

*Core Standards (Part 2):  
Vote, Act and Invest  
with the REALTOR® Party*

**AEI**  
**YEAR-ROUND**  
**VIRTUAL SESSIONS**

A portrait of John Sebree, a middle-aged man with glasses, a goatee, and a dark suit, smiling and pointing towards the camera. He is wearing a blue shirt and a dark tie with a small gold pin on his lapel.

***Core Standards (Part 2):  
Vote, Act and Invest  
with the REALTOR® Party***

**Moderator:  
John Sebree  
AWHD, C2EX, CIPS, RCE,  
CEO Missouri REALTORS®**

# REALTOR PARTY AND CORE STANDARDS

NATIONAL ASSOCIATION OF REALTORS®



NARRealtorParty



realtorparty.realtor



# Panelists:

- **Lauren Colicelli, AHWD, C2EX, NAR Director Political Fundraising**
- **Melissa Horn, C2EX, NAR State and Local Government Policy Rep.**
- **Jim MacGregor, NAR Director State and Local Programs**
- **Erin Murphy, NAR Senior Strategist, Consumer Advocacy**
- **Christine Windle, NAR Director Community Outreach**

# NAR CORE STANDARDS COMPLIANCE TOOL SECTION II – ADVOCACY REALTORS POLITICAL ACTION COMMITTEE (RPAC)

## RPAC DUES BILLING



**Question #8**     RPAC Dues Billing “above the line” (strongly recommended)  
 RPAC Dues Billing “below the line”

**Question #9**     PAF/CAP Dues Billing “above the line”  
 PAF/CAP Dues Billing “below the line”

**Question #10**     Corporate contribution in the full amount of the NAR established goal

**IMPORTANT: Attach Documentation!**



Sample RPAC dues billing statements below:

<u>ABOVE THE LINE EXAMPLE</u>	
ABC Association of REALTORS®	
Local	\$XX
State	\$XX
National	\$XX
Public Awareness Campaign	\$XX
RPAC Investment (voluntary) (Deduct from total if not contributing)	\$XX
<hr/> Total	\$XX

<u>BELOW THE LINE EXAMPLE #1</u>	
ABC Association of REALTORS®	
Local	\$XX
State	\$XX
National	\$XX
Public Awareness Campaign	\$XX
<hr/> Total	\$XX
RPAC Investment (voluntary)	\$XX

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY SECTION II - RPAC

## Question #11 RPAC Education!

Methods: Brochures, Flyers, Presentations, Newsletter, Website, Email, Other Print Materials



Order RPAC residential and/or commercial brochures to educate your members on the value of RPAC and increase investments.

[Learn More.](#)

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY

## SECTION II- NATIONAL CALL-FOR-ACTION

### Question #12

NAR Call for Action Ways to Promote

Website, Newsletter, In-Person Meetings, Separate email,  
Social Media

**IMPORTANT: Attach Documentation!**

### Question #12a

Check “No NAR Calls for Action”



# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY SECTION II- STATE CALL FOR ACTION

## Question #13

State Call for Action Ways to Promote

Website, Newsletter, In-Person Meetings, Separate email,  
Social Media

**IMPORTANT: Attach Documentation!**

## Question #13A

Check “No State Calls for Action”



**Make your voice heard!**

### Ask Your Representative to Support Increased Highway Funding

Missouri's transportation infrastructure would get a critically needed infusion of funds if SB 262 is passed and approved by Governor Parson. An astonishing 83 people/organizations testified in support of the measure at the hearing held by the House Transportation committee.

Beginning in October of 2021, the bill would gradually increase the motor fuel tax by 2.5 cents a year. This plan would provide an additional 12.5 cents per gallon to the existing motor fuel tax of 17 cents per gallon when completed. The combined tax would be 29.5 cents per gallon. This would still be lower than the current nationwide average fuel tax rate of 36.82 cents.

Missouri has the 7th largest highway system in the United States, but our highway funding is near the bottom. Alaska is the only state with a lower fuel tax than Missouri.

This legislation has a special provision for those who do not want to pay the additional tax. If your vehicle weighs less than 26,000 pounds, you can apply for a refund of the additional tax. Even though their members would not qualify for the tax refund, the Missouri Trucking Association testified in support of the bill. They are very familiar with the costs associated with deteriorating highways.

