

Arizona REALTORS®
LEGISLATIVE AND POLITICAL AFFAIRS
2019 Business Plan

Committee: Legislative and Political Affairs
Chair: Shelly Ostrowski
Staff Liaison: Nicole LaSlavic
DATE: 2/14/2019

REALTOR®... the best prepared real estate practitioner with the highest standards.

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

CURRENT TOP PRIORITIES

- Analysis of focus groups RE: REALTOR® Party and determination of membership wide REALTOR® Party questionnaire
- Accomplish legislative priorities
- Achieve the REALTOR® Party Goals (NAR Determined)
- Finalize REALTOR® Party video
- Conduct RAPAC Silent Auction and Cornhole tournament

RECOMMENDATIONS

GROUPS FORMED

Federal Liaison Support

The Arizona REALTORS® proactively advocates and protects private property rights and real property ownership. Arizona REALTORS® advocates and capitalizes on the REALTOR® Party. Arizona REALTORS® leverages and maintains influential relationships.

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	FPC recommendations submitted to NAR prior to their November 23, 2018 deadline. Final FPC approved once Martha McSally was appointed by the governor. Jack Greacen, NAR Political Representative, sends timely updates to state GAD on pertinent federal issues.
Register all FPCs with NAR's REALTOR® Action Center	1/19	Awaiting approval from NAR on the FPC recommendations. Once approved, they will be entered into the HUB. NAR has

		approved all the FPCs and has entered them into the HUB.
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	Awaiting approval from NAR on the FPC recommendations. Once approved, FPCs will be encouraged to meet with their MOC. New FPC training occurred, and state training will take place on February 22, at which time FPCs will be encouraged to make quarterly contact with their MOC.
Ensure FPCs attend required Mid-Year meetings	5/19	
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/19	New FPC training occurred in D.C. February 6 – 8, 2019. A state training will occur on February 22, 2019. All FPCs have been invited.
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year	12/19	
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/19	Ongoing.
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/19	
Ensure compliance that FPCs meet any NAR requirements	12/19	

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	12/19	Our goals have been received from NAR and shared with the local associations, our fundraising grant for events through the year

		is approved, and we are working to facilitate more fundraising and MI events at the local level.
Identify members to participate in the annual REALTOR® Party training	6/19	
Provide fundraising tips, tools and promotional materials for local associations	9/19	Ongoing. Post REALTOR® Party focus groups and survey will yield additional promotional materials based off member feedback. A REALTOR® Party Voter infographic is currently being produced, which breaks down what our membership looks like in the voting world.
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	REALTOR® Party update has been sent out in preparation for the 2019 year. Distribution of information has occurred in both the AE Basecamp and the GAD Basecamp. Graphs for January have been prepared and distributed in February.
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/19	Realtor Party Director has visited SEAZAR, YAR, TAR, SAAR, SEVRAR and LHAR to date.
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/19	Fundraising grant has been approved for \$15,000 and items are being purchased for the first fundraiser of the year.
Utilize the Major Investor Program NAR stipend to host an Arizona REALTORS® Major Investor Event	12/19	Major Investor event is in its planning stage now.
Achieve participation of local associations in Major Investor Events	12/19	TAR has held their MI event, SVVAR, LHAR, PAR, SEVRAR, and SAAR have plans for MI events in the first part of 2019, and others are being actively encouraged.
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	12/19	NAR Directors – 83.87% AEs – 11.76% 2019 Presidents – 64.71% RVPs – 80% RIMC Committee – 100% LPAC – 80% Legislative Committee – 86.96% RAPAC Committee – 80% EXCOM – 80% BODs – 71.32%
Achieve 100% or NAR Major Investor Goal for 2019. Benchmarks: 50% of goal	12/19	As of 2/14/2019: 33 MIs 33 Installment Plans

by April; 75% of goal by June; 100% by September 30.		
Recognize Major Investors with gift	12/19	Proposal for new MI gift jackets has been received from vendor and is too costly, so we are ordering updated fleece jackets.
Recognize President Circle members with gift	12/19	
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level	12/19	RAPAC Webinar hosted by NAR on the compliance with federal election laws.
Host a fundraising event at the Spring Conference/Convention	4/19	Planning for the Spring Conference silent auction in the works.
Host a fundraising event at the Leadership Conference	10/19	
Recognize RAPAC Major Investors on aaronline.com	12/19	Ongoing.
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/19	Names were included in the event pamphlet.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/19	
Maintain Leadership Appreciation Program to connect Arizona REALTORS® leaders with Major Investors for recognition of investment	12/19	Thank you cards being sent from Leadership to MIs- Ongoing
Increase use of Placemaking and Smartgrowth grants by 50% over 2018 utilization by local associations	12/19	Ongoing. LHAR is currently working on a Smartgrowth grant to explore affordable housing barriers. PAR has inquired about a presentation event funded by a Smartgrowth grant.
Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.

