



## Idea Exchange

### No-Holds Barred Attack on Margin Tax Initiative Petition

On the Government Affairs radar screen is the **Margin Tax Initiative**.

Nevada has a Ballot Initiative process whereby voters in November will be able to vote on an initiative to create a Gross Margins Tax purportedly to support schools. (We can update the success or defeat of this battle after November 4<sup>th</sup>) This Initiative, Question 3, is poorly drafted and very costly to all industries in the state, and will not guarantee any additional funding for schools. What sets this campaign apart from previous campaigns we have been engaged in, is the level of new tools we have employed in the battle.

NVAR has a three pronged attack:

#### 1. NEVADA BUSINESS COALITION

NVAR has joined a Coalition to Stop the Margin Tax consisting of over 2000 businesses, association and individuals. NVAR President Kolleen Kelley has been busy as a member of the Steering Committee for this Coalition, educating herself and participating in media training and messaging training so that she can knowledgably represent the REALTOR position to media requests that have been knocking constantly at our door.



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Through the Coalition we have provided our members and the public with:

- TV ads,
- yard signs,
- stickers,
- bumper stickers,
- flyers,
- office posting signs,
- window signs,
- campaign billboards, and
- heavy live and recorded media participation.

## 2. REALTORS

The Nevada state and local REALTOR Associations waged our own campaign which includes

- field work on a door-to-door basis,
- an enormous highly targeted consumer mail campaign in conjunction with NAR and an additional micro-targeted mail campaign to our REALTOR members,
- a REALTOR Tele- Town Hall meeting reaching over 700 members,
- numerous Broker emails reaching all 1800 brokers in the state through Convio and other methods,
- personal brokerage presentations that directly hit nearly 50% of our membership,



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- Facebook targeting campaign that has provided over 7 million impressions to date
- business cards with the campaign message on one side and website addresses on the reverse

### 3. NAR

The National Association of REALTORS also assisted in the campaign with an Issue Mobilization grant, assisted in the enormous targeted mail campaign, and through REALTOR.com placed a favorable story regarding the campaign on the Action Center.

The partnership between NVAR and NAR included groundbreaking strategies. NAR every month emails messages or targeted browser ads to 85 million homeowners. NAR allotted over 2 million messages to the Nevada consumers regarding this state-wide campaign instead of pushing the NAR Call for Action. The resources include targeted emails, web banner ads, and customized web pages. This strategy is being used in several states this fall. We hope to be able to analyze the metrics of this effort in conjunction with the metrics of our NVAR efforts to continually improve advocacy in our state.