

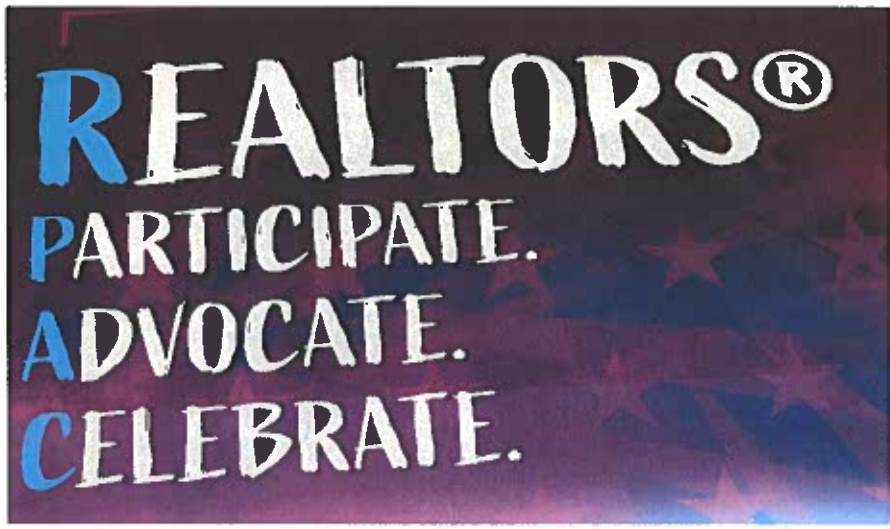
## Advocacy and Political Involvement

### WYOMING REALTOR PARTY

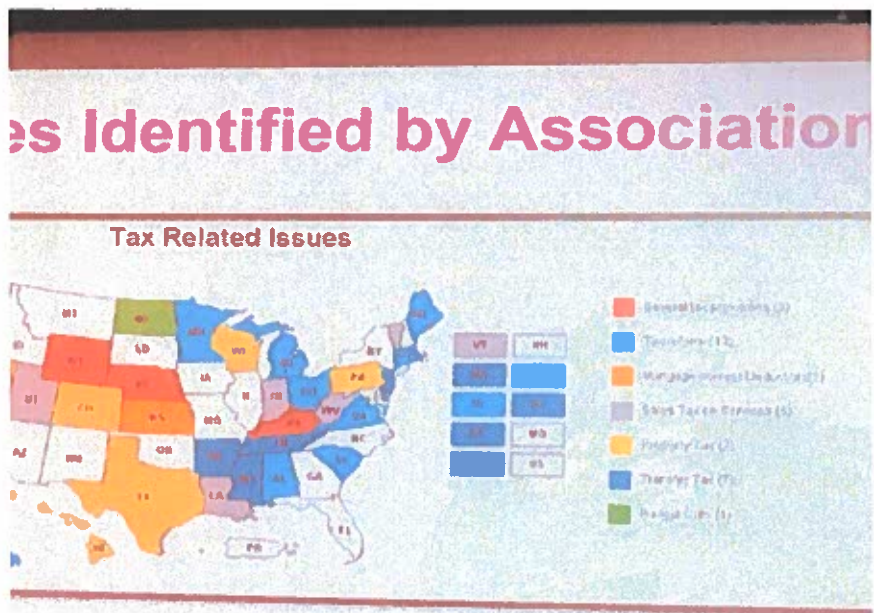
- As a Wyoming Realtors we currently have Federal Political Coordinators (FPC's) in place for both our Congress and Senate Representatives.
- We are now seeking Special Political Coordinators (SPC's) for all the Legislators in your respective District. This is an ongoing project and hoping to have this year to get this in place with help of the DVP's. Attached you will find a Draft SPC responsibilities.
- With that said we have big goals this year but easily achievable with all the participation.
- Major Investors are charged to bring another Major Investor on Board this year to join RPAC and protect our future and Personal Property Rights. The Grants from NAR have to be submitted 30 days prior to your Major Investor event. Up to \$5,000.00 depending on Board Size below is the link: <https://realtorparty.realtor/rpac/rpac-grants/rpac-fundraising-grants>



- Realtor Party Training in Minneapolis, MN was a huge success to see what issues and hurdles other states face and how they utilize their Grant Funds to combat each issue and raise funds for the PAC.



- The Realtor Party Training is an attitude and a culture formed around:
- **Realtors**
- **Participate**
- **Advocate**
- **Celebrate**



- National Chart with WY Tax Related issues that everyone shares the responsibility with Calls for Action and invest in the WYPAC.
- There are attached NAR Strategic Priorities from the training for review.



