**Illinois Association of REALTORS®**

1. **CREATION OF A 501(c) (4) CORPORATION** - IAR is currently in the process of forming a 501 (c) (4) corporation for the purpose of consumer and private property rights advocacy. The corporation, REAL PROPERTY ALLIANCE, will serve as the medium to provide information on proposed and pending legislation, and local ordinances impacting private property rights. REAL PROPERTY ALLIANCE will operate a minimum of two d/b/a organizations: one for protecting homeowners, and a second to be an advocate for commercial interests. IAR is funding the project with in-kind staffing and a grant from RVOICE , the Illinois Association of REALTORS® advocacy assessment. It is our goal to solicit homeowners and real estate commercial interests to become dues paying members of REAL PROPERTY ALLIANCE.
2. ** “THE POWER OF R”** is our theme for 2014 beginning with the roll out at our annual meeting and convention. The Power of R addresses the REALTOR® power in the areas of RPAC, RVOICE grassroots advocacy, and education, including professional standards and the Code of Ethics, which sets us apart from just licensees. The theme has caught the attention and interest of NAR and they will be using the theme throughout the year.
3. **RPAC** - IAR was the pilot in several areas this year which bolstered our total RPAC program. IAR worked with grants from NAR in hosting Major Investor Dinners and as a result we exceeded our goal attaining 320 Major Investors. Our total RPAC contributions totaled over $930,000, which is the first time we have approached the $1 million mark since our membership numbers totaled 66,000. We are presently just over 40,000 active members. In this effort we employed three specific pilots for NAR: 1) using the Broker Involvement Program for direct solicitation by the managing broker/owner; 2) a live telephone call to those members who previously had given to RPAC and had not continued over the past few years; and, 3) a mass text message to over 13,000 plus non-contributors. These combined efforts, coupled with exceeding our Presidents Circle goal, provided a 5% increase in our participation levels.
4. **R FAMILY** - in 2014 IAR will sponsor three Habitat for Humanity builds in Illinois. The builds will be in southern Illinois, central Illinois, and in the suburban Chicago area. IAR will provide approximately 50% of the funds needed for each project and we will spearhead the fundraising effort for local REALTOR ® Associations to assist in reaching the financial goals. Additionally, IAR has a long standing team of volunteers to assist in the actual builds. We have supported our build teams to travel to various states to assist in their rebuilding efforts after many natural disasters.

