

Arizona REALTORS®
LEGISLATIVE AND POLITICAL AFFAIRS
2023 Business Plan

Committee: Legislative and Political Affairs
Chair: Paul Baker
Staff Liaison : Tim Beaubien
DATE: October 2023

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 |
|---|---|
| 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. | Scheduled for late October in new office event space. |

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 | Status |
|--|---|
| Activate broad-based Arizona REALTORS® membership representation in lobbying activities through legislative committee appointments and related committee activities. | Ongoing. |
| 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. | Grant approved by NAR, training will be held at fall conference. |
| 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, including top 2 items rental tax repeal and Prop 400 ballot measure. |
| Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements. | Legislative session completed for 2023. |
| Monitor member involvement in political campaigns. | N/A, non-election year. |
| Finalize 2023 legislative policies list by October 2022. | Completed. |
| Evaluate state-level candidates on Arizona REALTORS® legislative policies and voting record to receive funds. | N/A, non-election year. |
| Promote and support legislation that improves REALTOR® professionalism and facilitates a superior consumer experience. | Ongoing, 2024 policy stakeholder meetings have already begun. |

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 | Status |
|--|---|
| Assist local associations in their lobbying efforts as issues arise. | Ongoing – NAAR STR and hospital issue, Region 1 water policy coalition, Phoenix SOI issue |
| Encourage local associations to establish an advocacy program and provide assistance as requested. | Two local associations have officially hired a contract GAD to grow advocacy objectives. |

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 | Status |
|---|---|
| Poll members for their opinions through use of formal and informal methods. | Completed. Results to be shared at Sept LPA meeting and via digital media channels. |
| Continue to involve stakeholders on real estate related issues. | Ongoing. |
| Encourage proportional regional representation at the REALTOR® Caucus. | Completed. All 5 regions had comparable registration numbers. |
| Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action. | 2023 Legislative Session Completed. |
| Host 2023 REALTOR® Day Luncheon or other event if large gatherings are prohibited. | Completed 1/10/23 – Chase Field with NAR Riding w/ Brand |
| Identify for participation in, or host, a second legislator event. | Postponed due to legislative schedule inconsistencies related to legislative vacancies and travel |
| 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

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 | Status |
|--|---|
| 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. | Completed. Each local AOR provided 5 seats for staff and upcoming leadership to attend. |
| Provide fundraising tips, tools, and promotional materials for local associations. | Ongoing. |
| Distribute REALTOR® Party updates with local associations and provide Statewide RAPAC graphs. | Arena App provides Local Association staff with YTD data. 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, 1/20/23 PAAR, 1/23/23 BHMVAR, 2/15/23 SAAR, 3/7/23 GVSAR, 3/17/23 SVVAR, 3/21/23 WeSERV, 5/2/23 YAR, 6/3/23 WMAR, 8/31/23 KGVAOR, 9/26/23 Lake Havasu (many visited more than once only first contact date listed) |
| Utilize the NAR RAPAC Grant stipend for promotion of RAPAC. | \$9,000 of \$15,000 grant stipend received for spring auction, remaining to be utilized for fall auction at Leadership Conference. |
| Utilize the Major Investor Program NAR stipend to host an Arizona REALTORS® Major Investor Event. | Scheduled for fall after new office space has been completed. |

| | |
|---|---|
| Achieve participation of local associations in Major Investor Events. | Ongoing – YAR, TAR, SAAR, WeSERV, GVSAR, WMAR, PAAR completed. Phoenix scheduled for fall. |
| 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 – 33/34, 97% Local AEs – 12/14, 86% Presidents – 14/14, 100% President Elects – 14/14, 100% RVPs – 5/5, 100% RAPAC/RIMC – 19/19, 100% LPAC – 16/16, 100% LegCom – 25/25, 100% FPCs – 11/11, 100% EXCOM – 15/15, 100% BOD – 109/117, 93% RAPAC Chairs– 14/14, 100% |
| Achieve 100% of NAR Major Investor Goal for 2023. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30. | Ongoing – MI Installment forms have been sent to local associations. |
| Recognize Major Investors with gift. | Ongoing. Quarter-zip pullover |
| Recognize President Circle members with gift. | Recognition to be coordinated at MI Gala. |
| Recognize Hall of Fame members with gift. | Gift to be presented at HOF Wall unveiling in December. |
| 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. | Live in person auction at lunch Thursday, silent online auction promoted during conference with QR Code flyers. Total amount raised: \$65,796 |
| Host a fundraising event at the Leadership Conference. | Live and silent auction mirrored from Spring Conference. |
| Recognize RAPAC Major Investors on aaronline.com. | Updated through August 2023 |
| Recognize RAPAC Major Investors with special recognition at REALTOR® Day at the Capitol. | Name badge ribbons for MI, PC, and HOF. Full size banner for MI and HOF. |
| Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus. | Name badge ribbons for MI, PC, and HOF. Full size banner for MI and HOF. Received drink ticket for REALTOR Party reception. |
| Plan and host an annual Major Investor Event that will both incentive new Major Investors and show appreciation to existing Major Investors | Scheduled for December 14, 2023 at Phoenix Art Museum. STD to be promoted in August MI newsletter. |

| | |
|---|--|
| 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. |
| Establish a permanent RAPAC Hall of Fame recognition at the Arizona REALTORS® office to communicate the ongoing member dedication to RAPAC. | RAPAC HOF Wall construction completed May 8, 2023. Unveiling ceremony to be scheduled this summer. |

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 | 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. | Ongoing. Q1 FPC meeting completed on 3/7 |
| 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. | Completed. |
| Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities. | Completed. |
| Oversee that each FPC team will hold one meeting locally or attend a fundraiser | Ongoing. |

| | |
|---|--|
| with their congressman/senator or their staff during the year. | |
| 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. | Ciscomani, Biggs, Stanton, Gallego, Schweikert plus staff from Lesko, Kelly, Sinema attended NAR Block Party on 5/9/23 |
| 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. | Cancelled due to NAR Riding With the Brand Event on 5/9/23 |
| Establish funds for FPC in-district meetings/receptions. | In process – will be coordinated in conjunction with Key Contact meetings. |

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 | 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. | 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. | Completed – focused on Corporate Ally Program and debuted at REALTOR® Caucus. |
| 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. | RIMC approved \$75,000 for a billboard and mobile sign truck |

| | |
|--|---|
| | campaign to support SB1131 (Rental TPI). |
| 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. Assisted with press release for Commissioner Nicolson's appointment. |
| 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. | Ongoing. |
| 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. | As needed. |
| Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives. | Ongoing. Monthly meetings held with REAL Strategies to implement and execute projects. Highlighted via presentation at REALTOR® Party Training. |
| 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

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 | Status |
|---|---------------|
| 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. |