



Broker Involvement Program

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An enormous breakthrough in how REALTORS® can more effectively lobby their Federal and State lawmakers through greater participation in Calls for Action (CFAs). NAR's Broker Involvement Program provides you with a quick and simple tool to rally your agents. Through the Broker Program, NAR discovered that when Broker Owners alert their agents to key issues, agents listen and take action.

Together we have the opportunity to bring a strong and united REALTOR® voice to members of Congress on issues of concern to the REALTOR® community and your real estate business.

The Broker Involvement Program offers you and your agents:

- An effective method to increase our influence on important legislation and help shape legislation that can affect your bottom line.
- A program that requires only a small amount of your time with no costs involved. NAR does much of the work for you and you have significant control.
- Personalized message and Call for Action with your name and company logo, putting you in the position of leadership and knowledge for your agents.
- An efficient fundraising method to support REALTOR® friendly campaigns through RPAC. A future option is online fundraising (contingent on your state agreement). More information will be provided as this develops in your state.
- A proven program – We know from the Brokers that are already in the Program that the CFA response rate is significantly higher when agents receive their message from you, their Broker. You're important!

Participation in the Broker Involvement Program is Easy

Simply enroll your company into the Broker Program and NAR staff will verify your information and obtain your company logo, so please look for their email and answer their call.

When there is a federal Broker Call for Action, NAR will alert you by phone and email (brokeradvocacy@realtors.org). Your personal email message and the CFA, prepared by NAR, will be available for your review at the Broker Portal.

NAR always gives you the choice to participate in a Broker Call for Action.

Sign up online at www.realtoractioncenter.com/realtors/brokers/enrollment.html

Building the REALTOR® Voice in Congress

Our Accomplishments with your Involvement:

Housing policy: FHA and GSE Loan Limit Increases and additional funding. The increase in these loan limits and additional funding has helped our clients purchase homes and increase the earnings of our REALTORS®. It has also enhanced the FHA programs to troubled homeowners by creating a new program, Hope for Homeowners, to refinance problematic subprime loans.

Tax policy: Renewed and extended through 2009 the 15-year life for leasehold improvements and extended through 2012 the mortgage cancellation tax relief.

Challenges needing your Involvement:

Housing Stimulus Legislation – Providing the tools to stimulate and stabilize our housing market by creating incentives and attractive long term financing availability.

Small Business Health Care – 2008 legislation to be reintroduced in 2009. The SHOP Act would offer tax incentives to encourage states to reform group insurance and make premiums more affordable to small business and the self employed.

Comprehensive Tax Reform – From Capital Gains Tax, Home Mortgage Interest Deduction, Homeownership Incentives and more, Congress will be analyzing significant Tax Reform in 2009. Our REALTOR® voice will need to be clearly heard during all of these discussions.



More Tools to Strengthen the REALTOR® Voice

RPAC Major Donor Program

Many Broker Owners are RPAC contributors and know that donating to RPAC is investing in the security and future of the real estate business. The Major Donor Program is a hands-on initiative that provides an innovative approach to educating your agents on the value of RPAC in an exclusive and customized setting. In collaboration with your State Association, NAR will work with you to identify your agents who may be willing to support RPAC as major donors, and host a personalized major donor event for your office. During this NAR sponsored event, your agents will get a special legislative briefing from REALTOR® staff, have the opportunity to ask questions about RPAC, and receive a comprehensive explanation of RPAC major donor benefits.

Please contact Shannon Wright (rpac@realtors.org) for more information. As always, the choice is yours. NAR is pleased to offer the Major Donor Program as another method to involve your agents in the Broker Involvement Program.



Ed Lawler
Director, Broker Involvement Program
202.383.1156
elawler@realtors.org

Erin Murphy
Broker On-Line Campaign Manager
202.383.1079
emurphy@realtors.org

Jackie Zaporowski
Broker Client Services & Database Manager
202.383.1091
jzaporowski@realtors.org

Shannon Wright
Major Donor Fundraising Representative
202.383.7526
swright@realtors.org



The Voice for Real Estate®
500 New Jersey Ave., NW
Washington DC 20001-2020
1.800.874.6500
www.REALTOR.org