Governmental Communications

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

Measurable Objective	Target Date	Status
Provide REALTOR® Party updates and legislative updates to the Communications and Technology Department for use in	12/19	Ongoing. Recent articles have focused on the election outcomes, and the ballot measure. A Prop

the REALTOR® Voice, Arizona REALTORS® blog and alternative forms of media distribution.		126 article Nicole assisted with was provided to the Communications Department.
Produce videos for membership outreach as needed on Legislative and Political Affairs topics to include, but not limited to, the REALTOR® Party.	As Required	Initial planning stages for the REALTOR® Party video. New communications director will work with Holly Mabery and government affairs department to produce additional videos on the REALTOR® Party successes.
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	
Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action	12/19	Have met with RPP representatives to express this as one of our high priorities.
Utilize digital advertising and technologies to push federal CFAs to members	12/19	
Maintain current information on each governmental program at aaronline.com	12/19	Ongoing
Communicate with Big Yam for press releases when large successes occur, or the consumer needs to be educated on the associations wins	12/19	Worked with Big Yam on an op-ed to run in the AZ Capitol Times regarding the passage and effects of 126. Worked with Big Yam on a press release on RE Day at the Capitol.
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/19	Ongoing. Discussed utilization with White Mountains for a potential Issues Mobilization request.
Communicate the importance of the Arizona REALTORS® legislative/political successes to members	12/19	Ongoing. A western-themed RAPAC promotional video explaining some of the benefits of RAPAC is currently in the works.
Continue to communicate the mechanism by which members can relay, on a year-round basis, legislative comments and proposals	12/19	This is located on the Legislative Affairs webpage as a permanent feature.
Utilize the broker involvement program/stipend to identify and train local brokers for grassroots education efforts on participation in NAR calls for action	12/19	Awaiting changes that have been rumored from NAR on the BIP program.
Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.

Explore the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery	12/19	
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Governmental Area Support

The Arizona REALTORS® 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®.

Measurable Objective	Target Date	Status
Assign tasks to all governmental area work groups within approved budget parameters	12/19	Ongoing
Implement a “Thank You” for each of the four government affairs committees.	12/19	Ongoing

Legislative Advocacy

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Measurable Objective	Target Date	Status
Activate broad-based Arizona REALTORS® membership representation in lobbying activities through legislative committee appointments and related committee activities	12/19	Legislative Committee has been meeting and reviewing legislation. Membership was educated on top issues at RE Day at the Capitol and spoke to their elected officials at that event.
Encourage application to state boards and commissions	12/19	
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/19	Ongoing
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/19	Ongoing. Meetings have occurred with the entities that represent low income housing as it pertains to taxation statutes. Industry partners meetings have occurred at ADRE and are ongoing. Industry partner Legislative Reception took place on 2/13/2019.
Achieve an 85% success rate on Arizona REALTORS® legislative policy priorities.	6/19	
Conduct daily monitoring of legislation and recommend positions to the	6/19	Ongoing

Legislative Committee in conjunction with the approved Legislative Policy Statements		
Monitor member involvement in political campaigns	12/19	
Finalize 2020 legislative priority list is finalized by October 2019	10/19	
Evaluate state-level candidates on Arizona REALTORS® legislative policies and voting record to receive funds	8/19	

Legislative Policy Development

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Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.
Continue to involve stakeholders on real estate related issues	12/19	Stakeholder meetings have taken place at the capitol on everything from HOA legislation to real estate property sandbox issues.
Encourage proportional regional representation at the REALTOR® Caucus	9/19	
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action	9/19	
Host 2019 REALTOR® Day Luncheon	1/19	Completed on Jan 15.
Identify for participation in or host a second legislator event	12/19	Second event scheduled for Feb. 13, 2019 as an industry partners event at the Phoenix Country Club. Many legislators attended the event, including the Speaker of the House and the Senate President. Also participated in the annual legislative play date event where our REALTOR® members had the opportunity to compete and legislators were in attendance.
Achieve attendance of 65% of legislators at legislative events	6/19	Achieved at RE Day at the Capitol. Achieved at the industry partners event.

Identify attendees for legislative events through political involvement and leadership activity	12/19	Ongoing and utilized for industry partner event as well as the legislative play date event.
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Local Lobbying Support

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Measurable Objective	Target Date	Status
Assist local lobbying efforts as issues arise	12/19	
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/19	VPGA assisting with Phoenix Association Mayoral Election. Assisted with local issues mobilization request for funds and how to proceed with a campaign.

Political Research

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Measurable Objective	Target Date	Status
Conduct research as needed	12/19	Counsel has been retained as it pertains to prop 126 challenges.
Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.

Election Year Activities

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Measurable Objective	Target Date	Status
Encourage members to register to vote	12/19	
Establish protocol for a “Get Out the Vote” campaign for use in 2020 election cycle	11/19	