Missouri REALTORS® has a long history of supporting legislation to increase highway funding. We supported the attempt in 2018, the increase in 1996, and we support this.

Please respond to this Call for Action. Without a strong show of support from REALTORS®, the Missouri House may fail to approve the bill.

**Review Your Message**

State Representative

**Subject**

Please Vote YES on SB 262

**Message Body**

supporting reasonable increases in highway funding because we are well aware of the costs associated with a lack of funding: potholes, lost time because of traffic congestion, and wear and tear on vehicles.

Please vote YES on SB 262.

**Enter Your Info**

**Your Information**

Prefix \* First Name \* Last Name \*

Email \*

**Home Information**

Street Address \*

ZIP Code \* Enter Zip for City and State

Remember me

**Send Message**



# Vote – Act - Invest

*(2 activities each)\**

\*Please note, minimum for Commercial Overlay Boards- 1 Vote, 1 Act, 2 Invest).



Each association must support the REALTOR® Party's "Vote-Act-Invest" goals, and must annually conduct at least two initiatives or activities furthering or supporting each of those three goals respectively (please note, minimum for Commercial Overlay Boards- 1 Vote, 1 Act, 2 Invest).

**IMPORTANT:** Associations can meet the existing Advocacy requirement for 'Act' under the REALTOR® Party goals through activities that demonstrate a commitment to Diversity, Equity, and Inclusion and Fair Housing. Note, this is not an added requirement, but just another way to meet the existing Advocacy or Consumer Outreach requirements



REALTOR® Party programs, grants and other tools and resources, as well as expertise, can help associations meet the Core Standards' Vote, Act and/or Invest requirements. [Learn More.](#)

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY

## SECTION II- “VOTE” INITIATIVES

**Question #14** Conduct at least two REALTOR® Party “Vote” initiatives or activities:

- ✓ Conducted a candidate independent expenditure campaign
- Conducted a legislative or advocacy outreach operation
- Hosted an NAR Candidate Training Academy class
- Requested and used candidate or issue polling and/or research
- Conducted an issue mobilization campaign
- Created a customized, target step-up advocacy campaign activity
- Conducted a REALTOR® voter registration activity
- Conducted candidate interviews for RPAC contributions or endorsements
- ✓ Conducted a Get Out The Vote (GOTV) program, including publicizing polling places
- Hosted a Choosing REALTOR® Champions course
- Other(s) Please explain and/or attach examples



**REALTOR® Party campaign services programs and resources can help associations meet the Core Standards’ Vote requirements. Search for “V” within the REALTOR Party Resource Guide.**

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY

## SECTION II- CONDUCT AT LEAST 2 “ACT” INITIATIVES

### Question #15

Conduct at least two REALTOR® Party “Act” initiatives or activities:

Activities could include...

- ✓ Created or implemented a Call for Action on a legislative or regulatory issue
- ✓ Conducted polling and/or research on member concerns regarding advocacy-related issues
- ✓ Promoted and encouraged members to sign up for REALTOR® Party Mobile alerts



I ACT

#REALTORParty



**REALTOR® Party campaign services programs and resources can help associations meet the Core Standards’ Act requirements. Search for “A” within the REALTOR Party Resource Guide**

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY SECTION II- CONDUCT AT LEAST 2 “ACT” INITIATIVES

## Question #15 Continued...

- ✓ Submitted comments or had members testify on proposed real estate-related legislation or regulation
- ✓ Advocated for public policy in other ways
- ✓ Hosted a town hall or forum to address real estate-related issue



**REALTOR® Party hot topic alerts and state and local policy statements can be found within the REALTOR Party Resource Guide**



**I ACT**

#REALTORParty

# STATE & LOCAL POLICY STATEMENTS

The following state and local issues policy statements have been adopted by the National Association of REALTORS® (NAR) [Board of Directors](#). All policy statements have been put forth, reviewed and approved by REALTOR® members serving on the [State and Local Issues Policy Committee](#).

