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# REALTOR® PARTY RESOURCE ROUNDUP



NARRealtorParty



nar.realtor



# What is the **REALTOR® Party?**



- Only advocacy group in America that fights exclusively for homeownership, real estate investment, property rights, and strong communities
- Nonpartisan, issue focused
- Not red or blue but REALTOR® purple!
- Sets the standard for grassroots advocacy
- Provides grants and tools to help state and local REALTOR® associations elevate their advocacy efforts

Bookmark [RealtorParty.realtor](https://RealtorParty.realtor)

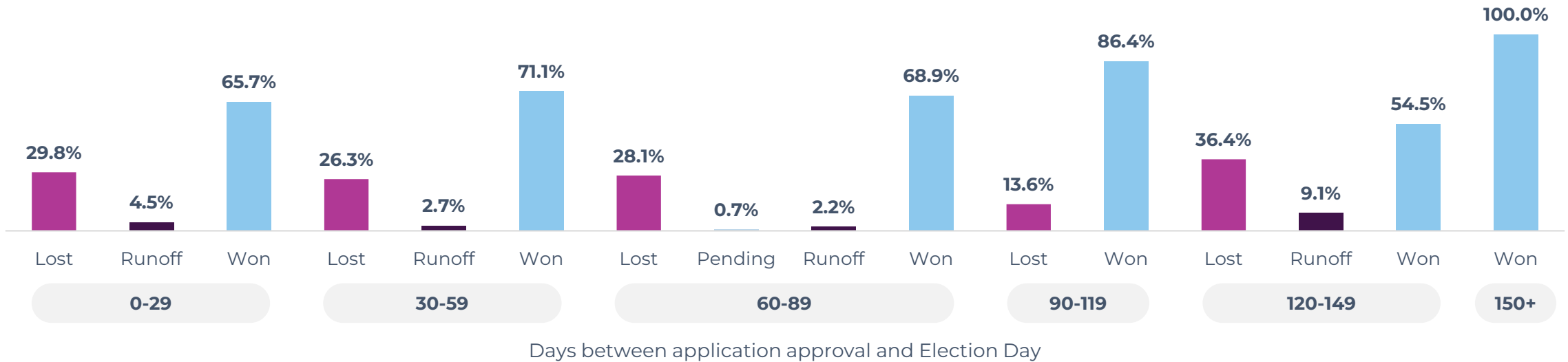


# State and Local Independent Expenditures (IE) Program

Assists state and local associations that want to get involved in state and local elections by providing each state with funds that can be used to support candidates for political office who champion REALTORS® and the real estate industry.

Supported 238 REALTOR® champions running for state and local office in 2023 with a 73% win rate.

Planning ahead is key:



# Issues Mobilization Grants

Provides financial assistance to state and local REALTOR® associations to support advocacy campaigns and ballot initiatives on policy issues crucial to REALTORS® and the real estate industry.

- Supports campaign-style tactics directed toward voters to win ballot measures or move legislators to support real estate issues
- \$11.8 MILLION in grants made available in 2023
- Record number of grants approved in a calendar year in 2023
- Polling is available to assist in decisions; grants can also be used for economic or affordability research if it will lead to public policy implementation

Amendment 2 protects YOU and YOUR FAMILY without impacting school funding. See why Floridians must vote "YES" on Amendment 2 [➔](http://everybodyisfor2.com/)  
<http://everybodyisfor2.com/>



Like

Comment

Share

Amendment 2 will protect local mom-and-pop stores from their property taxes possibly increasing by 30%, 50%, or even higher. Learn how [➔](http://everybodyisfor2.com/about/)  
<http://everybodyisfor2.com/about/>



Like

Comment

Share





# Advocacy Everywhere



Increases political engagement among REALTORS® and consumers, at all levels of government, through an innovative platform of advocacy tools.

[RealtorParty.realtor/AdvocacyEverywhere](https://RealtorParty.realtor/AdvocacyEverywhere)



Traditional Calls for Action to REALTORS®



Consumer Advocacy Outreach



REALTOR® Party Mobile Alerts



Calls for Action Reporting Dashboard





# CONTACT CARD



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Political Programs

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# Community Outreach Grants

An array of advocacy services provided to state and local REALTOR® associations to increase their engagement and influence on community development and fair housing.

