

MASSACHUSETTS ASSOCIATION OF REALTORS®

Massachusetts Association of REALTORS® engaged in all three levels of government!

In Massachusetts, we are empowering our members to get involved at all three levels of government: Federally, State-Wide, and Locally. We believe that this three – tiered approach is integral to not only advocacy success, but also has successfully engaged as many of our members as possible in the REALTOR® Party.

At the Federal level, we are encouraging our Federal Political Coordinators to create teams, or “Federal Political Contact Members (FPCMs).” This builds not only awareness of the work the REALTOR® party has accomplished on Capitol Hill, but also enables other REALTOR® members to work the FPCs to respond to Calls For Action, meet Congressmen/women and Senators in person when presenting checks or attending legislative events, provide each Local Association in the Congressional District with an opportunity to be involved Federally, and allow the team members offer general support to the FPCs. Also, consider asking members with different real estate specialties.

At the state level, the State Association worked with each Local Association to create a “State Political Coordinator Program,” that mirrors the FPC program. The SPC program works by pairing REALTOR® members with their Legislator, providing an additional means of communication with the Legislative Body on Beacon Hill. The power of having a REALTOR® constituent appointed to establish a relationship with the state’s most influential decision makers has been invaluable to increasing the reach of the REALTOR®. Beyond check delivery and in-district meetings, we have utilized our SPCs to also deliver targeted lobbying messages. The most powerful example of this was our ability to defeat a proposal that would have allowed towns to require sprinkler systems in all new construction homes. The program has been a tremendous success; the legislators are pleased to interact with REALTOR® constituents and our members are thrilled to be engaged in the process.

Finally, the REALTOR® Association of Pioneer Valley (RAPV) has created a “Town Monitor Program,” which seeks to further recognize the grassroots nature of our political activity. With RAPV’s permission, the state association has shared this model with other Locals. The Legislative Town Monitor Program is comprised of individual members who serve as watchdogs to keep abreast of local issues impacting real estate and private property rights within the community’s they reside. The program is overseen by the Government Affairs Committee and each Town Monitor reports back to their respective local Government Affairs Committees. We have found this grassroots program to be instrumental in identifying issues at the local level. Furthermore, we recognize that many of our state and federal officials begin their political career at the local level allowing MAR and each Local Association to cultivate relationships with our future leaders right away.