FPCs with NAR's REALTOR® Action Center	1/18	<b>Completed in 2017. Will occur again post elections.</b>
Oversee the FPCs quality contact with their representative or their staff within	Quarterly	<b>Ongoing.</b>

D.C. or Arizona, ensuring attendance at required meetings, training sessions and fundraisers		
Ensure FPCs attend required Mid-Year meetings	5/18	
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/19	
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year	12/18	
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/18	
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/18	
Ensure compliance that FPCs meet any NAR requirements	12/18	

**Recommendations:**

- Continue basically as-is**
- Continue with the following modifications**
- Discontinue**

**Fundraising/Grassroots Support**

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Measurable Objective	Target Date	Status
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Finalize the political activities fundraising plan by December 31st by the previous plan year	12/18	<b>The 2018/2019 plan was finalized in October 2017.</b>
Identify members to participate in the annual REALTOR® Party training	6/18	
Provide fundraising tips, tools and promotional materials for local associations	9/18	
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/18	
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/18	
Utilize the Major Investor Program NAR stipend to host an AAR Major Investor Event	12/18	
Achieve percent participation of local associations in Major Investor Events	12/18	
Achieve 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	12/18	<b>NAR Directors - AE's - 2017 President's - RVP's - RIMC Committee - LPAC - Legislative Committee - RAPAC Committee - EXCOM - BOD's -</b>
Achieve 100% or NAR Major Investor Goal for 2018. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30.	12/18	<b>2018 Goal -</b>
Recognize Major Investors with gift	12/18	<b>Major Investor Fleece's are being ordered in Men's and Women's sizes.</b>
Recognize President Circle members with gift	12/18	<b>President's Circle Yeti Tumblers are being ordered</b>
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level	12/18	<b>Ongoing.</b>
Host a fundraising event at the Spring Conference/Convention	4/18	<b>Local Associations have been contacted about providing auction items. All previous donors are being contacted.</b>
Host a fundraising event at the Leadership Conference	10/18	

Recognize RAPAC Major Investors on aaronline.com	12/18	<b>Updated at the end of 2017 to reflect that years MIs.</b>
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/18	<b>Special registration, meal lines, and seating are being established for REALTOR® Day. Members will also receive Major Investor badge ribbons.</b>
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/18	
Maintain Leadership Appreciation Program to connect AAR leaders with Major Investors for recognition of investment	12/18	
Increase use of Placemaking and Smartgrowth grants by 50% over 2017 utilization by local associations	12/18	
Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal	12/18	<b>Use of RPP data is ongoing and the local associations are encouraged to utilize the data. AAR proactively offers RPP data to local associations.</b>

**Recommendations:**

- Continue basically as-is  
 Continue with the following modifications  
 Discontinue

- Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal.

**Governmental Communications**

AAR articulates NAR’s and/or AAR’s legislative/political successes to members with emphasis on how it affects their day-to-day business. AAR maintains and promotes a mechanism by which members can relay, on a year round basis, legislative comments and proposals. AAR provides resources to members to help them understand the value of RAPAC. AAR educates and encourages members to share the value of RAPAC.

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Measurable Objective	Target Date	Status
Provide REALTOR® Party updates and legislative updates to the Communications	12/18	<b>Ongoing updates are provided on a twice-monthly basis as</b>

and Technology Department for use in the REALTOR® Voice, AAR blog and alternative forms of media distribution.		<b>well as needed for specific events such as REALTOR® Day at the Capitol.</b>
Produce quarterly videos for membership outreach on Legislative and Political Affairs topics to include, but not limited to, the REALTOR® Party.	Quarterly	
Provide Calls to Action responses, when necessary, for targeted and effective immediate member communication with Arizona legislators and Members of Congress on critical issues	As Required	
Establish a system to enroll and automatically respond on members behalf to state and national Calls to Action	12/18	
Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action	12/18	
Utilize digital advertising and technologies to push federal CFAs to members	12/18	
Maintain current information on each governmental program at aaronline.com	12/18	
Communicate with Big Yam for press releases when large successes occur or the consumer needs to be educated on the associations wins	12/18	
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/18	
Communicate the importance of AAR's legislative/political successes to members	12/18	
Continue to communicate the mechanism by which members can relay, on a year round basis, legislative comments and proposals	12/18	<b>This is placed on the legislative affairs page of the website at the very top for anyone that wishes to submit comments and proposals.</b>
Utilize the broker involvement program/stipend to identify and train local brokers for grassroots education efforts on participation in NAR calls for action	12/18	
Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives	12/18	
Explore the use of geofencing, beacon and direct one-to-one digital advertising		

technologies for concentrated message delivery		
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**Recommendations:**

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- Combine REALTOR® Party updates and timely legislative updates to be provided to the Communications and Technology Department for use in the REALTOR® Voice, AAR blog and alternative forms of media distribution.
- Expand the production of quarterly videos for membership outreach on Legislative and Political Affairs topics to also include, but not limited to the REALTOR® Party.
- Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action.
- Utilize digital advertising and technologies to push federal CFAs to members.
- Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives.
- Explore the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery.

**Governmental Area Support**

AAR is the most powerful and influential political force in Arizona. Continue to follow the Legislative Policy Statements. Proactively advance or defeat legislation to benefit private property rights and REALTORS®.

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Measurable Objective	Target Date	Status
Assign tasks to all governmental area work groups within approved budget parameters	12/18	
Implement a “Thank You” for each of the four government affairs committees.	12/18	

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**Legislative Advocacy**

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Measurable Objective	Target Date	Status
Activate broad-based AAR membership representation in lobbying activities through legislative committee appointments and related committee activities	12/18	
Encourage application to state boards and commissions	12/18	
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/18	<b>Vice President of Government Affairs attended legislator fundraisers the first week of January.</b>
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/18	<b>Ongoing.</b>
Achieve an 85% success rate on AAR legislative policy priorities	6/18	
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements	6/18	<b>Began in November 2017 when prefiled bills were posted.</b>
Monitor member involvement in political campaigns	12/18	
Finalize 2019 legislative priority list is finalized by October 2018	10/18	
Evaluate state-level candidates on AAR legislative policies and voting record to receive funds	8/18	

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- Continue basically as-is
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## Legislative Policy Development

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Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods	12/18	<b>Phone polling of members occurred in December 2017 on the potential ballot measure.</b>
Continue to involve stakeholders on real estate related issues	12/18	
Encourage proportional regional representation at the REALTOR® Caucus	9/18	
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action	9/18	
Host 2018 REALTOR® Day Luncheon	1/18	<b>Completed. Hosted January 9, 2018</b>
Identify for participation in or host a second legislator event	12/18	<b>Industry Partner event will occur. Date TBD.</b>
Achieve attendance of 65% of legislators at legislative events	6/18	
Identify attendees for legislator events through political involvement and leadership activity	12/18	

**Recommendations:**

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## Local Lobbying Support

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Measurable Objective	Target Date	Status
Assist local lobbying efforts as issues arise	12/18	
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/18	

**Recommendations:**

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**Political Research**

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Measurable Objective	Target Date	Status
Conduct research as needed	12/18	Research commissioned on the tax breaks and taxes implemented in the last decade.
Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data	12/18	

**Recommendations:**

- Continue basically as-is
- Continue with the following modifications
- Discontinue

- **Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data.**

### Election Year Activities

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Measurable Objective	Target Date	Status
Encourage members to register to vote	12/18	
Establish protocol for a “Get Out the Vote” campaign for use in 2018 election cycle	11/18	

**Recommendations:**

- Continue basically as-is**
- Continue with the following modifications**
- Discontinue**