

2009 COMMUNITY & POLITICAL AFFAIRS DIVISION *resource guide*

Cultural Diversity | Housing Opportunity | Smart Growth | Political Programs | Issues



NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate®

Real Strength.
Real Advantages.

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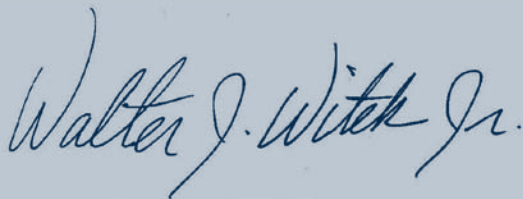
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2009 COMMUNITY & POLITICAL AFFAIRS DIVISION *resource guide*

The Community & Political Affairs Division of the National Association of REALTORS® (NAR) has been developed to provide services that empower REALTORS® and staff to be effective leaders in strengthening their communities and becoming more effective in their political advocacy. Our programs and initiatives are made to help our members become experts on issues such as housing opportunity, smart growth, and cultural diversity. Our issue resources are designed to keep our association staff up to date on the latest areas of law and policy that affect real estate, land use and property rights. Our grassroots programs are built to help mobilize our membership in support of issues important to real estate businesses. Our political programs promote the idea that we support those candidates that support the REALTOR® party.

This *2009 NAR Community & Political Affairs Resource Guide* is your roadmap to discovering the NAR programs that your local or state association can use to become legislative and political leaders in your community. Feel free to contact the staff listed here to receive more information regarding any of our programming. Our mission is to help you develop your members and your association to take the next step in accomplishing your legislative, political, or advocacy goals.

Sincerely,



Walter J. Witek, Jr.
*Senior Vice President
Community & Political Affairs*

CULTURAL DIVERSITY

www.realtor.org/diversity

As America becomes more diverse, more Americans of every race and ethnicity set out to buy homes and property. REALTORS® can help buyers of any cultural background achieve the American dream of homeownership. Knowing how to work effectively with diverse populations can help you build business success in today's multicultural real estate market.

NAR's Equal Opportunity and Cultural Diversity program offers education, grants, partnerships, and events for REALTORS®. This section provides information and tools to help you connect with diverse groups and create business opportunities. Learn about the business case for diversity and inclusiveness, discover leadership opportunities, and find out about fair housing and equal opportunity.

DIVERSITY EDUCATION

At Home with Diversity®

For REALTORS®, Agents, and Brokers: NAR's At Home with Diversity® is a 6–8 hour course that focuses on teaching those involved in daily real estate transactions how to best work with and serve diverse consumers. Learning how to transact business in culturally competent ways makes good business sense. Participation earns credit toward the CIPS, CRS and PMN designations as well as fair housing continuing education and the NAR At Home with Diversity® certificate. At Home with Diversity® is available in class settings as well as in an online version.

Managing Diversity for the Broker, Owner & Manager

For Brokers, Owners, and Managers: This course focuses on how to increase market share by incorporating diversity strategies into business plans. Also covered is how to reduce liability by avoiding fair housing pitfalls. In addition to course materials, students receive the popular Fair Housing Handbook (a \$25 value) with forms and guidelines for an inclusive real estate practices.

Leading with Diversity: A Business Imperative in a Changing World

For Association Executives, staff, and member-leaders: This workshop focuses on students who are interested in seeing their association flourish as the world grows more diverse. The 2-hour workshop guides you through the process of incorporating diversity initiatives into your association's business model and organizational policies and ultimately your strategic plan.

WEBSITE: www.realtor.org/diversity

CONTACT: Kyle Lambert London at 202-383-1203 or klambert@realtors.org

FAIR HOUSING RESOURCES

NAR offers a variety of programs, information, and resources that support homeownership and fair housing. These include:

- *The Fair Housing Focus*. This publication features information on diversity courses, community outreach grants, fair housing DVDs, FHA mortgages, and much more.
- *Information on Fair Housing Month (April)*. This information resource promotes fair housing to REALTORS® with activities, tools, courses, products and more.
- *Fair Housing On-Line Tools*. Visit the Diversity website for tools to help members meet their fair housing commitment.
- *Products*. Fair housing products, such as the Fair Housing Handbook, are available to purchase for state & local associations. These can be found at the REALTOR® store (www.realtor.org/store) by searching for “fair housing.”

