

Arizona REALTORS®
LEGISLATIVE AND POLITICAL AFFAIRS
2020 Business Plan

Committee: Legislative and Political Affairs
Chair: Shelley Ostrowski
Staff Liaison: Matthew Contorelli
DATE: September 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

Legislative Session

RECOMMENDATIONS

None

GROUPS FORMED

Annual Participation Workgroup
Short-Term Rental Study Workgroup

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	Scheduled as last committee meeting- tentatively November due to COVID-19

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	12/20	Legislative Committee had the first meeting on December 13, 2019 and ended as of May 2020.

committee appointments and related committee activities.		
Encourage application to state boards and commissions.	12/20	Completed. As of 8/27, 12 members have applied for LPA.
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads.	12/20	The REALTORS® worked with numerous agencies and their Directors throughout the year to the benefit of both our members and legislative efforts; agencies such as: Department of Real Estate, Department of Housing, Department of Economic Security, the Arizona Commerce Authority and the Department of Tourism.
Strengthen and maintain relationships with housing industry partners through ongoing communications.	12/20	Throughout the year, the REALTORS® worked closely with groups such as the Arizona Multihousing Association, Manufactured Housing Community Managers Association, National Association of Residential Property Managers and NAIOP
Achieve an 85% success rate on Arizona REALTORS® legislative policy priorities.	6/20	Complete.
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements.	6/20	Complete.
Monitor member involvement in political campaigns.	12/20	Ongoing
Finalize 2021 legislative policies list by October 2020.	10/20	Determined at Caucus. Policies pending approval by the Board of Directors during the October 2020 meeting.
Evaluate state-level candidates on Arizona REALTORS® legislative policies and voting record to receive funds.	8/20	Completed. 41 incumbents with 90%+ voting record.

Local Lobbying Support - 1545

The Arizona REALTORS® is the most powerful and influential political force in Arizona. Arizona REALTORS® proactively advocates and protects private property rights and real property ownership.

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

Legislative Policy Development - 1550

The Arizona REALTORS® is the most powerful and influential political force in Arizona. Arizona REALTORS® proactively advocates and protects private property rights and real property ownership. Arizona REALTORS® advocates and capitalizes on the REALTOR® Party. Maintain and promote a mechanism by which members can relay, on a year-round basis, legislative comments and proposals.

Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods.	12/20	Complete.
Continue to involve stakeholders on real estate related issues.	12/20	Ongoing.
Encourage proportional regional representation at the REALTOR® Caucus.	9/20	Complete.
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action.	9/20	Schedule to complete on September 11, 2020.
Host 2020 REALTOR® Day Luncheon.	Completed	Event held January 14, 2020.
Identify for participation in, or host, a second legislator event.	12/20	Complete. Participated in the Arizona Capitol Times: Morning Scoop “Resident Rental Industry” panel.
Achieve attendance of 65% of legislators at legislative events.	6/20	Complete.
Identify attendees for legislative events through political involvement and leadership activity.	12/20	Complete.

Fundraising/Grassroots Support - 1560

The Arizona REALTORS® proactively advocates and protects private property rights and real property ownership. 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® advocates and capitalizes on the REALTOR® Party. Arizona REALTORS® provides resources to members to help them understand the value of RAPAC and educates and encourages members to share the value of RAPAC. Arizona REALTORS® leverages and maintains influential relationships. Arizona REALTORS® serves as a resource for local associations to take advantage of REALTOR® Party opportunities. Arizona REALTORS® strives to achieve NAR RPAC fundraising goals and Calls for Action participation rates.

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	Event held September 2, 2020
Provide fundraising tips, tools and promotional materials for local associations.	9/20	Ongoing.
Distribute REALTOR® Party updates with local associations 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	Complete.
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC.	12/20	\$9,000 grant was used for the AAR silent auction and raffle in April
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	Ongoing.
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 – 100% AEs – 50% 2020 Presidents – 87.5% RVPs – 100% RIMC Committee – 100% LPAC – 100% Legislative Committee – 95.65% RAPAC Committee – 92.85% FPCs – 88.89% EXCOM – 93.33% BODs – 85.71%
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 08/31/2020: 127 Major Investors 55 Installment Plans
Recognize Major Investors with gift.	12/20	MI Jackets are being distributed ongoing
Recognize President Circle members with gift.	12/20	New gift is being selected
Recognize Hall of Fame members with gift.	12/20	A gift is being selected
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	Auction and Raffle held 04/13 – 04/17 online. Raised \$54,682.02.

Secure a vendor for conducting online fundraising auctions.	4/20	After consideration, no vendor is needed.
Host a fundraising event at the Leadership Conference.	10/20	
Recognize RAPAC Major Investors on aaronline.com.	Monthly	Updated through August 31, 2020
Recognize RAPAC Major Investors with special recognition at REALTOR® Day at the Capitol.	Completed	Major Investor names were in pamphlet and MI's were acknowledged by the speaker and with MI ribbons and seat backs.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus.	9/20	Signage cancelled as event was held virtually
Plan and host a 2-day, 1-night Major Investor Motorcycle, Convertible, and Classic Car Rally Ride road trip.	10/8	A new event needs to be selected and planned
Maintain Leadership Appreciation Program to connect Arizona REALTORS® leaders with Major Investors for recognition of investment.	12/20	Thank-you cards sent from Leadership to Major Investors-Ongoing
Increase use of NAR grant programs by 50% over 2019 utilization by local associations.	12/20	

Federal Liaison Support - 1575

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	NAR Political Director, Jack Greacen will be attending March RAPAC meeting
Register all FPCs with NAR's REALTOR® Action Center.	1/20	Complete.
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.	5/20	RSVP's have been sent out
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities.	2/20	Complete.

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	Cancelled due to COVID-19.
Ensure compliance that FPCs meet any NAR requirements.	12/20	Complete.
Establish a Hill Visit Reception for all Arizona members who attend NAR Mid-Year and invite each MOC.	5/20	Cancelled due to COVID-19.
Establish funds for FPC in-district meetings/receptions.	12/20	Unable to hold meetings in-person due to COVID-19. Numerous meetings held virtually.

Election Year Activities - 1580

The Arizona REALTORS® is the most powerful and influential political force in Arizona. Arizona REALTORS® leverages and maintains influential relationships.

Measurable Objective	Target Date	Status
Encourage members to register to vote.	12/20	Efforts executed via social media
Establish protocol for a “Get Out the Vote” campaign for use in 2020 election cycle.	11/20	Not needed this election
Create and distribute Voter Guides with information on REALTOR® endorsed candidates, with special focus on how and why they are REALTOR® Champions.	8/20	Completed September 1, 2020.
Tie endorsed candidates into the REALTOR® Party for full circle education of the importance of legislative work and protections offered by the REALTOR® Party.	9/3	Completed at REALTOR® Caucus.

Governmental Communications - 1585

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 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 completed in September 2020.
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 HMA 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	Created Legislative Win “What has RAPAC done for you” Storyboards August 31st, 2020
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	As Required	

technologies for concentrated message delivery during a Call for Action.		
--	--	--

Political Research - 1596

The Arizona REALTORS® is the most powerful and influential political force in Arizona. Arizona REALTORS® proactively advocates and protects private property rights and real property ownership. Arizona REALTORS® continues to follow the Legislative Policy Statements.

Measurable Objective	Target Date	Status
Conduct research as needed.	12/20	The REALTORS® co-commissioned an economic impact study by Elliot D. Pollack to look that the impact of COID-19 on the rental housing market.
Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data.	12/20	