

Arizona REALTORS®
LEGISLATIVE AND POLITICAL AFFAIRS
2023 Business Plan

Committee: Legislative and Political Affairs
Chair: Paul Baker
Staff Liaison : Matthew Contorelli
DATE: December 2022

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

2023 Legislative Session
 Exceeding 2022 Fundraising Achievements

RECOMMENDATIONS

None at this time.

GROUPS FORMED

None at this time

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 | Status |
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| Assign tasks to all governmental area workgroups within approved budget parameters. | Ongoing |
| Continue with a "Thank You" lunch for each of the four government affairs committees. | Tentatively scheduled for 10/21/22 |

Legislative Advocacy - 1510

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| Measurable Objective | Status |
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| Activate broad-based Arizona REALTORS® membership representation in lobbying activities through legislative committee appointments and related committee activities. | Ongoing. |

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| Encourage application to state boards and commissions. | Ongoing. |
| Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads. | Ongoing. |
| Develop ambassador program with ambassador events to connect elected officials with REALTORS® that live and work in their communities. | Coming Fall 2022. |
| Strengthen and maintain relationships with housing industry partners through ongoing communications. | Ongoing. In constant-contact with ADRE, ADOR, AZ Multihousing Assoc., AZ Homebuilders, etc. |
| Achieve an 85% success rate on Arizona REALTORS® legislative policy priorities. | Completed. 100% achieved. |
| Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements. | Completed. |
| Monitor member involvement in political campaigns. | Ongoing. |
| Finalize 2022 legislative policies list by October 2021. | |
| Evaluate state-level candidates on Arizona REALTORS® legislative policies and voting record to receive funds. | Completed. |
| Promote and support legislation that improves REALTOR® professionalism and facilitates a superior consumer experience. | |

Local Lobbying Support - 1545

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| Measurable Objective | Status |
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| Assist local associations in their lobbying efforts as issues arise. | Ongoing. TAR Housing Advocacy Forum, BHC/MC Teacher Housing Project, Havasu Placemaker Grant, CAR Issues Mob Campaign, TAR Prop 411 |
| Encourage local associations to establish an advocacy program and provide assistance as requested. | Ongoing. |

Legislative Policy Development - 1550

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| Measurable Objective | Status |
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| Poll members for their opinions through use of formal and informal methods. | Planned for late Spring |
| Continue to involve stakeholders on real estate related issues. | Ongoing. |
| Encourage proportional regional representation at the REALTOR® Caucus. | In process. |
| Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action. | Completed. |
| Host 2021 REALTOR® Day Luncheon or other event if large gatherings are prohibited. | Scheduled for 1/10/23 at Chase Field with NAR Riding With The Brand |
| Identify for participation in, or host, a second legislator event. | In process with NAIOP and Multihousing Assoc. |
| Achieve attendance of 65% of legislators at legislative events. | Ongoing. |
| Identify attendees for legislative events through political involvement and leadership activity. | Ongoing. |

Fundraising/Grassroots Support - 1560

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| Measurable Objective | Status |
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| Finalize the political activities fundraising plan by December 31st by the previous plan year. | Completed. |
| Identify members to participate in the annual REALTOR® Party training. | In progress. |
| Provide fundraising tips, tools, and promotional materials for local associations. | Ongoing. |
| Distribute REALTOR® Party updates with local associations and provide Statewide RAPAC graphs. | Monthly REALTOR® Party Sync hosted by Tim |
| Visit, at a minimum of one time annually, with each local association to promote fundraising activities. | 1/4/23 CAR event planned |
| Utilize the NAR RAPAC Grant stipend for promotion of RAPAC. | Scheduled for Spring Auction |
| Utilize the Major Investor Program NAR stipend to host an Arizona REALTORS® Major Investor Event. | |

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| Achieve participation of local associations in Major Investor Events. | 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. | NAR Directors – 100% AEs – 64% 2022 Presidents – 93% RVPs – 100% RIMC Committee – 100% LPAC – 100% Legislative Committee – 100% RAPAC Committee – 100% FPCs – 91% EXCOM – 100% BODs – 90% |
| Achieve 100% or NAR Major Investor Goal for 2021. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30. | |
| Recognize Major Investors with gift. | Ongoing. Quarter-zip pullover and notebooks. |
| Recognize President Circle members with gift. | Reception to be coordinated at PC Conference. |
| Recognize Hall of Fame members with gift. | In progress. |
| Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level. | In progress. |
| Host a fundraising event at the Spring Conference/Convention. | In process. |
| Host a fundraising event at the Leadership Conference. | |
| Recognize RAPAC Major Investors on aaronline.com. | Through 11/14/22 |
| Recognize RAPAC Major Investors with special recognition at REALTOR® Day at the Capitol. | Completed with Name Badge Banners and Senate Floor Tour with Rep. TJ Shope. |
| Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus. | In progress. |
| Plan and host an annual Major Investor Event that will both incentive new Major Investors and show appreciation to existing Major Investors | Scheduled for fall 2023. |
| Maintain Leadership Appreciation Program to connect Arizona REALTORS® leaders with Major Investors for recognition of investment. | Ongoing. Line Officer MI thank you cards distributed monthly. |
| Increase use of NAR grant programs by 50% over 2020 utilization by local associations. | Ongoing |
| Continue to maintain regular communication and support to local association Government Affairs Directors, attending events and providing updates and presentations as feasible. | Ongoing. |
| Maintain current calendar of local association events and encourage attendance. | Ongoing. |

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| Establish a permanent RAPAC Hall of Fame recognition at the Arizona REALTORS® office to communicate the ongoing member dedication to RAPAC. | |
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Federal Liaison Support - 1575

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

Governmental Communications - 1585

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| Measurable Objective | Status |
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| 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. | Ongoing Voice additions, presentations in Broker forums, and social media is utilized to communicate. |
| Produce REALTOR® Party video annually with focus on legislative successes and what that means for their industry/ business/ clients. | Ongoing |
| 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 needed. |
| Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action. | Ongoing |
| Utilize digital advertising and technologies to push federal CFAs to members. | |
| Maintain current information on each governmental program at aaronline.com. | Ongoing |
| Communicate with HMA Public Relations for press releases when large successes occur, or the consumer needs to be educated on the association's wins. | Ongoing |
| Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives. | Ongoing |
| Communicate the importance of the Arizona REALTORS® legislative/political successes to members. | In progress. |
| Continue to communicate the mechanism by which members can relay, on a year-round basis, legislative comments, and proposals. | Ongoing |
| Utilize the broker involvement program/stipend to enroll local brokers for participation in NAR's BIP to increase response rates to calls for action. | |
| Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives. | Ongoing |
| 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 |
| Engage and inform diversity-focused REALTOR® organizations across the state. | In process. |

Political Research - 1596

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| Measurable Objective | Status |
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| Conduct research as needed. | Ongoing. |
| Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data. | In process. |