

NATIONAL ASSOCIATION OF REALTORS®

State and Local Resource Guide for Association Executives



The National Association of REALTORS® has many resources designed to help support our state and local partners. The following programs represent more than **\$5 million** in direct support to state and local REALTOR® associations and are paid for either in full or on a cost-share basis by NAR. Visit www.Realtor.org for more information.

GRANT PROGRAMS

THE FOLLOWING PROGRAMS PROVIDE CASH GRANTS TO STATE AND LOCAL ASSOCIATIONS

[Smart Growth Action Grants](#)

NAR has established a grant program to assist your efforts to implement programs and activities that position REALTORS® as leaders in improving their communities by advancing smart growth. The maximum amount available for any one association is \$3,000 per grant cycle.

Contact: Hugh Morris, (202) 383-1278 / hmorris@realtors.org

[Diversity Initiative Grants](#)

Grants are awarded to local and state REALTOR® associations to help fund their outreach efforts to minority consumers and bring more cultural diversity into association membership and leadership. The maximum amount available for any one association is \$5,000 per grant cycle.

Contact: Hugh Morris, (202) 383-1278 / hmorris@realtors.org

[Housing Opportunity Program State and Local Initiatives Fund](#)

The State and Local Initiatives Fund provides seed money to grow state and local REALTOR® Association housing opportunity program efforts. Grants of up to \$4,000.

Contact: Wendy Penn (202) 383-7504 / wpenn@realtors.org

COST-SHARE PROGRAMS

THE FOLLOWING PROGRAMS REQUIRE A 50% MATCH FROM THE STATE OR LOCAL ASSOCIATION

[Issues Mobilization Program](#)

A principal objective of the program is to provide financial assistance to state and local REALTOR® associations to facilitate effective issue campaigns benefiting and promoting REALTOR® public policy. *Note: you may apply to this program to pay for a portion of the state or local share for the following two programs.* **Contact:** Lisa Scott (202) 383-1270 / lscott@realtors.org

[State and Local Growth Polling](#)

The National Association of REALTORS® has developed a program that allows state and local REALTOR® associations the ability to conduct polling of growth related issues in their areas. NAR will pay for 50% of the surveys conducted by any local or state REALTOR® associations using this plan.

Contact: Gerald L. Allen (202) 383-1109 / gallen@realtors.org

[Customized State Smart Growth Legislation](#)

The Customized State Smart Growth Legislation Program provides assistance to state REALTOR® associations who wish to take the lead in writing and introducing legislation to help the state better address the challenges of growth and improve local communities.

Contact: Bob McNamara, (202) 383-1268, bmcnmara@realtors.org

[RPAC Fundraising Partnership Program Provides Materials and Grants](#)

The RPAC Fundraising Partnership Program is a three level program available to state and local associations to fund specific fundraising activities. **Contact:** Nicole Lonetto, (202) 383-1158 or nlonetto@realtors.org


Program Level One: *Note: 2007 participants have been selected*

Program Level Two: This program provides grants to state and local associations to achieve RPAC fundraising success. Grants range in size from up to \$10,000 for a state and up to \$5,000 for a local association


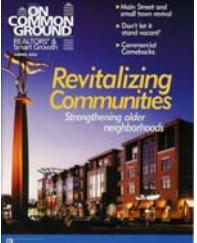
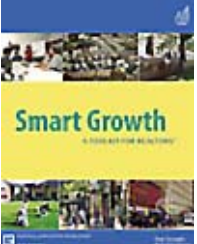
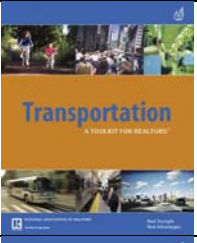
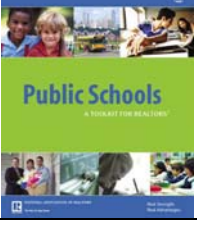
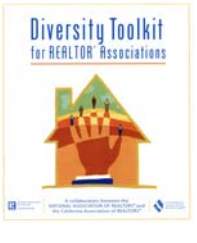
Program Level Three: Customized RPAC marketing materials are provided to state and local associations at no charge, as a core service to state and local RPAC fundraising partners.

