

KY Association of REALTORS® Top 10 List for Effective Grassroots Advocacy

10. Plan ahead

No one likes surprises, so call ahead and schedule your appointment well in advance. Let the legislator know the reason for your visit and stick to that once you get there. If you are visiting them in Frankfort, make sure the General Assembly is in session on the day you plan.

9. Make it comfortable

Legislative offices are tiny and larger groups may lead to confusing questions or dilute an important issue. Single visitors or a group of 2 to 3 people working in concert is best. Always remember you are a KY REALTOR®, part of a group of over 11,500 voters.

8. Be on time

If you have a scheduled appointment at 9:00am, show up at 9:00am – not 8:30 or 9:15. Map out your route and get comfortable with parking, walking and directions a couple of days before your scheduled visit.

7. Understand the issue

Do your homework and study the issue before your visit. Anticipate and be able to answer questions from the legislator. Be able to talk intelligently about the subject from a REALTOR® perspective.

6. Stick to one or two topics

With about 2000 bills introduced in a given session, issues can blend together and get confusing very rapidly. Keep the legislator's attention by focusing on one or two key issues.

5. Keep it short

Especially when the Legislature is in session, there are many demands on time for legislators. Plan on a maximum of 10-15 minutes. Get to the point and explain how it affects you as a Kentucky REALTOR®.

4. Never exaggerate, misrepresent facts or lie

If you are not 110% sure about something, never act like you are. If you don't have an immediate answer to a question, tell the legislator you or someone from KAR will get back with them. There is no faster way to ruin a relationship with an elected official than to give them false or misleading information.

3. Be courteous and polite

Despite your best attempts, some legislators will not agree with you. Don't badger, threaten or belittle them and do not lose your temper. Always thank them for their attention and time, and agree to disagree if necessary.

2. Reinforce the point

Utilize the KAR Government Affairs staff and/or website to find good information and talking points regarding a legislative issue. Leaving written material will help ensure your point clearly comes across.

1. Stay in touch

A short, handwritten thank-you note on personal stationery reiterating your point will be appreciated. Do this even if they disagree with you. Plus, be sure to let them know that you will be monitoring their vote. If they are undecided, call them back in a couple weeks to see if they have made a decision.