

Arizona REALTORS®
LEGISLATIVE AND POLITICAL AFFAIRS
2020 Business Plan

Committee: Legislative and Political Affairs
Chair: Shelly Ostrowski
Staff Liaison: Michelle Lind
DATE: January 2020

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

RECOMMENDATIONS

GROUPS FORMED

Governmental Area Support - 1501

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 workgroups within approved budget parameters.	12/20	Ongoing
Continue with a "Thank You" lunch for each of the four government affairs committees.	Annually	

Legislative Advocacy - 1510

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®. Arizona REALTORS® advocates and capitalizes on the REALTOR® Party. Arizona REALTORS® leverages and maintains influential relationships.

Measurable Objective	Target Date	Status
Activate broad-based Arizona REALTORS® membership representation in lobbying activities through legislative committee appointments and related committee activities.	12/20	Legislative Committee had the first meeting on December 13, 2019 and has begun reviewing legislation.
Encourage application to state boards and commissions.	12/20	

Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads.	12/20	
Strengthen and maintain relationships with housing industry partners through ongoing communications.	12/20	
Achieve an 85% success rate on Arizona REALTORS® legislative policy priorities.	6/20	
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements.	6/20	
Monitor member involvement in political campaigns.	12/20	
Finalize 2020 legislative policies list by October 2019.	Completed	Policies approved by the Board of Directors during the October 2019 meeting.
Evaluate state-level candidates on Arizona REALTORS® legislative policies and voting record to receive funds.	8/20	

Local Lobbying Support - 1545

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Measurable Objective	Target Date	Status
Assist local associations in their lobbying efforts as issues arise.	12/20	Ongoing
Encourage local associations to establish an advocacy program and provide assistance as requested.	12/20	Ongoing
Increase visibility and assistance from the REALTOR® Party Director for local issues support.	12/20	

Legislative Policy Development - 1550

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Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods.	12/20	
Continue to involve stakeholders on real estate related issues.	12/20	

Encourage proportional regional representation at the REALTOR® Caucus.	9/20	
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action.	9/20	
Host 2020 REALTOR® Day Luncheon.	1/20	Registration opened November 22, 2019. Event held January 14, 2020.
Identify for participation in, or host, a second legislator event.	12/20	
Achieve attendance of 65% of legislators at legislative events.	6/20	
Identify attendees for legislative events through political involvement and leadership activity.	12/20	

Fundraising/Grassroots Support - 1560

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Measurable Objective	Target Date	Status
Finalize the political activities fundraising plan by December 31st by the previous plan year.	12/20	
Identify members to participate in the annual REALTOR® Party training.	6/20	
Provide fundraising tips, tools and promotional materials for local associations.	9/20	Ongoing.
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs.	Monthly	Ongoing.
Visit, at a minimum of one time annually, with each local association to promote fundraising activities.	10/20	
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC.	12/20	
Utilize the Major Investor Program NAR stipend to host an Arizona REALTORS® Major Investor Event.	12/20	

Achieve participation of local associations in Major Investor Events.	12/20	
Achieve 100% level of RAPAC participation from state and NAR directors, AEs, Presidents, Presidents-elect, RVPs, RIMC, LPAC, Legislative Committee, RAPAC Trustees, FPCs, EXCOM, BOD, and local RAPAC Chairs.	12/20	NAR Directors – 18.18% AEs – 0% 2020 Presidents – 31.25% RVPs – 20% RIMC Committee – 23.07% LPAC – 56.25% Legislative Committee – 30.43% RAPAC Committee – 14.28% FPCs – 44.44% EXCOM – 20% BODs – 27.68%
Achieve 100% or NAR Major Investor Goal for 2020. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30.	12/20	As of 12/19/2019: 6 Major Investors 2 Installment Plans
Recognize Major Investors with gift.	12/20	Ongoing
Recognize President Circle members with gift.	12/20	Ongoing
Recognize Hall of Fame members with gift.	12/20	
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level.	12/20	Ongoing
Host a fundraising event at the Spring Conference/Convention.	4/20	
Secure a vendor for conducting online fundraising auctions.	4/20	
Host a fundraising event at the Leadership Conference.	10/20	
Recognize RAPAC Major Investors on aaronline.com.	Monthly	Updated through November 30, 2019
Recognize RAPAC Major Investors with special recognition at REALTOR® Day at the Capitol.	1/20	Major Investor names will be in the pamphlet and on a pull up banner at the event.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus.	9/20	
Plan and host a 2-day, 1-night Major Investor Motorcycle, Convertible, and Classic Car Rally Ride road trip.	10/8	
Maintain Leadership Appreciation Program to connect Arizona REALTORS® leaders with Major Investors for recognition of investment.	12/20	Thank-you cards being sent from Leadership to Major Investors Ongoing

Increase use of NAR grant programs by 50% over 2019 utilization by local associations.	12/20	
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Federal Liaison Support - 1575

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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	
Register all FPCs with NAR's REALTOR® Action Center.	1/20	
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	
Ensure FPCs attend required Mid-Year meetings.	5/20	
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities.	2/20	
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year.	12/20	
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona.	12/20	
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only.	5/20	
Ensure compliance that FPCs meet any NAR requirements.	12/20	
Establish a Hill Visit Reception for all Arizona members who attend NAR Mid-Year and invite each MOC.	5/20	
Establish funds for FPC in-district meetings/receptions.	12/20	

Election Year Activities - 1580

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Measurable Objective	Target Date	Status
Encourage members to register to vote.	12/20	
Establish protocol for a “Get Out the Vote” campaign for use in 2020 election cycle.	11/20	
Create and distribute Voter Guides with information on REALTOR® endorsed candidates, with special focus on how and why they are REALTOR® Champions.	8/20	
Tie endorsed candidates into the REALTOR® Party for full circle education of the importance of legislative work and protections offered by the REALTOR® Party.		

Governmental Communications - 1585

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Measurable Objective	Target Date	Status
Provide REALTOR® Party updates and legislative updates to the Business Services and Technology Department for use in the REALTOR® Voice, Arizona REALTORS® blog and alternative forms of media distribution.	12/20	
Produce REALTOR® Party video annually with focus on legislative successes and what that means for their industry/ business/ clients.	4/20	Video was completed November 2019
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.	12/20	
Utilize digital advertising and technologies to push federal CFAs to members.	As Required	
Maintain current information on each governmental program at aaronline.com.	12/20	

Communicate with Big Yam for press releases when large successes occur, or the consumer needs to be educated on the associations wins.	12/20	
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives.	12/20	
Communicate the importance of the Arizona REALTORS® legislative/political successes to members.	12/20	
Continue to communicate the mechanism by which members can relay, on a year-round basis, legislative comments and proposals.	12/20	
Utilize the broker involvement program/stipend to enroll local brokers for participation in NAR's BIP to increase response rates to calls for action.	12/20	
Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives.	12/20	
Implement the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery during a Call for Action.	As Required	

Political Research - 1596

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Measurable Objective	Target Date	Status
Conduct research as needed.	12/20	
Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data.	12/20	