MORE FOR YOU ON THE FLIP SIDE

Free To You!

	<p><u>Land Use Initiative</u> REALTORS® sell more than homes and commercial properties – they sell communities. This is why state and local REALTOR® associations are becoming involved more than ever before in land use decisions. NAR’s Land Use Initiative provides you with a quick and thorough analysis of pending land use legislation or regulations. The analysis is provided by the preeminent land use law firm Robinson & Cole. All free of charge to you. For more information, visit www.realtor.org/lui or contact Bob McNamara at 202-383-1268 or bmcnamara@realtors.org</p>
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Materials

	<p><u>State Issues Tracker</u> The State Issues Tracker is a database where the laws of all 50 states are collected and updated annually for twelve “Core Real Estate Issues”, such as License Reciprocity, Transfer Taxes, and Home Inspector laws. In addition, 5 Emerging Real Estate Issues, the sale of real estate by banks, eminent domain, minimum service laws, sales tax applying to real estate commissions, and insurance underwriting, are tracked and updated on a monthly basis. The State Issues Tracker can be accessed by going to http://www.realtor.org/stateissues. For more information on the Tracker, contact Gerry Allen, gallen@realtors.org, 202-383-1109.</p>
	<p><u>On Common Ground Magazine</u> NAR’s twice yearly magazine devoted to smart growth issues and the various ways that REALTORS® are getting involved in shaping their communities. NAR can arrange to have multiple copies delivered to you or a mailing list of your choice. Contact Ted Wright at 202-383-1201 or twright@realtors.org to receive your copy or to be put on the mailing list for future editions or visit www.realtor.org/ocg to see the electronic version and access previous issues.</p>
	<p><u>Smart Growth Toolkit</u> This 150-page resource provides descriptions of all aspects of smart growth, from transportation to open space preservation, including cutting-edge examples from around the country and case studies of REALTORS® and REALTOR® associations that have made an effort to improve their community by applying smart growth techniques. Contact: Hugh Morris, (202) 383-1278 / hmorris@realtors.org</p>
	<p><u>Transportation Toolkit</u> The Transportation Toolkit provides REALTORS® and REALTOR® Associations with a set of tools to assist in dealing with transportation issues and challenges. Transportation issues often top the list of concerns that people have about growth in their communities. The Transportation Toolkit, prepared under the direction of the NAR Transportation Working Group, provides a set of tools to help REALTORS® and REALTOR® associations become engaged in finding local solutions to transportation needs. Contact: Hugh Morris, (202) 383-1278 / hmorris@realtors.org</p>
	<p><u>Schools Toolkit</u> Schools are an important factor in a community's quality of life, and therefore an important factor in the business of real estate. The Public Schools Toolkit, prepared under the direction of the National Association of REALTORS® Public Education Working Group, provides a set of tools to help REALTORS® and REALTOR® associations cross the bridge between awareness and concern to participation and action. Contact: Hugh Morris, (202) 383-1278 / hmorris@realtors.org</p>
	<p><u>Diversity Toolkit</u> To prosper in today’s real estate markets, REALTORS® need skills for handling transactions involving minority buyers or sellers. NAR helps REALTOR® associations initiate diversity programs to get their memberships in step with the changing times. Associations with serious, well-planned diversity programs achieve better results, as shown in the case studies. The payoffs include: Membership and leadership that reflect the demographic make-up of emerging markets in the community; A stronger presence in neighborhoods with high concentrations of foreign-born and other minority residents who are moving up the socioeconomic ladder and buying homes. Outcomes like these translate into bottom-line benefits because they help to ensure the long-term health and stability of the association. Contact: Hugh Morris, (202) 383-1278 / hmorris@realtors.org</p>