- STRAT planning secession January 8-9 Casper was a great success and I look forward to working with everyone over the next year.

After every convention, meeting or conference I strive to share all that I have learned and identify where we need to focus time and attention. I look forward to seeing everyone next week and hope you found this update to be useful. I am honored to serve this great state and Wyoming Realtors! Own it!

V/R

Dave Coleman

307-214-6009

dave@cheyennehomes.com

Disclaimer:

If I left anything out or missed anyone please forgive me!

# NAR STRATEGIC PRIORITIES

2019



## Redoubling of Efforts in Advocacy and Regulatory Monitoring

- » A polarized government means we must continue to heighten our advocacy work to deal with vital legislative issues coming our way
- » Rethink our approach to advocacy, highlighting other issues, such as technology, that can influence the real estate industry
- » Broaden NAR influence and increase consumer engagement through partnerships with like-minded organizations to enhance our advocacy influence and more visibly position REALTORS® as community leaders
- » Further educate brokers and members on the importance of advocacy involvement (*legislative and regulatory*) - for their business, their industry, and their community



## Advancing Member and Consumer Communications

- » Magnify the association and members' value propositions by owning our REALTOR® story
- » Communications strategy is critical to maintaining our foothold at the forefront of the industry; relevancy depends on both member and consumer engagement
- » Improve consistency in our communications, reflecting our organization speaking with one voice in a position of authority and leadership
- » Amplify real time communications efforts—when NAR makes the news, our members will hear it first and directly from their association
- » Incorporate evolving technologies to maximize breadth, expediency, and precision

turn over 



NATIONAL  
ASSOCIATION of  
REALTORS®



## Heightening NAR's Role as a Steward of Data

- » Transition from a competitive stance with regard to data ownership to a position as the expert who can interpret the data and leverage it for decision-making within the industry and as a valued partner with the business sector, government, and with other organizations in and outside of real estate
- » Welcome and co-opt data from new tools (such as artificial intelligence) and other data sources
- » Heighten technology advocacy efforts in support of our members and the industry



## Enhancing the Member Experience

» Continue to work for our members across various disciplines to:

- + Raise the bar on professionalism
- + Give our brokers and members the opportunity to be as successful as they choose to be
- + Help provide business tools, resources, experiences and an environment conducive to success
- + Alleviate the "environment of fear"
- + Help brokers and members keep up with the latest technology to enhance their business processes and profitability and help them connect with all parties in the real estate transaction



## Addressing Affordability and Supply Issues

- » Housing supply and affordability issues are a crisis for our communities and the economy
- » With deep ties in communities nationwide, REALTORS® have an acute awareness of these issues and are in a position to provide solutions
- » NAR is committed to working with its members to:
  - + Leverage state and local REALTOR® associations to take the lead in addressing housing affordability and availability in respective communities
  - + Develop and share resources that work uniquely in each community to address specific issues related to property affordability and supply

» Visit [realtorparty.realtor/supplyshortage](http://realtorparty.realtor/supplyshortage) to learn more



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# REALTOR® PARTY RESOURCES

## PROGRAMS & GRANTS

Advocacy Everywhere <sup>A</sup>  
Broker Involvement Program & Grant <sup>A</sup>  
Consumer Advocacy Outreach Program <sup>A</sup>  
Customized State Smart Growth  
Legislation Program <sup>A</sup>  
Diversity Initiative Grant <sup>A</sup>  
Federal Political Coordinator (FPC) Program  
Housing Opportunity Grant <sup>A</sup>  
Land Use Initiative <sup>A</sup>  
Phone-a-Friend for RPAC <sup>I</sup>  
Phone-a-Friend for RPAC Fundraising Grants <sup>I</sup>  
Placemaking Program & Grant <sup>A</sup>  
REALTOR® Association Mobile Processor (RAMP)  
REALTOR® Party Corporate Ally Program <sup>I</sup>  
REALTOR® Party Plus <sup>V</sup>  
RPAC Conference Grant for State Associations\* <sup>I</sup>  
RPAC Fundraising Grant\* <sup>I</sup>  
RPAC Major Investor Event Fundraising Program <sup>I</sup>  
RPAC Online Fundraising Program <sup>I</sup>  
RPAC Political Advocacy Fund  
Smart Growth Action Grant <sup>A</sup>  
State & Local Growth Polling Program <sup>A</sup>  
State & Local Independent Expenditure Program <sup>V</sup>  
State & Local Issues Mobilization Program <sup>V</sup>  
Voter Registration Program for REALTORS® <sup>V</sup>

