



**Idea #1: Dues Increase / RPAC Allocation**

In a historic vote at our Fall Governance Meetings in September, our Board of Directors voted to increase state association dues by \$50 and allocate \$50 from every member to RPAC. As other states (e.g. – WA & CA) have also done, we felt this was the most effective way to become a strong enough political force to really be taken seriously in the legislature, make RPAC fairer for everyone, and to stabilize our base of funding (an issue we'd struggled with despite our recent improvements in RPAC culture).

Communications materials are currently going out now with the year-end dues bills and we don't expect any significant push-back though we have instituted a dedicated toll-free line for questions/concerns and a process for members to redirect their \$50 to either our Issues Mobilization Fund or affordable housing charity, the HOME Foundation, should they not want to invest in RPAC. The BOD, Executive Committee, District Vice Presidents, RPAC Trustees, and local association executives have all been briefed with the same talking points and armed with an FAQs document and flyer on the benefits of the change, focusing on how we're now 'stronger together'.

**Stronger Together**  
RPAC is now 14,000 times  
**MORE POWERFUL**

**Bigger, better, faster, stronger** – the new REALTORS® Political Action Committee now has the power of over 14,000 members behind it. A force to be reckoned with!

RPAC supports REALTOR®-friendly candidates at the local, state, and national levels who will fight for the real estate industry and private property rights for you and your clients. Those political allies then help us to do critical things like:

- » Protect the Oregon Mortgage Interest Deduction
- » Continue to defend the ban on transfer taxes
- » Prevent taxes on services
- » Make our land use system more accessible to every Oregonian

There are real threats to our industry in every legislative session. This stable source of funding will allow us to effectively compete with other well-funded political organizations with opposing legislative objectives. We truly are STRONGER TOGETHER.

**Thank you for your support!**



**Idea #2: Value Proposition Development**

This isn't an original idea but Oregon, like many other state and local associations, engaged Melynn Sight from nSight Marketing to facilitate development of our value proposition. After working through a rebranding and communication redesign in 2014, we decided to further refine our messaging in order to increase member engagement and focus on aligning our core competencies with member needs. Although we've greatly improved communications over the past couple of years, we still have a lot of room for improvement with reaching the membership-at-large. We do many, many things and we're working on focusing our messaging and targeting what we do to what members actually want as opposed to a one-size-fits-all approach based on what we think is important.

The outcome of this process over the summer is a streamlined message that centers on the concept that OAR arms members with answers...about the transaction, about political activity, and about the impact of laws and legislation. In other words, we arm you (the member) with answers so you can spend less time worrying about business and more time doing business. Roll-out to the membership is happening now.

Change happens.

It's the things you don't see coming - outside your immediate control that can kill a deal.

OAR helps you manage change and protect your transaction, your livelihood, and your market.

**OAR**  
Arming You  
with  
**Answers**

**A** Answers about the transaction  
through OAR's legal hotline and online resources

Impact of laws and legislation  
on your business through OAR's online library, risk management toolkit, and webinar updates

Results of OAR's political activity  
at the capitol as change happens

OREGON ASSOCIATION OF REALTORS®

OAR: Arming you with answers so you can spend less time worrying about business and more time doing business.

[www.oregonrealtors.org](http://www.oregonrealtors.org)