

2021 / 2022

STATE AND LOCAL ADVOCACY WINS



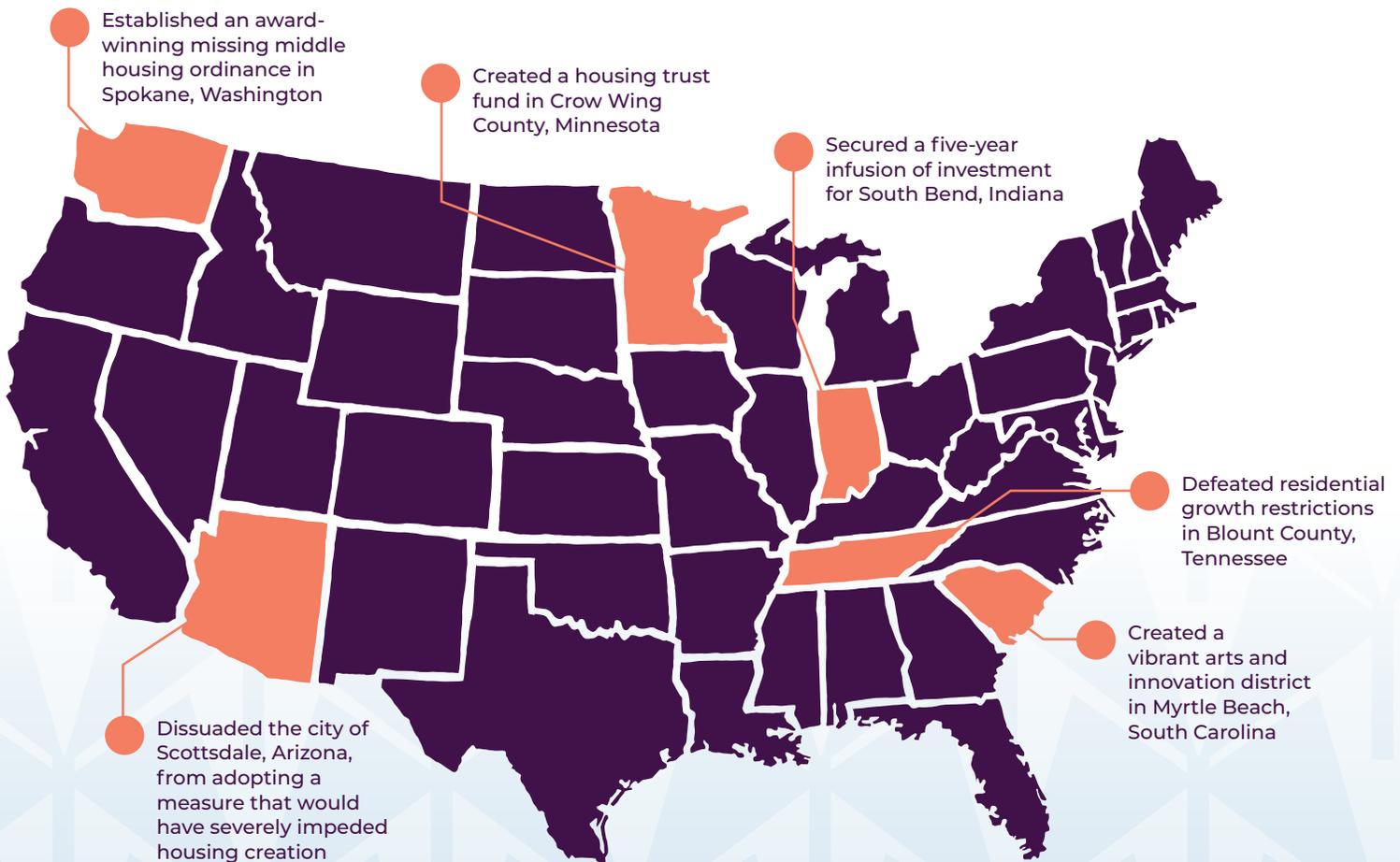
COMMUNITY OUTREACH PROGRAM

NAR's Community Outreach Program positions REALTORS® as community leaders and enhances relationships with public officials.

2021-2022 BY THE NUMBERS: COMMUNITY OUTREACH



Using Community Outreach grants and programs, hundreds of associations improved affordability and livability in neighborhoods across the country.



REALTORS® are members of the National Association of REALTORS®.

ISSUES MOBILIZATION PROGRAM

NAR's Issues Mobilization Program provides financial assistance to state and local REALTOR® associations to support effective issue advocacy campaigns.

2021-2022 BY THE NUMBERS: ISSUES MOBILIZATION



With assistance from the Issues Mobilization Program, four states **passed legislation to increase housing availability and affordability**. Colorado also used a grant to support a successful statewide ballot measure to fund programs that put homeownership in reach for more people.

Many associations used Issues Mobilization grants to defeat detrimental proposals. Overall, REALTORS® **halted two transfer tax increases, two rent control measures, and six restrictions on short-term rentals**. In Ohio, the program helped secure a statewide rent control ban. Additionally, Issues Mobilization grants helped defeat two attempts to pass a Tenant Opportunity to Purchase Act (TOPA) in Berkeley, California, and Minneapolis, Minnesota, and ward off proposed development moratoriums and restrictions in Tennessee.

STATE & LOCAL INDEPENDENT EXPENDITURES PROGRAM

The State and Local Independent Expenditures (IE) Program provides each state with funds that can be used to bolster candidates who support REALTORS® and the real estate industry.

2021-2022 BY THE NUMBERS: STATE & LOCAL INDEPENDENT EXPENDITURES



In the 2021-2022 election cycle, NAR's State & Local IE Program helped **110 REALTORS®** mount winning campaigns for state and local offices. The program also ensured victory for **510 pro-REALTOR®** candidates across the country.

When Buffalo, New York's Mayor Byron Brown lost the primary and was forced to run as a write-in candidate in 2021, NAR's State & Local IE Program

mounted a robust effort with mailers, online ads, phone banking, and field staff to seal his resounding victory.

In 2022's high-profile primary race for the Alabama Supreme Court, the State & Local IE Program played an outsized role in securing Justice Greg Cook's seat on the bench.

CONSUMER ADVOCACY OUTREACH PROGRAM

Through the Consumer Advocacy Outreach Program, REALTOR® associations educate and engage consumers on issues that strengthen the real estate market, promote property ownership, and build strong communities.

2021-2022 BY THE NUMBERS: CONSUMER ADVOCACY



Consumer advocacy grants supported a wide range of consumer education campaigns, from **property taxes** in Texas to **workforce housing** in Wisconsin. In Glendale, California, a consumer campaign helped **thwart the threat of a costly rental registry**. Meanwhile, six REALTOR® associations serving Los Angeles County worked together to **counter widespread misinformation** about new laws to boost missing middle housing.

ADVOCACY EVERYWHERE

Advocacy Everywhere helps state and local associations launch tailored Calls for Action (CFAs). From 2021 to 2022, Advocacy Everywhere supported **120 state CFAs** and **129 local CFAs** on issues ranging from transfer taxes to development moratoria to zoning changes.



GET INVOLVED

Ready to put the power of the REALTOR® Party behind your association's efforts? Visit **RealtorParty.realtor** to learn more about these programs and how to apply.



NARRealtorParty



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