

ARIZONA REALTORS® KEY CONTACT PROGRAM

2025 KEY CONTACT EDUCATION AND ENGAGEMENT OPPORTUNITIES



ARIZONA REALTORS®
KEY CONTACT
PROGRAM

The Arizona REALTORS® Key Contact Program is of the utmost importance to REALTORS® throughout the state of Arizona, as the Key Contact network will be on the front lines of our organization's advocacy efforts, communicating directly with assigned lawmakers on key issues.

ONGOING OPPORTUNITIES

MONTHLY

KEY CONTACT UPDATE NEWSLETTER

Each month, Arizona REALTOR® staff will send the Key Contact Update newsletter to inform Key Contacts and Contact Team members of what issues are being discussed at the state house, mobilization opportunities for Key Contacts to make an impact on pending legislation, and upcoming events.

BI-MONTHLY

KEY CONTACT UPDATE WEBINARS

AZ REALTORS® staff will host an exclusive webinar for Key Contact members to update advocates on key policy developments, upcoming events, and to answer questions and provide support for the Key Contact network. Training webinars will vary from Advocacy 101 for newly appointed Key Contact members to more advanced topics including media training, advanced relationship building, effective communication, etc.

QUARTERLY

KEY CONTACT SOCIAL MEDIA "CONTENT PACKAGES"

Every three months (more frequently if an urgent issue arises) Arizona REALTOR® staff will curate social media content for Key Contacts and Contact Team members to share on their personal and/or company social media pages if they choose to do so. This content will include copy, graphics, and relevant links that all focus on issues impacting Arizona's real estate industry. The goal of posting this content over the course of each quarter will be to educate lawmakers, the broader REALTOR® community, and the general public on our priority issues.