**State & local REALTOR® associations can apply**

## Grant Types



### Level 1

**Speakers, Classes & Trainings:**  
Up to \$3,000



### Level 2

**Projects to Address Challenges:**  
Up to \$7,500



### Level 3

**Comprehensive, Partnership-Based Efforts:** Up to \$15,000

*(Level 3: Housing Opportunity and Smart Growth Only)*



**Applications Open:**

January 2 - Until commitment level reaches 100% for 2024



Learn more at  
[RealtorParty.realtor/CommunityOutreach](https://RealtorParty.realtor/CommunityOutreach)



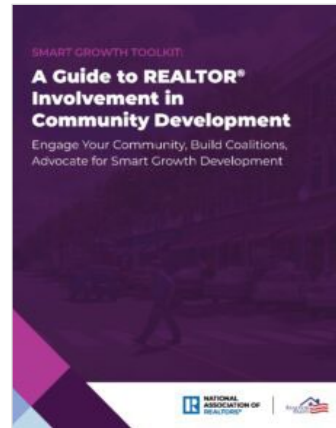
# Grant Toolkits include criteria, resources, and success stories



**Housing  
Opportunity**



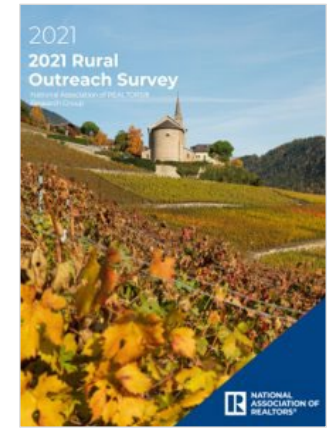
**Fair Housing**



**Smart  
Growth**



**Placemaking**



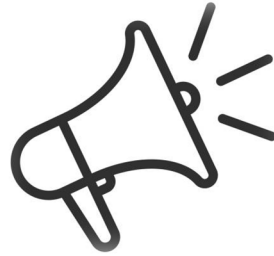
**Rural  
Outreach**



# Consumer Advocacy Outreach Program

In 2023:

- 19 grants awarded, totaling nearly \$600k
- More than 40 CFAs and 1.2 million emails sent to consumers



Educates and engages consumers on public policy issues at the national, state, and local levels through:

Missouri Needs Land Banks Now: Support House Bill 587

Cities and towns across our State are struggling with the issue of vacant, blighted properties.

Contact Your Legislator Now!

PropertyAction.realtor

ACTION CENTER

Take Action Against Bill 41 and Protect Short Term Rentals

Please oppose the Proposed Bill 41 (2021) CD2 relating to short-term vacation rentals, which is up for a final vote this Wednesday, April 13.

Please take a moment to send a pre-written message, and add a personal story if you have one, to your City Council member and the Mayor.



Review First Message

• Councilmember

Consumer Advocacy Outreach Grants

Consumer Calls for Action

Homeownership Issue Education

Nationwide Database of over 10 Million Consumers

Educate



Build Awareness



Engage



Act



Learn more at [RealtorParty.realtor/ConsumerAdvocacy](https://RealtorParty.realtor/ConsumerAdvocacy)





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# Advocacy Resource Guide



Your one-stop shop for information on REALTOR® Party programs, grants, and resources available to help associations create and sustain successful advocacy programs.



## OUTREACH

Associations can choose from five different grants, technical assistance and numerous affordable housing, fair housing, community development, placemaking and rural-related advocacy program objectives.

### HOUSING GRANT

REALTOR® create or update policies and policies that address affordable housing.

[housing@narealtor.org](mailto:housing@narealtor.org)

383-1135

### HOUSING TOOLKIT

Additional resources for associations include affordable housing, fair housing, community development, and other activities including training classes.

[housingtoolkit@narealtor.org](mailto:housingtoolkit@narealtor.org)

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### REALTOR® PARTY COMMUNITY OUTREACH

REALTOR® Party create or update laws, and using laws to support community development commitment to service to all.