WEBSITE: www.realtor.org/diversity

CONTACT: Fred Underwood at 202-383-1203 or funderwood@realtors.org

DIVERSITY INITIATIVE GRANTS

Local and state associations can apply for financial support for programs and activities that position REALTORS® as leaders in our increasingly diverse communities. The Equal Opportunity-Cultural Diversity Committee (EO-CD) believes that providing resources to state and local associations is a key strategy in NAR’s overall diversity program. Applications should support the strategies outlined in NAR’s Diversity and Fair Housing and Cultural Diversity Strategic Plan.

WEBSITE: www.realtor.org/diversity

CONTACT: Hugh Morris at 202-383-1278 or hmorris@realtors.org

DIVERSITY TOOL KIT

The Diversity Toolkit is an essential resource for state and local REALTOR® associations seeking to understand, reach out to, partner with, and provide services to consumers in today’s increasingly diverse communities. The Diversity toolkit has helped associations of all sizes join the NAR in its commitment to diversifying its membership and welcoming professionals of different cultural backgrounds into its leadership ranks.

WEBSITE: www.realtor.org/diversity

CONTACT: Hugh Morris at 202-383-1278 or hmorris@realtors.org

DIVERSITY OUTREACH

NAR, by way of its strategic plan, strives to provide a variety of proactive methods and assistance for reaching out to members and consumers of all races and cultural backgrounds. Through agreements with outside, diverse real estate associations and the federal congressional caucuses, NAR has been able to form political relationships on local, state and federal levels, which effectively result in advancing policy on wide-ranging real estate issues.

WEBSITE: www.realtor.org/diversity

CONTACT: Fred Underwood at 202-383-1132 or funderwood@realtors.org



HOUSING OPPORTUNITY

www.realtor.org/housingopportunity

Now more than ever, American households struggle to meet their housing costs. NAR and its Housing Opportunity Program (HOP) offer information, programs, training and tools that help homeowners, REALTORS®, and REALTOR® associations identify and advocate for housing opportunities in their communities to help more families make the American dream of home ownership a reality.

AMBASSADORS FOR CITIES

NAR and the U.S. Conference of Mayors (USCM) created the Ambassadors for Cities program, which brings together local REALTORS® and mayors to increase home affordability and rental opportunities within a town or city. The goal of the Ambassadors program is to highlight successes in which REALTORS® and cities have played significant roles. The initiative provides models that REALTORS® and mayors can adopt in other cities. Each year, several highly successful local REALTOR® associations and cities receive the Ambassadors for Cities designation and a \$5,000 award to foster their initiatives.

WEBSITE: www.realtor.org/ambassadors

CONTACT: Wendy Penn at 202-383-7504 or wpenn@realtors.org

HOUSING OPPORTUNITY GRANTS

Local and state REALTOR® associations can request financial support for programs and activities that create housing opportunities for area residents. Since its creation in 2002, the Housing Opportunity Program has awarded more than \$200,000 in funding to state and local REALTOR® associations. The grants, for up to \$5,000, can be used for activities such as housing symposiums, homebuyer resource Web sites and guides, counseling services, financial literacy efforts, homebuyer fairs, down payment assistance programs, public opinion surveys or other housing related programs.

WEBSITE: www.realtor.org/housingopportunity

CONTACT: Wendy Penn at 202-383-7504 or wpenn@realtors.org

HOME FROM WORK™

This innovative course provides all the tools necessary for REALTORS® to work with area employers to develop an employer-assisted housing benefit program. REALTORS® will learn to: Conduct home-buying workshops; Schedule one-on-one home-buying counseling sessions with a certified counselor; and Develop financial benefits programs with funds provided by the employer or by leveraging state and federal programs. Whether the employer chooses to offer any or all three benefits, you will help make a real difference for working families who might not otherwise have the opportunity to purchase their own home. Courses are taught by NAR certified instructors. Continuing Education credits are available in several states.

