

Corporate Ally Program

2016 Broker Fundraising Outreach

\$172,500 YTD



Our 2016 Founding Broker Investors

Alain Pinel REALTORS®
Coldwell Banker Bain | Seal Real Estate
Equity Real Estate
First Team Real Estate
First Weber, Inc.
Glen Gardner, REALTORS®
HomeServices of America
Howard Hannah Real Estate Services
HSF Affiliates
Jim Maloof/REALTOR®
John L. Scott Real Estate
Latter & Blum Companies
Leading Real Estate Companies of the World®
Long and Foster Real Estate
Realogy
RE/MAX, LLC
Shorewest REALTORS®
Watson Realty Group

Thank You!



NATIONAL
ASSOCIATION *of*
REALTORS®



2016 Political and Legislative Activities

- 9 Federal and 289 state and local independent expenditure campaigns far this year; spending over \$10.6 million.
- CAP funds also enhance the NAR issues mobilization grant program. Over \$6.3 million in issues campaigns underway in 21 states and Puerto Rico.

2016 Political and Legislative Successes

- H.R. 3700 Housing Opportunity Through Modernization Act – reformed FHA’s condo rules – All member Call for Action – **PASSED** – Signed into law by President Obama in July, 2016
- Patent Troll litigation against Data Distribution Technologies in September, 2016 – **WIN**

For 2017.....

Tax reform, secondary mortgage market reform,
flood insurance reauthorization, patent litigation
reform.

Broker Fundraising in 2017.....



REALTOR® PARTY CORPORATE ALLY PROGRAM FOR BROKERS

To remain competitive in its legislative efforts, the NATIONAL ASSOCIATION OF REALTORS®, with the support of many large brokers, is implementing a new, but voluntary, broker fundraising program.

This does not involve personal dollars that are paid by individuals to the REALTORS® Political Action Committee (RPAC) with personal checks.

However, it does involve asking brokers to budget corporate dollars annually to assist NAR in its legislative efforts to help protect its members, the real estate industry and, America's property owners.

Brokers will make direct contributions to NAR's Issues Mobilization Program OR NAR's federal, state and local independent expenditure (candidate) activities through the Corporate Ally Program (CAP).

NAR will apply one half of each contribution to support the election of federal candidates or real estate issues and the other half to support state/local candidates or issues.

Brokers are being asked to participate by budgeting and allocating corporate funds based upon annual closed transactions/sides. National and state recognition will be credited as follows:

Suggested Broker Investments Per Transaction/Side

Recognition:

Four Stars.....	\$1.00 per Closed Transaction/Side
Three Stars.....	\$0.75 per Closed Transaction
Two Stars.....	\$0.50 per Closed Transaction
Four Stars.....	Minimum of \$1,000

Higher recognition will be given if the contribution equals or is greater than the two-, three-, or four-star level.

Important Note: Corporate Ally Program contributions for candidates are provided to the NAR Congressional Fund (the "Fund"), a federal political committee formed to engage exclusively in federal independent expenditures. Contributions to the Fund are reported to the Federal Election Commission. NAR also reports the direct and indirect expenses it incurs in operating and soliciting contributions to the Fund. To the extent other corporate entities engaged in activities to solicit contributions that are provided to the Fund and incur expenses in doing so, those expenses must also be reported as contributions to the Fund. See the attached explanation regarding reporting such expenses and costs.

4/6/2016



2017 CAP Broker Investor Invoice

NAME OF FIRM will participate in NAR's Corporate Ally Program, and will invest \$0K per transaction in 2017.

NAME OF FIRM chooses the following option for its 2017 Corporate Ally Program investment. Please check one.

- Invest entirely to independent expenditures for candidate campaigns. Checks made payable to NAR Congressional Fund.
- Invest entirely to issues campaigns. Checks made payable to NAR-Issues.
- Invest in both. This requires two separate checks in amounts to be invested to #1 and #2 and checks made payable accordingly.

Checks should be mailed to the attention of: Karen Paschal – Finance, NAR, 430 Michigan Avenue, Chicago, IL 60611-4087

Questions? Please contact Paula Martino, Director of Corporate Fundraising at 202/383-1156 or pmartino@realtors.org.

DISCLOSURES FOR CORPORATE ALLY INVESTMENTS

All investments are non-deductible for federal income tax purposes.

Candidate Independent Expenditures - If you elect to have your investment used in connection with the support of candidates it will be deposited and reported as a contribution to the NAR Congressional Fund and used to support federal REALTOR® Champions in Congress. Your investment will also enable NAR to allocate an additional amount equal to 50% of your investment for use in supporting state and local REALTOR® Champions in your state(s).

Issues Advocacy Campaigns - If you elect to have your investment used to support advocacy of important real estate issues, 50% of the investment will be used by NAR in connection with the Public Issues Advocacy program and 50% will be used in your state(s) to assist NAR to support advocacy of state or local issues. Some of the state and local issue advocacy activities for which your investment may be used may require that your investment be reported to the state or local campaign finance regulator as a contribution to a state or local committee engaged in such activity. In such cases NAR will advise you in advance that your investment will be reported in this manner.

1



NATIONAL
ASSOCIATION of
REALTORS®

