**State Leadership Idea Exchange at 2017 REALTORS® Legislative Meetings & Trade Expo**

**New York State Association of REALTORS®**

**First-Time Home-Buyer Tax Savings Program**

Our top legislative priority is adoption of a first time home-buyers tax incentivized savings program.  Our bill was included in the Senate budget resolution and will is part of the state 2018 budget negotiations.  NYSAR and the NAR IMF program will pour more than $1.8 million into advocacy which includes:

* Development of website as platform to engage the membership, public and lawmakers
* Economic report outlining the cost/benefit analysis of the program which found a 5-1 return for any lost revenues to the state
* Online pre-roll videos
* Online and social media banner ads
* Issue specific NY First Home Lobby Day on March 1
* Calls to consumers asking them to contact their lawmakers and offering direct patch-throughs.
* Providing consumers with post cards that can be sent to lawmakers.  We are able to track the cards to know when the lawmaker received them and who they came from.
* Hiring an outside lobbying firm to enhance our staff efforts.
* A call for action to the NYSAR membership

Details of our program can also be found at <http://nyfirsthome.com/>