1. ASSESSMENT PRACTICES
2. BROWNFIELDS AND LOCAL TAX INCENTIVES
3. COMMUNITY OUTREACH, DEVELOPMENT & REVITALIZATION
4. CONFISCATION OF REAL PROPERTY
5. EMINENT DOMAIN FOR MORTGAGES
6. FIRST-TIME HOMEBUYERS SAVINGS ACCOUNTS
7. GENERAL STATEMENT ON HOUSING POLICY
8. IMPACT FEES
9. LAND USE & GROWTH MANAGEMENT
10. MEMBER INVOLVEMENT
11. POSSESSION AND EVICTION
12. PRIVATE TRANSFER FEES
13. PROPERTY RIGHTS
14. PUBLIC EDUCATION
15. RENT CONTROL
16. RENTAL HOUSING
17. SALES TAX ON REAL ESTATE SERVICES
18. SIGN ORDINANCES
19. STATE AND LOCAL TAX SPENDING LIMITATION
20. TAX EXEMPT PROPERTIES
21. TRANSFER TAXES
22. TRANSPORTATION
23. WATER RESOURCES

**\*Note that some Federal Policy Statements may apply to State and Local issues. Federal Policy Statements cover Appraisal & Valuation, Business, Commercial, Diversity and Fair Housing, Environmental and Property Rights, Federal Housing, Federal Tax, Financial and Credit, Foreclosures, Immigration, Insurance, Real Estate Transaction Procedures and Fees, Right of Ownership, Technology, and Transportation Issues. These can be found at <https://www.nar.realtor/political-advocacy/federal-advocacy/all-federal-issues>**

# HOT TOPIC ALERTS & WHITE PAPERS

## Hot Topic Alerts

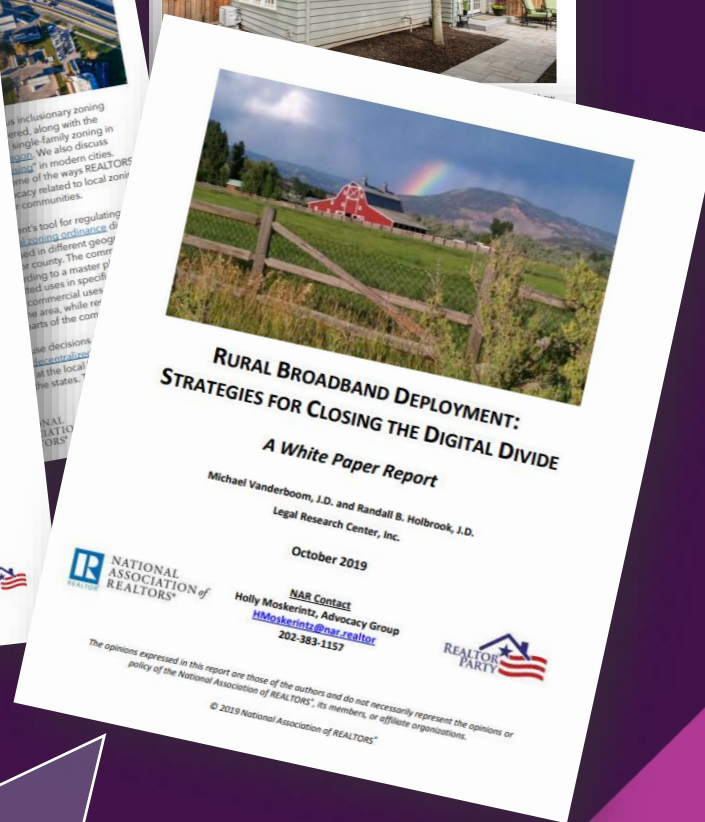
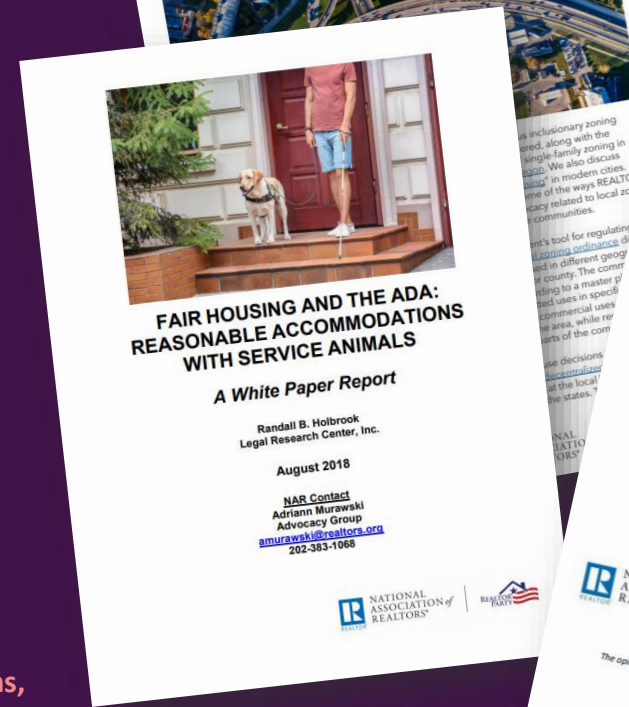
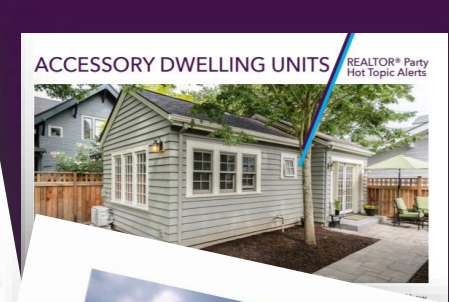
- State and Local Taxation in the Wake of COVID-19
- Equity in Real Estate
- Rental Restrictions
- Infrastructure
- Inclusionary Zoning
- Accessory Dwelling Units
- Housing Cooperatives
- Home Inspector Licensing
- Real Estate Teams
- Coastal Policies
- Sales Tax on Services
- Source of Income as a Protected Class
- Lead Pipes
- Homeowners Associations
- Backyard Farming
- Real Estate Crowdfunding
- Complete Streets
- Water: An Issue Everywhere
- State and Local Tax Deductions
- Independent Contractors
- Drones
- Land Banks
- Transportation Funding
- Sales Tax
- Appraisal Management
- Broker Price Opinions
- State Mortgage Interest Deduction

