



REALTORS® COMMERCIAL ALLIANCE (RCA) — The commercial division of NAR



SACS – SHARE A COMMERCIAL SUCCESS
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Association: Greater Fort Worth Association of REALTORS®

Topic: Legislative Outreach

Each year in early December, our Society of Commercial REALTORS®/RCA group holds its annual installation breakfast and features Dr. Mark Dotzour, Chief Economist at the Real Estate Center at Texas A&M University as the keynote speaker (Dr. Dotzour spoke at the 2008 NAR Convention in Orlando). In 2008, Dr. Dotzour was especially passionate in his views about Congress' inclination toward bailout dollars to corporations, rather than toward housing and in areas to refuel lending. After hearing his presentation, one of our commercial brokers, Richard D. Minker, called his personal friend, a U.S. Senator, and asked if he would give Dr. Dotzour an audience in his office in Washington, D.C. The Senator agreed, and Dr. Dotzour flew to Washington on the following Monday to express himself to this member of Congress.

Associations play a major role in connecting members to the legislative process, and to current market statistics. When this information converges, the real estate industry and consumers stand to gain from the interchange. Our current economic climate calls for all informed participants to play an active role in finding solutions to our nation's financial problems. We cannot expect our elected officials to do it alone.

Associations that do not have immediate access to a noted economist have NAR's research department at their fingertips. Lawrence Yun and his staff do consistent research on current market conditions, and provide monthly reports which are of great value to members. Additionally, an association might consider establishing a relationship with a nearby college or university. Local and Regional MLS databases are excellent sources of statistical information for their subscribers.

I would also suggest reaching out to other organizations in your community. The local Chamber of Commerce is invaluable. If your hometown tops a list of "Best Cities for...", your Chamber will be the first to know. Establish ongoing relationships with elected officials—if we are truly to be perceived as "The Voice for Real Estate", our elected officials need to know who we are and what we do in our communities.

As we continue to watch the distribution of bail-out dollars over the next year, it is imperative to the commercial market that they are given consideration in the mix. I am glad that our network of professionals can assist in these decisions.

For more information, please contact:

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