



Dear Kentucky REALTOR<sup>®</sup> member,

Recently the NATIONAL ASSOCIATION OF REALTORS<sup>®</sup> launched the REALTOR<sup>®</sup> Party Political Survival Initiative. The intent of the proposal is to keep the REALTOR<sup>®</sup> organization at the forefront of political advocacy. The initiative NAR is proposing is to raise dues by \$40 beginning in 2012 and will be considered by NAR directors at its Mid-year meeting in May.

Like most of you, the real estate business *is* my career. I own a company with two offices and agents who are trying to stay in this business, especially during these economic times. Any increase in our cost of business is unwelcomed; however, I realize the importance of examining this proposal in full so I can *remain* in business, unencumbered by additional governmental intervention and costs. At our NAR Mid-Year meeting, the Directors will vote to approve, disapprove or change this proposal. With your input and with the information we receive in the interim and at that meeting, our National Directors will be equipped to make the most informed decision as possible at that time.

Below are key points to the Initiative:

- The initiative, designed to increase NAR's political advocacy, is the result of a yearlong study and consideration, following the Supreme Court's 2010 ruling in the *Citizens United* case which allows dues (or corporate) dollars to be used to fund independent expenditure campaigns.
- A majority of the dollars raised through this dues increase will be returned back to state and local associations to be used in support of state and local issue campaigns and for other political advocacy needs. NAR can continue to contribute to election campaigns through RPAC contributions but to participate in this new political environment, NAR believes it is necessary to raise dues dollars to keep the REALTOR<sup>®</sup> organization as one of the most influential advocacy groups in America.
- With this proposed dues increase, more than 50 percent of NAR's budget would be devoted to political advocacy, which consistently ranks among members as the #1 benefit they receive from NAR.

Please take a few moments to review the information we have provided for you at [www.kar.com](http://www.kar.com), (click the quick link on the right or [click here](#)). It includes talking points, background information and how to participate in the town hall discussion. Members are welcome to send me comments on the proposal ([tony@tonyclark.com](mailto:tony@tonyclark.com)), to KAR EVP Susie Helm ([susiehelm@kar.com](mailto:susiehelm@kar.com)) and to our [NAR directors](#).

These are indeed tough times for all of us in the real estate business. As our industry confronts issues like altering the mortgage interest deduction, Fannie-Freddie reform, lending processes and credit availability, as well as increased costs to our business, we need to give our attention to the proposal. I encourage you to read the information provided, and send us your comments. I truly do appreciate your consideration to this very important issue and look forward to hearing from you as we navigate our way through the challenges of our profession.

Sincerely,

Tony Clark, 2011 President  
Kentucky Association of REALTORS<sup>®</sup>