**COMING SOON! 2021 Hot Topic Alerts:**  
**Rental and Housing Assistance Programs,**  
**Natural Disaster Relief, Tax Reform, Licensure**

## White Papers

- Rural Broadband
- Fair Housing and the ADA
- Rent Control
- Building Codes
- Foreclosure
- Climate Change
- Hydraulic Fracturing
- Land Banks
- Rental Restrictions
- Sales Tax on Services
- Water Rights
- Private Transfer Fees
- State and Local Taxation

<https://realtorparty.realtor/news/hot-topic-alerts>



Text  
**HOT TOPIC**  
to **30644**

# STATE & LOCAL LEGISLATIVE PRIORITIES SURVEYS

## State and Local Legislative Priorities Survey Results

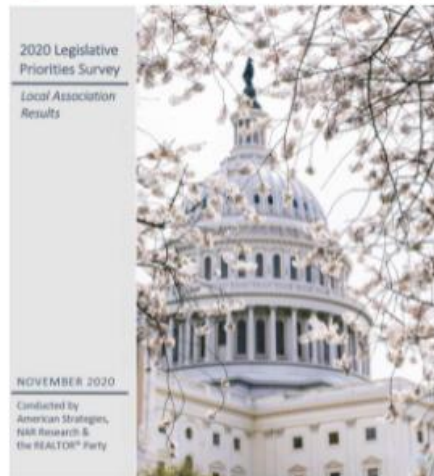
RESOURCES, STATE & LOCAL ISSUES

Each year NAR surveys state Association Executives, Government Affairs Directors and a sampling of the REALTOR membership to identify the legislative priorities for each U.S. state and territory to develop resources in the following year. The survey is conducted by American Strategies, NAR's Research Group, and the REALTOR® Party. A copy of the presentation of full results can be accessed [here](#) and individual reports are linked below.

Questions? Contact [Melissa Horn](#) at 202-383-1026.

