



NAR's REALTOR® Party Political Survival Initiative

Background information

NAR introduced its new REALTOR® Party Political Survival Initiative at the Association Executive Institute held recently in Dallas. The initiative is the result of a yearlong study and will increase NAR's political advocacy.

Here are the key messages to answer questions regarding the NAR dues increase. We have also provided some specific Q&As to help you answer questions from your members.

Key Messages:

1. NAR is proposing to raise dues by \$40 beginning in 2012. The dues increase is part of the REALTOR® Party Political Survival Initiative designed to increase NAR's political advocacy.
 - The initiative 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.
2. A majority of the dollars raised through this dues increase will be returned back to states to be used in support of state and local candidates, issue campaigns and for other political advocacy needs.
 - NAR can continue to contribute to election campaigns through RPAC contributions but in order for REALTORS® to compete in this new political environment, NAR believes it is necessary to raise dues dollars to keep the REALTOR® organization as one of the most influential advocacy groups in America.
3. 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.
 - The NAR Board of Directors will vote on this dues increase at the Mid-Year Meetings, May 9-14, in Washington, D.C.

Virtual Town Hall: NAR Leadership Team Answers Your Questions

Wednesday, April 13 – check www.realtor.org for time

Midyear Meetings Session

Wednesday, May 11: 3:30 – 4:30 pm, Salon 2, Marriott Wardman Park Hotel

Questions and Answers

Q. Why raise the dues now when the economy has just started to recover?

A. The Supreme Court's 2010 ruling in the *Citizens United* case has shifted the landscape of political fundraising. Dues/corporate funds can now be used to shape opinions about candidates and issues in all 50 states. NAR has already contributed funds to this initiative out of its operating budget but to undertake the initiative at this level and give it the best chance for success, additional funding is needed. NAR's grassroots advocacy is successful and to continue to compete in this new political environment, we need to invest more so our future advocacy efforts will be successful.

Q. Doesn't RPAC already give money to political candidates?

A. The dues increase is NOT going to be used to make direct contributions to candidates. RPAC dollars are what NAR uses to make contributions to candidates. REALTORS® should continue to give to RPAC because it will maintain its support of REALTOR®-friendly candidates. The dues increase will be dedicated to be used as independent expenditures by REALTOR® organizations. Associations can engage in advocacy campaigns on issues like point-of-sale ordinances or realty transfer taxes.

Q. What if NAR supports a candidate that I don't agree with?

A. NAR is a bi-partisan PAC and supports REALTOR®-friendly candidates regardless of Party and will continue to do so through this initiative.

Q. Why should NAR be involved in politics at all?

A. There are monumental issues that will affect REALTORS® in their daily business, such as the future of mortgage finance and keeping housing affordable, coming before our national legislators in the coming months. In addition, local issues like zoning, taxes, and private property rights have a dramatic affect on REALTORS®. NAR and the state and local associations must have the power and resources to shape this pivotal moment for the American dream of home ownership.

Q. What about issues at the state and local level?

A. A majority of the monies raised will be returned back to states (see graphic at the end) to be used in support of state and local candidates and issue campaigns, other political advocacy needs, and to help shape the opinions of candidates on real estate-related issues.

Q. What has NAR done for the members lately?

A. NAR offered "Right Tools for Right Now" to its members for nearly the last two years. This program provided many of NAR products, like education, pamphlets and valuable research, to members for free or at greatly reduced prices. HouseLogic.com offers free content for REALTORS® to use for their websites and print materials. These are just two examples of how NAR has helped members in the past several years.

Q. Why can't NAR be more efficient and cut the excess so they don't have to raise dues?

A. Much of what NAR does, including all governance activities and meetings, are NOT funded by dues dollars. Dues dollars are spent on products and services that directly benefit the members. With this increase, more than 50 percent of NAR dues will be spent on the number one service that members want from NAR -- political advocacy.

Q. Where can I find out more about this initiative?

A. A page has been created on the KAR website with resources and can be found by accessing www.kar.com and clicking on the RPPSI quick link on the right or you can [click here](#).

Where the funds will be allocated:

