

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.

ENGAGEMENT AND EDUCATION CALENDAR

JANUARY 29

LAWMAKER MEET & GREET

This is an opportunity for new and existing Arizona REALTORS® Key Contact program members to engage with their assigned lawmakers and have initial introductions for those who do not have an existing relationship prior to REALTOR® Day at the Capitol.

FEBRUARY 21

INTRODUCTION TO ADVOCACY FOR KEY CONTACTS

This advocacy training will allow the Key Contact network to learn more about how to be an effective advocate, communicate with lawmakers, and make a tangible impact on policy discussions. An introductory session on advocacy, exploring its importance for REALTORS®, understanding advocacy issues in Arizona, and how REALTORS® can get involved. Gain insights into the legislative process in Arizona, including how bills are introduced, committees' function, and laws are enacted, empowering realtors to navigate the legislative landscape effectively.

MARCH 10-12

ARIZONA REALTORS® SPRING CONFERENCE KEY CONTACT HAPPY HOUR

All Key Contacts are invited to attend a happy hour during the Spring Conference to socialize with friends, network with other Key Contacts, and discuss any initial connections and relationships they've made with their assigned lawmakers during first quarter of 2025.

MARCH 26

REALTOR® DAY AT THE CAPITOL

All Key Contacts are encouraged to attend and engage in the legislative process by meeting with their assigned lawmaker and other lawmakers to discuss REALTOR® issues at the Arizona Capitol.

APRIL 17

KEY CONTACT MEDIA TRAINING WEBINAR

This exclusive training will cover engaging with local and state media, building media relationships, working with the media to make a positive impact on policy discussions in Arizona and much more. This training will take place virtually, and all Key Contacts and Contact Team members are invited to attend. Discover how REALTORS® can leverage social media and digital advocacy tools to amplify their voices, engage with stakeholders, and advocate for their interests online.

MAY 15

LEGISLATIVE PROCESS & POLICY WEBINAR

This training session will guide participants through how bills move through state legislatures, highlighting key opportunities for influence at different stages. Additionally, the session will include deep dives into issues relevant to AZ REALTORS® agenda, equipping Key Contacts with the data, talking points, and insights needed to drive impactful conversations with lawmakers.

JULY 17

BUILDING RELATIONSHIPS WEBINAR

This training will cover advanced relationship building topics when interacting with peers, legislators, and others within the real estate industry. Understand the importance of building relationships with policymakers and legislators and learn practical strategies for establishing and maintaining productive relationships.

SEPTEMBER 18

ADVANCED ADVOCACY STRATEGIES WEBINAR

A webinar on Coalition Building, Leveraging Data, and Conflict Resolution will equip key contacts with skills to maximize advocacy impact. Participants will learn to collaborate with other advocates, use data effectively, and navigate opposing viewpoints respectfully to foster productive conversations and stronger influence.

OCTOBER 15-17

KEY CONTACT HAPPY HOUR

All Key Contacts are invited to attend a happy hour during the Fall Conference to socialize with friends, network with other Key Contacts, and celebrate 2025 wins!

NOVEMBER 20

ADVOCACY IN ACTION: REFLECTION AND PLANNING FOR THE NEW YEAR

Reflect on advocacy achievements and challenges from the past year and collaborate on setting advocacy goals and priorities for the upcoming year, ensuring continued engagement and impact. Arizona REALTORS® will distribute the first edition of an annual Key Contact "Year-End Report" which will break down legislative successes, key metrics, and other relevant Key Contact information from 2025.

The Arizona REALTOR® 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.

The above engagement elements are opportunities for you to strengthen your skills as a Key Contact and build a foundation for being an effective advocate. As a Key Contact, you will contact your lawmaker when issues arise, but the above opportunities are here to help you succeed as a member of the program and beyond.