### 2020 Legislative Priorities Survey

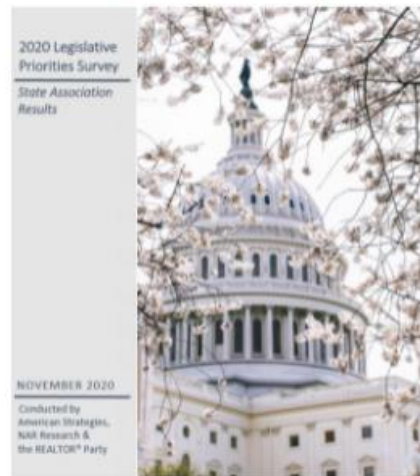
#### Local Association Legislative Priorities Survey



#### NAR Member Priorities



#### State AE & GAD Survey



- Surveys are conducted every year in the Fall
  1. State Association Executives and Government Affairs Directors
  2. Local Association Executives and Government Affairs Directors
  3. A 50,000 REALTOR member survey
- Results are reviewed at Annual Conference by the State and Local Issues Policy Committee
- Four new Hot Topic Alerts are selected and results of surveys are posted on REALTOR Party website by end of calendar year

# STATE LEGISLATIVE MONITOR

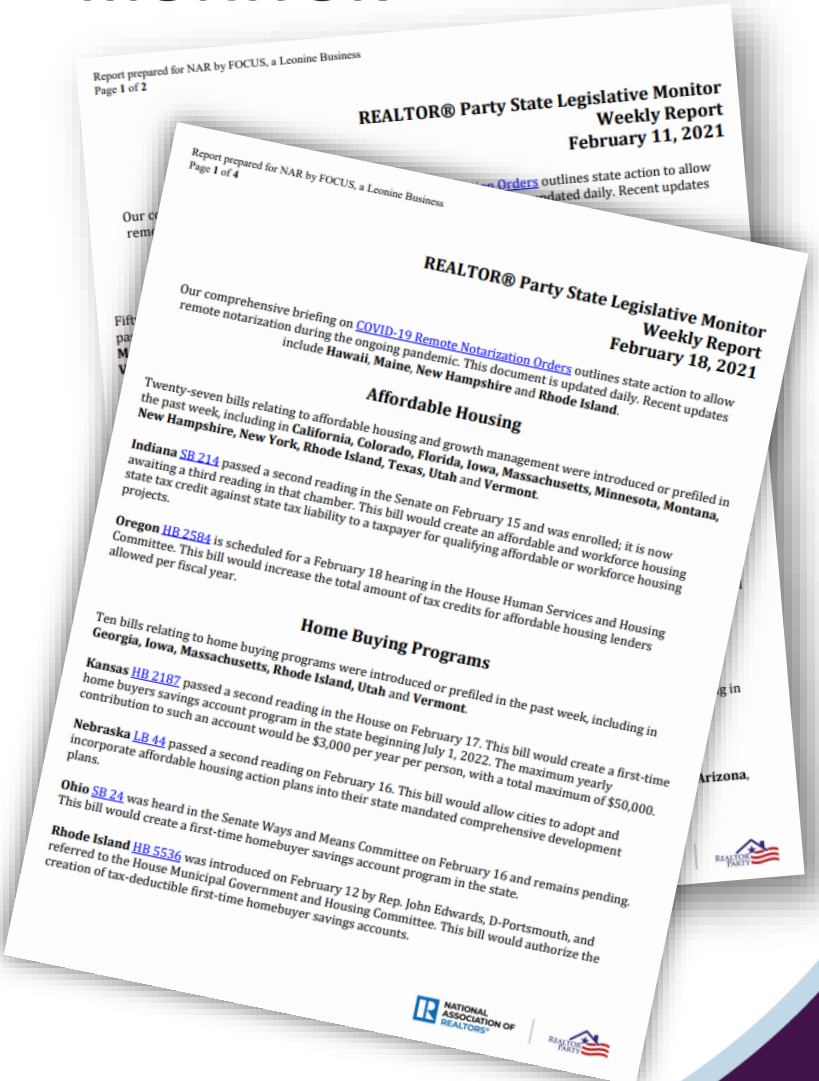


Released on Thursdays  
weekly

## Covers Trending State Legislative Topics

- Affordable Housing, Inclusionary Zoning, Association Health Plans, Blockchain, Closings, Government Assistance Programs, Paid Leave, Insurance, Environment/Energy/Green Initiatives, Land Use and Growth Management, Housing Supply, Home Buyer Programs, Tax Deductions, HOAs, Landlord/Tenant, Service Animals, Rent Control, Net Neutrality, Notaries, Opportunity Zones, Preemption, Licensing, Inspections, Education, Rental Restrictions, Short-Term Rentals, Disclosures, Smart Technology, Property Taxes/Other Taxation, Mortgage Recordation Fees

[realtorparty.realtor/state-local-issues/resources/state-legislative-monitor](https://realtorparty.realtor/state-local-issues/resources/state-legislative-monitor)





# STATE AND LOCAL CORONAVIRUS POLICY TRACKING

- Shelter In Place & Essential Services Designations
- Pandemic Unemployment Assistance by State
- Economic Impact of Real Estate Activity
- State Legislative Monitor Reports
- Remote Notarization Orders
- State Tax Deadline Extensions
- Election Dates Changes
- State Legislative Session Chart
- 50 State Budget Overview Tracker
- COVID-19 Real Estate Industry Impact Watch Report



Text  
**SL POLICY**  
to **30644**

The screenshot shows the 'State & Local Coronavirus Resources' page on the National Association of Realtors website. The page features a navigation bar with links for 'ABOUT US', 'NEWS & EVENTS', 'PROGRAMS & GRANTS', 'TOOLS & RESOURCES', 'TRAINING & EDUCATIONAL OPPORTUNITIES', 'RECOGNITION', and 'STATE & LOCAL RESOURCES'. Below the navigation bar is a search bar and a 'Log in' link. The main content area is titled 'State & Local Coronavirus Resources' and includes a call to action: 'Have an update to share on policies during COVID-19 in your state, city, or county? Let us by filling out this form.' Below this are six resource cards, each with an icon and a brief description:

- PANDEMIC UNEMPLOYMENT ASSISTANCE (PUA) BY STATE**: Through the Pandemic Unemployment Assistance program, REALTORS® may now qualify for unemployment benefits for up to 39 weeks if they've suffered a loss of income, either completely or partially, due to the COVID-19 pandemic. These maps can help your members find resources in your state.
- ECONOMIC IMPACT OF REAL ESTATE ACTIVITY (2019)**: See the total economic impact of real estate-related industries on the state or territorial economy and the expenditures that result from a single home sale.
- SHELTER IN PLACE & ESSENTIAL BUSINESS DESIGNATIONS**: Details which states have issued orders to close "nonessential" businesses, and those that have issued official Shelter in Place Orders that prohibit residents from leaving their home.
- STATE LEGISLATIVE MONITOR REPORTS**: The State Legislative Monitor is a service designed to help association staff to identify and monitor state legislation. This database allows you to monitor legislation in your state and other states.
- REMOTE NOTARIZATION ORDERS**: Outlines state actions to allow remote notarizations during the ongoing pandemic. This document is updated daily.
- STATE TAX DEADLINE EXTENSIONS**: A PDF of legislation we are tracking that provide tax deadline extensions. These are also available in your State Legislative Monitor. (Log-in required) Updated April 22, 2020.

[realtorparty.realtor/state-local-issues/resources/state-local-coronavirus-resources](https://realtorparty.realtor/state-local-issues/resources/state-local-coronavirus-resources)

# COVID-19 REAL ESTATE INDUSTRY IMPACT WATCH REPORT

## Issues Covered:

- Eviction moratoriums
- Fair housing
- Foreclosure
- Landlord and tenant issues (including short-term rentals)
- Licensure (including changes to prelicensing, post-licensing and continuing education and examination procedures and requirements)
- Electronic notarization



Text  
SL POLICY  
to 30644

JULY 16, 2020 | ISSUE 1

## COVID-19 INDUSTRY IMPACT WATCH: REAL ESTATE

**IN THIS ISSUE**

- REMOTE ONLINE NOTARIZATION (1-2)
- REAL ESTATE LICENSURE (3-5)
- EVICTION AND FORECLOSURE MORATORIUMS (6-8)
- SHOWINGS (9-10)
- SHORT TERM RENTALS (11-12)
- FAIR HOUSING AND LANDLORD/TENANT ISSUES (13-14)

Welcome to Industry Impact Watch: Real Estate, a bi-weekly newsletter highlighting the most important COVID-19-related developments affecting the real estate industry from the National Association of Realtors, with research from FOCUS, A Leoneine Business.

### REMOTE ONLINE NOTARIZATION

Due to the pandemic, many states have temporarily authorized the performance of remote online notarizations (RON). In others, such notarizations were already allowed.