[community@narealtor.org](mailto:community@narealtor.org)

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### FAIR HOUSING GRANT TOOLKIT

This collection of guides and resources is designed to help REALTOR® associations conduct activities to further the mission of fair housing in the communities they serve. The toolkit is based on the successes of other associations and offers practical tips and examples for a range of activities forums, fair housing education, co-branded brochures and more.

[fairhousing@narealtor.org](mailto:fairhousing@narealtor.org)

Contact: Christine Windle  
[cwindle@narealtor.org](mailto:cwindle@narealtor.org) // (202) 383-1135

### TRANSFORMING NEIGHBORHOODS BY ADDRESSING VACANCY AND BLIGHT

This program offers specialized training and technical assessments, and webinar series to help REALTORS®, elected officials, municipal staff, and housing and community advocates address the problems of vacant, abandoned and deteriorated properties.

[transforming@narealtor.org](mailto:transforming@narealtor.org)

Contact: Christine Windle  
[cwindle@narealtor.org](mailto:cwindle@narealtor.org) // (202) 383-1135



## OUTREACH

### SMART GROWTH POLLING PROGRAM

Surveys can help your association gauge the stage for sustainable growth by proactively altering laws.

[smartgrowth@narealtor.org](mailto:smartgrowth@narealtor.org)

Contact: Christine Windle  
[cwindle@narealtor.org](mailto:cwindle@narealtor.org) // (202) 383-1135

### SMART GROWTH CLASS

A four-hour course provides state-of-the-art concepts, the value of smart growth, and how REALTORS® can help smart growth happen.

[smartgrowth@narealtor.org](mailto:smartgrowth@narealtor.org)

Contact: Christine Windle  
[cwindle@narealtor.org](mailto:cwindle@narealtor.org) // (202) 383-1278

### COMMUNITY SURVEY

Information about consumers' transportation, housing, and other needs in this biennial survey. A press release to members and/or other stakeholders about the survey results is available.

[community@narealtor.org](mailto:community@narealtor.org)

Contact: Christine Windle  
[cwindle@narealtor.org](mailto:cwindle@narealtor.org) // (202) 383-1278

### STATE AND LOCAL GROWTH POLLING PROGRAM

Survey your community's residents on their attitudes toward growth and development. This information can help your association formulate land use policies. NAR will cover the cost of the polling.

[polling@narealtor.org](mailto:polling@narealtor.org)

Contact: Hugh Morris  
[hmorris@narealtor.org](mailto:hmorris@narealtor.org) // (202) 383-1278

### ON COMMON GROUND MAGAZINE

Published twice a year, On Common Ground contains articles on cutting-edge land planning and development techniques. Order bulk copies of this magazine to use as a leave-behind when visiting local officials or provide NAR with a mailing list and leave the delivery to us.

[oncommonground.org](http://oncommonground.org)

Contact: Hugh Morris  
[hmorris@narealtor.org](mailto:hmorris@narealtor.org) // (202) 383-1278

or Catherine Mesick  
[cmesick@narealtor.org](mailto:cmesick@narealtor.org) // (202) 383-7512

### RURAL OUTREACH GRANT

Supports state and local REALTOR® association initiatives, including trainings, forums, studies, and ordinance drafting for a wide range of rural issues such as broadband, well and septic and planning and zoning issues.

[rural@narealtor.org](mailto:rural@narealtor.org)

Contact: Christine Windle  
[cwindle@narealtor.org](mailto:cwindle@narealtor.org) // (202) 383-1135

### URBAN ROUNDTABLE

Semiannual forum on top-of-mind issues impacting the nation's built environment.

Contact: Hugh Morris  
[hmorris@narealtor.org](mailto:hmorris@narealtor.org) // (202) 383-1278





## Get Involved in the REALTOR® Party

Invest in RPAC and  
bring a friend

Use a REALTOR®  
Party Program  
or grant

Text **REALTOR®**  
to **3-0-6-4-4**

Bookmark  
**RealtorParty.realtor**

Read monthly  
REALTOR®  
Party News



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