WEBSITE: www.realtor.org/homefromwork

CONTACT: Lora McCray at 202-383-7560, lmccray@realtors.org

REALTOR® HOUSING SOLUTIONS

REALTOR® Housing Solutions are unique, innovative model programs and initiatives developed and implemented by REALTOR® associations and firms that address affordable housing issues and concerns in their communities. REALTOR® Housing Solutions provide a way for REALTOR® Associations and firms to share their programs so that others can find ideas to get their own programs under way. Each Housing Solution includes program details and contact information. Visit REALTOR® Housing Solutions to search for housing ideas or to add your own program so others can benefit from your experience.

WEBSITE: www.realtor.org/housingsolutions

CONTACT: Holly Moskerintz at 202-383-1157 or hmoskerintz@realtors.org

HOUSING OPPORTUNITY RESOURCE CENTER

The Housing Opportunity Program Resource Center provides information, research and reports on affordable housing, access to NAR resources and tools, consumer brochures, and links to NAR strategic partners to help REALTORS® increase housing opportunities in their communities. Go to the website and click on Resource Center to see what tools and resources are available.

WEBSITE: www.realtor.org/housingopportunity

CONTACT: Lora McCray at 202-383-7560, lmccray@realtors.org or Holly Moskerintz at 202-383-1157, hmoskerintz@realtors.org

SMART GROWTH



www.realtor.org/smartgrowth

Keeping a community attractive, livable, and functioning well is a complex task. Who better to be stewards of their community than REALTORS®! Whether your community is grappling with transportation and land use issues, crowded schools, or open space, or working to bring vacant properties back to productive use, NAR's Smart Growth program has resources to help you and your association plant seeds that will pay dividends for years to come.

LAND USE INITIATIVE

NAR's land use initiative helps state and local REALTOR® associations conduct public policy advocacy regarding land use issues. Upon request, NAR will provide expert analysis of the legal, planning, economic and environmental issues surrounding legislative and regulatory land use proposals.

WEBSITE: www.realtor.org/landuseinitiative

CONTACT: Bob McNamara at 202-383-1268 or bmcnamara@realtors.org

LAND USE INITIATIVE MEMO DATABASE

The NAR Land Use Initiative Memo Database includes over 500 legislative proposals that have been received and commented on by the Land Use Initiative in a searchable database format. You can research how other areas have dealt with land use issues and the database can be searched by state, issue, date, or keyword.

WEBSITE: www.realtor.org/landuseinitiativememos

CONTACT: Gerry Allen at 202-383-1109 or gallen@realtors.org

ON COMMON GROUND MAGAZINE

On Common Ground is published twice each year by the Community and Political Affairs office of the NATIONAL ASSOCIATION OF REALTORS®, and is distributed free of charge. The publication presents a wide range of views on Smart Growth issues, with the goal of encouraging a dialogue among REALTORS®, elected officials and other interested citizens. Local and State associations can receive bulk copies of the magazine or provide an address list to have copies of the magazine delivered directly to individuals.

WEBSITE: www.realtor.org/oncommonground

CONTACT: Joe Molinaro at 202-383-1175 or jmolinaro@realtors.org

SMART GROWTH GRANTS

To increase the effectiveness of local association efforts in creating livable communities, 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 grants are awarded twice a year and can be used for activities such as a smart growth conference or speaker series to educate members on the concepts of smart growth to develop a community vision through a community planning workshop or through joining a coalition that is working toward a similar community vision.

WEBSITE: www.realtor.org/sggrants

CONTACT Hugh Morris at 202-383-1278 or hmorris@realtors.org

CUSTOMIZED STATE SMART GROWTH LEGISLATION PROGRAM

The Customized State Smart Growth Legislation Program provides assistance to state REALTOR® associations that wish to take the lead in writing and introducing legislation to help the state better address the challenges of growth and improve local communities. NAR will offer, at a reduced rate to the state association, the services of respected land use law firm, Robinson & Cole, to draft state legislation on Smart Growth issues. (Examples might include new zoning enabling legislation, requirements for local planning, changes in subdivision law, or open space protection.) These proposals must be related to land use and smart growth, and should involve issues that can gain support from a constituency beyond REALTORS®.

WEBSITE: www.realtor.org/customisedstatelegislation

CONTACT: Bob McNamara at 202-383-1268 or bmcnamara@realtors.org

STATE AND LOCAL GROWTH POLLING PROGRAM

The NAR State and Local Growth Polling program enables state and local REALTOR® associations to conduct polling on growth related issues in their areas. The program introduces state and local associations to NAR-affiliated public opinion firms in order to perform a survey on the opinions of the local or state residents concerning growth. The surveys can be used as powerful tools to get the attention of government officials on the perceived needs of your community or to develop messages for advocacy campaigns. The cost varies depending on the detail of the poll as well as which public opinion firm. NAR will pay 50 percent of the cost of the surveys conducted by any local or state REALTOR® associations using this program.

WEBSITE: www.realtor.org/growthpolling

CONTACT Hugh Morris at 202-383-1278 or hmorris@realtors.org

SMART GROWTH E-NEWS QUARTERLY REPORT

The Smart Growth e-News Quarterly Report is a service of NAR that provides information and status on growth related initiatives at the state and local levels. The report is updated four times per year and can be searched by state.

WEBSITE: www.realtor.org/sgenres

CONTACT: Gerry Allen at 202-383-1109 or gallen@realtors.org

POLITICAL PROGRAMS



The political and grassroots strength of state and local REALTOR® associations are the building blocks toward meeting our goal to become the leading advocate for real estate issues at every level of government. The Community & Political Affairs Division of NAR have several programs to assist your association in their fundraising and member advocacy programs.

REALTOR® POLITICAL ACTION COMMITTEE (RPAC)

RPAC Fundraising Partnership Program

The RPAC Fundraising Partnership Program helps state and local associations increase their RPAC fundraising receipts above their current RPAC “per member” goals. It provides optimal levels of choice to meet the associations’ different RPAC fundraising needs. Some of the services available to local and state associations include grants to conduct fundraising events to providing customized RPAC marketing materials.

WEBSITE: www.realtoractioncenter.com/rpacpartnership/

CONTACT: Shannon Burke at 202-383-1009 or sburke@realtors.org

RPAC Major Donor & President’s Circle Program

RPAC’s Major Donor Program enhances professionalism through a contribution program that recognizes different levels of annual support. There are three different levels of RPAC recognition—Golden “R,” Crystal “R” and Sterling “R.” In addition, any of those levels of members may also participate in the President’s Circle direct giver program. Benefits accumulate between the levels, and include donor recognition pins, as well as invitation to private receptions at NAR meetings and conferences. NAR Affiliates and state or local boards that make a corporate contribution to RPAC will also be recognized at these various contributor levels.

WEBSITE: www.realtor.org/rpacweb.nsf/pages/majordonorprograms?OpenDocument

CONTACTS: *Major Donor & President’s Circle recruitment:* Brooke Roth at 202-383-1158 or broth@realtors.org; Shannon Burke at 202-383-1009 or sburke@realtors.org

BROKER INVOLVEMENT PROGRAM

The Broker Involvement Program provides Broker Owners with a simple tool to rally their company’s agents in bringing to Congress’ attention issues of concern to the REALTOR® community. Broker Owners and Managers are involved with their company’s success, so it makes sense to be involved in the political process now more than ever with all the attention currently focused on our industry. Today’s legislation can impact tomorrow’s bottom line. You do make a difference. With your support we can significantly increase our response rates to Calls For Action and RPAC fund-raising, thus influencing legislation that affects your business.

- NAR provides online reports on how your agents responded to Calls for Action.
- NAR staff can work with you to organize and sponsor an event with potential major donors in your office.

- We can use the same technology to send your agents online fundraising appeals in support of RPAC, the REALTOR® Political Action Committee that supports real estate friendly candidates backed by NAR. These appeals compliment the state and local association fundraising efforts. Please note: state laws may prohibit online contributions to RPAC.