VT	RI
MA	CT
RI	NJ
DE	MD
DC	US

Legend:  
■ Permanent Laws (25)  
■ Temporary Authorizations (24)  
■ Not Allowed (2)

FOCUS | NATIONAL ASSOCIATION OF REALTORS® | REALTOR PARTY

JULY 30, 2020 | ISSUE 2

## COVID-19 INDUSTRY IMPACT WATCH: REAL ESTATE

August 13, 2020 | ISSUE 3

August 27, 2020 | ISSUE 4

February 11 | ISSUE 16

## COVID-19 INDUSTRY IMPACT WATCH: REAL ESTATE

**IN THIS ISSUE**

- REMOTE ONLINE NOTARIZATION (1-2)
- REAL ESTATE LICENSURE (3-5)
- EVICTION AND FORECLOSURE MORATORIUMS (6-8)
- SHOWINGS (9-10)
- SHORT TERM RENTALS (11-12)
- FAIR HOUSING AND LANDLORD/TENANT ISSUES (13-14)
- RESIDENTIAL HOUSING ASSISTANCE (14-15)

Welcome to Industry Impact Watch: Real Estate, a bi-weekly newsletter highlighting the most important COVID-19-related developments affecting the real estate industry from the National Association of Realtors, with research from FOCUS, A Leoneine Business.

### ISSUE 16 UPDATES

Remote Online Notary  
 - Connecticut extended through April 20.  
 - Florida extended through February 28.  
 - Illinois extended through March 7.  
 - Rhode Island extended through February 17.

Eviction and Foreclosure Moratoriums  
 - Connecticut eviction moratorium expired February 9.  
 - Delaware eviction and foreclosure moratorium extended to March 10.  
 - Florida eviction moratorium extended through April 14.  
 - Illinois eviction moratorium extended through March 7.  
 - Minnesota's eviction and foreclosure moratorium expired February 12.  
 - North Carolina's eviction moratorium extended to March 31.

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# Run Your Own Reports with FREE Access to FOCUS for State Legislative Tracking

Search Bills | FOCUS

Not secure | track.leoninefocus.com/bill-search

My Account Sign Out Quick Search: Bill Number, Sponsor, Keyword

**Search Bills**

Keyword Search: Enter keywords

Categories: COVID-19: Eviction Moratorium

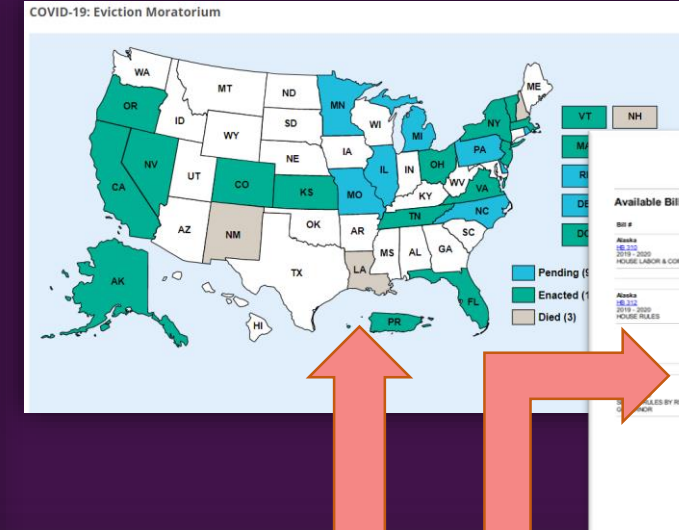
Status: Check Statuses

States: Check States

Personal Folders: Select Personal Folders to Search

Search by Date or Session: Current Sessions Only, Past 7 Days, Past 30 Days, Past X Days

Search Save as Default



Available Bills (206 bills)