## TOOLS & RESOURCES

Advocacy Issues A to Z  
Better Block Guide for Associations  
Community Preference Survey  
Customized RPAC Marketing Materials <sup>I</sup>  
Employer-Assisted Housing Guide  
Fair Housing Resources  
Federal Issues Tracker  
GADFly Newsletter  
Hot Topic Alerts  
Housing Pulse Survey  
Land Use Memo Database & Growth  
Management Fact Book  
NAR Advocacy & REALTOR® Party Social  
Media Channels  
On Common Ground Magazine <sup>A</sup>  
Placemaking Guide  
Real Estate Service (RES) Newsletter  
REALTOR® PAC Management System\* <sup>I</sup>  
REALTOR® Party Mobile Alerts <sup>A</sup>  
REALTOR® Party Tracker  
REALTOR® Party News  
REALTOR® Party Success Stories  
REALTOR® Party Website  
Regulatory Affairs Resources  
RPAC Fundraising Brochure <sup>I</sup>  
RPAC Online Posting Guidelines  
Social Media Channels  
State Issues Tracker  
State Legislative Monitor  
Territorial Jurisdiction Policy  
Walkable Community Resources  
Washington Report  
Workforce Housing Forum Guide

## TRAINING & EDUCATION

Best Practices for Choosing REALTOR®  
Party Champions Course <sup>V</sup>  
Candidate Issue & Campaign Training  
Candidate Training Academy <sup>V</sup>  
Employer-Assisted Housing Class <sup>A</sup>  
GAD Institute  
Leading with Diversity Workshop <sup>A</sup>  
REALTOR® Party New GAD & AE Orientation  
REALTOR® Party New Member Orientation  
RPAC Fundraising Webinars  
Smart Growth for the 21st Century Class <sup>A</sup>

## RECOGNITION

Community Outreach Awards  
Corporate Ally Recognition Pins\*  
FPC Meritorious Service Award  
President's Circle  
President's Cup Awards  
RPAC Hall of Fame  
RPAC Major Investor Recognition Pins\*  
Triple Crown Awards

<sup>V</sup> These resources may meet the Core Standards' Vote requirement.

<sup>A</sup> These resources may meet the Core Standards' Act requirement.

<sup>I</sup> These resources may meet the Core Standards' Invest requirement.

<sup>\*</sup> These RPAC programs are subject to state election laws.



## **SPC RESPONSIBILITIES**

A State Political Coordinator's most valuable contribution to Wyoming REALTORS® is the relationship developed with each Member of the State Legislature. In addition to regular contact with the assigned Member of the Legislature, there are several specific tasks that are required to fulfill the role of SPC:

1. Respond to All WR Calls for Action — SPCs are expected to respond to ALL WR Calls for Action they receive. As WR's key REALTOR® communicators with the State Legislature, SPCs are looked upon as leaders by their REALTOR® colleagues and should lead by example. After responding to a Call for Action, SPCs should encourage their fellow REALTORS® to do the same. A "Call for Action" asks all REALTOR® members of the organization to reach out to their Members of the State Legislature and communicate a policy position deemed important enough to mobilize the entire membership.

2. Advocate on Behalf of all REALTORS® and the REALTOR® Party — The REALTOR® Party is the non-partisan approach to moving forward legislation that is of benefit and value to all REALTORS®. SPCs must be prepared to remain neutral on the issues, removing their personal bias on the issues in order to advocate on behalf of REALTOR® Party-supported issues 100% of the time.

3. Contact Assigned Member of the State Legislature At Least Once per Quarter and Submit a Field Report — SPCs should have a minimum of four personal contacts with their Member of the State Legislature per year (meetings, RPAC check deliveries, etc.). SPCs are encouraged, however, to not limit that number to four and should communicate with their assigned Member of the State Legislature as often as possible. Filing a field report after each meeting alerts WR lobbying, policy and staff that the meeting occurred and follow up may be required.

4. Participate in Training as Required — All SPCs must complete required training either in person or online. Being familiar with each WR issue is essential to advocate on behalf of REALTORS®— that issue education will occur in the training modules.

5. Utilize and Deliver all RPAC Contributions in a Timely Manner —As SPC, you are also responsible for the delivery of RPAC checks as approved by the WYPAC Trustees. Each check should be delivered in a timely manner.

6. Attend Each Annual WR Legislative Meeting/Hill Visits - During this time SPCs will meet with their Members of the State Legislature. This is the most important State meeting of the year and SPC participation is required and vital.