

AAR LEGISLATIVE AND POLITICAL AFFAIRS
2018 Business Plan

Committee: Legislative and Political Affairs
Chair: Kent Simpson
Staff Liaison: Nicole LaSlavic
DATE: 9/11/2018

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 REALTOR® Party Goals
- Service tax ballot measure

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.

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Measurable Objective	Target Date	Status
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	Weekly communication occurs between VPGA and NAR Arizona Legislative Liaison. Additional communication has occurred due to Mid-year visits and upcoming elections. Increased conversations occurring due to election season.
Register all FPCs with NAR's REALTOR® Action Center	1/18	Completed in 2017. Will occur again post elections.

Oversee the FPCs quality contact with their representative or their staff within D.C. or Arizona, ensuring attendance at required meetings, training sessions and fundraisers	Quarterly	Ongoing.
Ensure FPCs attend required Mid-Year meetings	5/18	FPC's met with all available Arizona members of Congress or their staff during appointments set at Mid-Year.
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/19	FPC's attended NAR required online and in person training sessions prior to their meetings with MOC's during Mid-Year.
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	Ongoing. FPC's with RPAC checks have delivered for the Primary and will deliver for the General shortly.
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/18	As needed.
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/18	AE's identified attendees for meetings with FPC's and their MOC's. AAR also had staff present at all meetings.
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
Finalize the political activities fundraising plan by December 31st by the previous plan year	12/18	The 2018/2019 plan was finalized in October 2017.
Identify members to participate in the annual REALTOR® Party training	6/18	60 AE's, GAD's, RAPAC Chairs, Line Officers, and RVP's attended the annual REALTOR® Party Training held Sep. 5th.
Provide fundraising tips, tools and promotional materials for local associations	9/18	Ongoing via email and in-person distribution as the AZ REALTOR® Party Director attends local association events. REALTOR® Party Training assisted in providing tips and tools.
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	Ongoing monthly via email.
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/18	Ongoing activity with the AZ REALTOR® Party Director, with SEVRAR, Scottsdale, Western Pinal, Prescott, Sedona, Tucson, Yuma, Bullhead City, and Lake Havasu having been visited thus far in 2018. VPGA has visited with Sedona, Lake Havasu, Prescott, Payson, Northern AZ, WEMAR, and Scottsdale.
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/18	Grant has been approved and current expenses have been reimbursed.
Utilize the Major Investor Program NAR stipend to host an AAR Major Investor Event	12/18	AZ REALTOR® Party Director hosted a Major Investor event on April 24th, where \$12,000 was raised and 4 new MI's were added and 2 PC members.
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	12/18	NAR Directors – 89.65% AEs – 66.67% 2018 Presidents – 100% RVPs – 100% RIMC Committee – 100%

Committee, RAPAC Trustees, EXCOM, BOD, and local RAPAC Chairs		LPAC – 100% Legislative Committee –100% RAPAC Committee – 100% EXCOM – 100% BODs – 83.72%
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	2018 Goal – 265 Major Investors As of 08/01/2018 – 115 MIs and 72 Installment Plans
Recognize Major Investors with gift	12/18	Major Investor Fleece’s have been ordered in Men’s and Women’s sizes and are being distributed throughout the year.
Recognize President Circle members with gift	12/18	President’s Circle Yeti Tumblers have been ordered and are being distributed throughout the year.
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	Ongoing.
Host a fundraising event at the Spring Conference/Convention	4/18	Multiple Spring Convention fundraising events were held with \$1,280 raised by the Cornhole Tournament, \$42,180 from the Silent Auction, and \$16,040 from WCR’s Cocktails with Champions for a total of \$58,500.
Host a fundraising event at the Leadership Conference	10/18	Will host a drawing for the October Leadership.
Recognize RAPAC Major Investors on aaronline.com	12/18	Updated at the end of 2017 to reflect that year’s MIs. 2018 MIs recognized monthly.
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/18	Special registration, meal lines, and seating are being established for REALTOR® Day. Members will also receive Major Investor badge ribbons.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/18	MI video ran at the Caucus acknowledging the MIs.
Maintain Leadership Appreciation Program to connect AAR leaders with Major Investors for recognition of investment	12/18	Thank-you cards being sent from Leadership to MIs- Ongoing.
Increase use of Placemaking and Smartgrowth grants by 50% over 2017 utilization by local associations	12/18	Grant program being restructured by NAR. Will evaluate usage post NAR restructuring.

Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal	12/18	Use of RPP data is ongoing and the local associations are encouraged to utilize the data. AAR proactively offers RPP data to local associations.
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Recommendations:

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 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 and Technology Department for use in the REALTOR® Voice, AAR blog and alternative forms of media distribution.	12/18	Ongoing updates are provided on a twice-monthly basis as well as needed for specific events such as REALTOR® Day at the Capitol.
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	Conducted a statewide Call to Action on HB 2507. Responses for membership were provided for outreach to Arizona Legislators.

Establish a system to enroll and automatically respond on members behalf to state and national Calls to Action	12/18	Program no longer legal. Pursuit of this objective ended.
Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action	12/18	Worked with RPP to enroll individuals in the text response for Calls to Action.
Utilize digital advertising and technologies to push federal CFAs to members	12/18	Utilized social media digital advertising in thanking a state legislator on the state Call to Action. Geofencing was utilized in HB 2507 CFA for targeted messaging at the Capitol.
Maintain current information on each governmental program at aaronline.com	12/18	Ongoing.
Communicate with Big Yam for press releases when large successes occur or the consumer needs to be educated on the associations wins	12/18	Big Yam has been contacted about promoting the REALTOR® Day at the Capitol. Big Yam assisted with publication in Arizona Capitol Times on op-ed piece opposing HB 2507.
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/18	Ongoing. During the Statewide REALTOR® Party Training an NAR Representative discussed the basics of running an issues campaign.
Communicate the importance of AAR's legislative/political successes to members	12/18	Ongoing via The Voice, emails, and in-person presentations.
Continue to communicate the mechanism by which members can relay, on a year-round basis, legislative comments and proposals	12/18	This is placed on the legislative affairs page of the website at the very top for anyone that wishes to submit comments and proposals.
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	The Arizona REALTOR® Party Director is working closely with the State BIP Chair to develop a new but simple approach to enrolling brokers in the BIP. NAR has approved a BIP Phone Bank using existing grant funds.
Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives	12/18	Ongoing.
Explore the use of geofencing, beacon and direct one-to-one digital advertising	12/18	Geofencing technology was utilized in specific targeted

technologies for concentrated message delivery		messages to legislators regarding HB 2507.
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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	Ongoing.
Implement a “Thank You” for each of the four government affairs committees.	12/18	Locations for thank you lunch identified and will be completed by the end of September.

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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	Involvement from membership of various legislative committees on the ballot initiative.
Encourage application to state boards and commissions	12/18	Ongoing.
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/18	Vice President of Government Affairs attended legislator fundraisers the first week of January.
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/18	Ongoing. Industry Partnership event occurred March 7, 2018.
Achieve an 85% success rate on AAR legislative policy priorities	6/18	Achieved.
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements	6/18	Began in November 2017 when prefiled bills were posted. Legislative Committee reviewed over 1206 bills and took positions on over 141 directly related to real estate.
Monitor member involvement in political campaigns	12/18	Ongoing. Endorsement process has begun for 2018 elections.
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	Candidate questionnaires have been distributed to those

		running and will be evaluated in June.
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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	Phone polling of members occurred in December 2017 on the potential ballot measure.
Continue to involve stakeholders on real estate related issues	12/18	Worked with representatives from the manufactured home industry, multi-family housing industry on legislation. Stakeholder meetings have occurred with many industries that can be impacted by the service tax ballot measure.
Encourage proportional regional representation at the REALTOR® Caucus	9/18	Achieved. Over 160 REALTORS® attended the Caucus from all five regions.
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	Completed. Hosted January 9, 2018
Identify for participation in or host a second legislator event	12/18	Completed. Industry Partner event occurred on March 7, 2018.

Achieve attendance of 65% of legislators at legislative events	6/18	Achieved at both legislative day at the capitol and the Industry Partner event.
Identify attendees for legislator events through political involvement and leadership activity	12/18	Ongoing. Targeted invitations occurred for Industry Partner event, and Update from the Hill luncheon.

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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	Fielded calls from Region 1 associations on how to handle the water rights issue. Discussed with Northern Arizona Association the use of Issues Mobilization for a property tax measure.
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/18	The Lake Havasu, Bullhead City, and Kingman Associations are working together to form a campaign intended to maintain a prohibition on the diversion of water rights away from their area. Arizona REALTOR®'s Government Affairs team is assisting them with navigating the NAR grant process as well as campaign advice and support.

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Discontinue

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	Ballot measure will work directly with RPP to obtain the predictive models for utilization in messaging and ballot measure activities.

Recommendations:

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- **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	Ongoing.
Establish protocol for a “Get Out the Vote” campaign for use in 2018 election cycle	11/18	

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