



PRESIDENTS' PUSH FOR THE PRESIDENT'S CUP

July 5, 2017

Remember the 120%... well, here it is! Now that we've completed the Legislative Session and schedules have leveled off some, I've given much thought to what will define the remainder of my year serving as your President. It is my hope that each of you will join me in an all out effort to push our RPAC goals thru the roof this year! Its high time (no pun intended) for the Great State of Nevada to be recognized as one of the LEADERS in RPAC Investment's and my aim is to earn the President's Cup this year!

The two areas that always seem to be the biggest hurdle for us are members registered to receive "mobile text alerts". The latest numbers I have to share as mentioned in our Taskforce Meeting two weeks ago were that we are about 1,000 short. NAR's goal for Nevada is slightly over 2,600. I believe that if we all can take a few moments to walk thru the process, much like I shared with you in Squaw Valley, at every opportunity we have to speak to our Member's, that's an easy number to target.... In fact, we can likely double that number if we engage the CEO's of each Local to send out an email to ALL members with the simple instructions to just register....and the importance of WHY! A second part of this goal is to have our members actually respond when that Call to Action comes out. To reach the NAR goal, we need to hit 20% response rate. In my mind, Mobile Text Alerts are the easiest and the quickest way to respond when NAR sends out the CALL FOR ACTION. I cannot understand why, for the life of me, why our response rate isn't closer to 60%! It tells me that WE, Leadership in our Associations, fall short in communicating this important message to our members.

The second mark we continually fall just short on is our number of Major Investors. This is a number that is definitely attainable! Our goal for 2017 is 156. Currently we are at around 80 completed with quite a few that have pledged. We typically seem to "get stuck" around 120 Major Investors. As



invested in you.

you all know, I have taken to the road in an effort to get us over that number. Rocky Finseth has agreed to partner with me whenever the conditions are right to deliver a short Legislative update followed by me with my pitch for RPAC (which also includes the 2 minute version of Mobile Text Alerts). My goal is to deliver this PONY & PONY SHOW to as many large offices as possible. Rocky and I have presented to one large office in Las Vegas already, with offers from Bob Hamrick's offices (3), and any others you can help us get into!!

If we can collectively continue to be consistent delivering the message to our members of the importance of engaging in our Industry by signing up for and responding to CALL FOR ACTION, along with educating our members about the good that comes from their INVESTMENT in RPAC, we should not simply be recognized as one of the Leader's in RPAC, we should be recognized as THE LEADER in the Nation when it comes to all things REALTOR® PARTY!!

Gregory Martin, President NVAR