This two-pronged program produces a strong and united REALTOR® voice to members of Congress. NAR always gives the Broker Owner the choice to participate in a Broker Call for Action and online fundraising.

WEBSITE: www.realtoractioncenter.com/broker-grassroots-program

CONTACT: Ed Lawler at 202-383-1156 or elawler@realtors.org

CONTACT: Shannon Wright at 202-383-7526 or swright@realtors.org (*for Major Donor Events*)

GRASSROOTS ADVOCACY

The REALTOR® Action Center—Grassroots Online Communication System

The realtoractioncenter.com is a grassroots online communications system which allows REALTORS® to stay informed about national, state or local legislative issues and be involved in public policy that is critical to the real estate industry. The REALTOR® Action Center also allows local and state associations' access to powerful grassroots advocacy software—the same software that NAR uses. This tool can be used to target CallsForAction, communicate with association members, and provide REALTORS® an option to e-mail their member of local or state government. All of this is provided free of charge to REALTOR® associations.

WEBSITE: www.realtoractioncenter.com

CONTACT: Claire McDonough at 202-383-1080 or cmcdonough@realtors.org

FEDERAL POLITICAL COORDINATOR CONFERENCE

This FPC conference is designed to provide NAR's Federal Political Coordinators training and tools to make them effective advocates on behalf of the real estate industry. FPCs also have the opportunity to join NAR's Committee/Forum Policy Leadership, and State Association Leadership to engage in discussions about NAR's federal policy objectives and advocacy initiatives.

WEBSITE: www.realtor.org/policyConf.nsf

CONTACT: Laura Vogel at 202-383-1021 or lvogel@realtors.org

ELECTORAL SERVICES

The Electoral Service Program (ESP) is designed to bring state of the art campaign tools to REALTOR® associations. NAR is able to offer a wide range of campaign services, including voter files, targeting, data storage and polling. Through the ESP, REALTOR® associations will have access to names and address for all types of communication campaigns. The goal of the ESP program is to be a one stop shop for all association campaign needs, including:

- Names and address for an issues campaign.
- List of unregistered REALTORS® in your area.
- Names and addresses for a State House or Senate Independent Expenditure.
- Updating and storing of previous campaign names and addresses.
- Polling done to see how the public feels about an issue or individual candidate.

WEBSITE: www.realtoractioncenter.com/electoralservices

CONTACT: David Watts at 202-383-1099 or dwatts@realtors.org

ISSUES

Helping State and Local REALTOR® Associations deal with issues or concerns that occur in their communities is an area of expertise for the Community & Political Affairs Division. Here are programs that can help your REALTOR® association:

STATE ISSUES TRACKER

NAR tracks and analyzes the laws of all 50 states, the District of Columbia, and the three U.S. territories, for fourteen core real estate issues on a yearly basis. In addition, five emerging issues that affect real estate, such as eminent domain, minimum service laws, and the sale of real estate by banks, are monitored on a monthly basis for any regulatory or legislative changes in the states. All of this information is placed in an interactive searchable database which permits the user to make comparisons among different state approaches to an issue and includes citations of the particular state law addressing each issue.

WEBSITE: www.realtor.org/stateissues

CONTACT: Gerry Allen at 202-383-1109 or gallen@realtors.org

SHARED GAD PROGRAM

Through the NAR Shared Government Affairs Directors (GAD) program, NAR enhances the professionalism of local and state REALTOR® associations looking for new ideas on how to hire a government affairs director. NAR will help interested REALTOR® associations assess their needs for a GAD, determine member expectations for a GAD, and facilitate discussions about combining resources among local and state association partners to increase an association's ability to effectively represent its REALTOR® membership. The Shared GAD Program can even help you review resumes and interview candidates.

WEBSITE: www.realtor.org/sharedgad

CONTACT: Gerry Allen at 202-383-1109 or gallen@realtors.org

"SCHOOLS OF THE FUTURE" AWARD PROGRAM

The National Association of REALTORS® is a sponsor of the School of the Future Design Competition, a highlight of School Building Week. Middle School students from around the country redesign their school spaces to enhance learning, save energy, preserve resources, and make connections to the surrounding community. The program provides several opportunities for REALTORS® and state and local REALTOR® associations to become involved.

WEBSITE: www.realtor.org/schoolofthefuture

CONTACT: Bob McNamara at 202-383-1268 or bmcnamara@realtors.org

SMART GROWTH, PUBLIC EDUCATION, AND TRANSPORTATION TOOLKITS

NAR has created three different toolkits to help state and local REALTOR® associations become more involved in issues affecting their local areas. Each toolkit contains an in-depth description of the issue as well as case studies on how other REALTOR® associations have addressed these issues.

WEBSITE FOR TRANSPORTATION TOOLKIT: www.realtor.org/transportationtoolkit

WEBSITE FOR PUBLIC SCHOOLS TOOLKIT: www.realtor.org/schoolstoolkit

WEBSITE FOR SMART GROWTH TOOLKIT: www.realtor.org/sgtoolkit

CONTACT: Bob McNamara at 202-383-1268 or bmcnamara@realtors.org

GOVERNMENT AFFAIRS DIRECTORS (GAD) INSTITUTE

The NAR GAD Institute is a yearly event to promote the education, networking, and professional development of state and local REALTOR® association government affairs directors.

The Institute provides a forum for GADs to hear from nationally recognized speakers and other GADs on a variety of topics of interest to government affairs professionals.

WEBSITE: www.realtor.org/gadinstitute

CONTACT: Gerry Allen at 202-383-1109 or gallen@realtors.org

GAD REALTOWN COMMUNITY ELECTRONIC NETWORK

The GAD RealTown Community is a communication tool provided by NAR to allow GADs from across the country to share ideas and communicate with one another. The electronic community also includes a searchable database of discussion topics.

WEBSITE: www.realtor.org/GAPublic.nsf/pages/nargadtalk_real_town_community?OpenDocument

CONTACT: Gerry Allen at 202-383-1109 or gallen@realtors.org.

NAR COMMUNITY & POLITICAL AFFAIRS

Staff Roster

MANAGEMENT AND ADMINISTRATION

Walt Witek, <i>Senior Vice President</i>	202-383-1067	wwitek@realtors.org
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Tim Ryan, <i>Chief of Staff</i>	202-383-1098	tryan@realtors.org
Gerry Allen, <i>Manager, Community & Political Affairs—Communications and Promotion</i>	202-383-1109	gallen@realtors.org
Becky DeVaughn, <i>Senior Executive Assistant</i>	202-383-1137	bdevaughn@realtors.org
Ed Lawler, <i>Director, Broker Involvement Program</i>	202-383-1156	elawler@realtors.org
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Lora McCray, <i>Manager, Housing Opportunity Program</i>	202-383-7560	lmccray@realtors.org
Fred Underwood, <i>Director, Diversity</i>	202-383-1132	funderwood@realtors.org

PROGRAM SPECIALTIES

ELECTORAL SERVICES

David Watts, <i>Electoral Services Representative</i>	202-383-1099	dwatts@realtors.org
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RPAC PROGRAM

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Brooke Roth, <i>RPAC Fundraising Representative</i>	202-383-1158	broth@realtors.org
Shannon Wright, <i>Major Donor Fundraising Representative</i>	202-383-7526	swright@realtors.org

POLITICAL PROGRAMS

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Laura Vogel , <i>Political Programs Representative</i>	202-383-1021	lvogel@realtors.org
Jackie Zaporowski , <i>Broker Client Services & Database Manager</i>	202-383-1091	jzaporowski@realtors.org

SMART GROWTH/FAIR HOUSING/CULTURAL DIVERSITY/HOUSING OPPORTUNITY

Kyle Lambert London , <i>Cultural Diversity Program</i>	202-383-1203	klambert@realtors.org
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Wendy Penn , <i>Housing Opportunity</i> <i>Program Representative</i>	202-383-7504	wpenn@realtors.org
Fred Underwood , <i>Director, Diversity</i>	202-383-1132	funderwood@realtors.org

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NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate®

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