Bill #	Categories	Summary	Personal Folders	Status
Alaska HB 310 2019-2020 HOUSE LABOR & COMMERCE	COVID-19: Eviction Moratorium COVID-19: General	An Act tolling deadlines for action by the Regulatory Commission of Alaska during the public health emergency declaration; relating to disconnection of utility service for nonpayment; relating to regulatory assets of a utility; relating to evictions; relating to foreclosures; and providing for an effective date.		5/20/2020 - Died pursuant to adjournment SBNA
Alaska HB 312 2019-2020 HOUSE RULES	COVID-19: Eviction Moratorium COVID-19: General COVID-19: Government Assistance to Individuals	An Act relating to tolling deadlines for actions by state agencies; relating to income determinations for purposes of determining eligibility for certain public assistance programs; relating to forbearance from action against borrowers who owe money on state loans; relating to a temporary moratorium on certain mortgage foreclosures; target evictions from rental properties; and discontinuation of residential utilities; and providing for an effective date.		5/20/2020 - Died pursuant to adjournment SBNA
Alaska HB 313 2019-2020 HOUSE LABOR & COMMERCE	COVID-19: Eviction Moratorium COVID-19: General	An Act extending the March 11, 2020, governor's declaration of a public health emergency in response to the novel coronavirus disease (COVID-19); relating to the request of the governor for a moratorium on certain mortgage foreclosures; relating to the request of the governor for a moratorium on certain evictions; relating to the request of the governor for a moratorium on certain utility disconnections; and providing for an effective date.		Reported On 5/4/2020 SBNA

FOCUS, A Leonine Business - 09/17/2020 - 206 bills | CONFIDENTIAL 1 of 58

## 206 Search Results

Showing 1 to 50 of 206 entries

Bill #	Categories	Summary	Status	Personal Folders	Actions
<input type="checkbox"/> Alaska <a href="#">HB 310</a> 2019-2020 <a href="#">HOUSE LABOR &amp; COMMERCE</a>	COVID-19: Eviction Moratorium COVID-19: General	An Act tolling deadlines for action by the Regulatory Commission of Alaska during the public health emergency declaration; relating to disconnection of utility service for nonpayment; relating to regulatory assets of a utility; relating to evictions; relating to foreclosures; and providing for an effective date.	5/20/2020 - Died pursuant to adjournment <a href="#">History</a> Progress: Dead		<a href="#">Details</a> <a href="#">Manage</a> <a href="#">Comments</a>
<input type="checkbox"/> Alaska <a href="#">HB 312</a> 2019-2020 <a href="#">HOUSE RULES</a>	COVID-19: Eviction Moratorium COVID-19: General COVID-19:	An Act relating to tolling deadlines for actions by state agencies; relating to income determinations for purposes of determining eligibility for certain public assistance programs; relating to forbearance from action against borrowers who owe money on state loans; relating to a temporary moratorium on certain mortgage foreclosures; certain evictions from rental properties;	5/20/2020 - Died pursuant to adjournment <a href="#">History</a> Progress: Dead		<a href="#">Details</a> <a href="#">Manage</a> <a href="#">Comments</a>

Email me for Access & Training:  
[MHorn@nar.realtor](mailto:MHorn@nar.realtor)

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY SECTION II- CONDUCT AT LEAST 2 “ACT” INITIATIVES

## Question #15 Continued...

- ✓ Use NAR’s Consumer Advocacy Database to educate and raise awareness with consumers on an issue that makes them more informed about how real estate public policies impact them in their communities
- ✓ Conduct a consumer-focused Call for Action. An association must use the Consumer Advocacy Outreach Database to conduct a consumer CFA.



**REALTOR® Party consumer advocacy programs and resources can help associations meet the Core Standards’ Act requirements. Search for “A” within the REALTOR Party Resource Guide**



# I ACT

#REALTORParty

# Consumer Calls for Action

## TAKE ACTION

Homeownership Matters offers a unique platform to engage your representatives property issues.

### STATE & LOCAL – ACTIVE CALLS FOR ACTION



**Attention Cleveland-Area Residents!**

**FIRST-TIME HOMEBUYERS IN CLEVELAND AREA FIGHTING CHANCE**

It's time to eliminate point-of-sale requirements that increase the cost of buying in University Heights, Cleveland Heights, Newburgh Heights, Shaker Heights and

### FEDERAL – ACTIVE CALLS FOR ACTION



**Attention Property Owners!**

**TIME TO HOLD CONGRESS ACCOUNTABLE**

Make sure Congress knows that you support programs that support property owners.

**Home Ownership Matters**  
Sponsored - Paid for by the National Association of REALTORS® · 🌐

Did you know rent control decreases the supply of affordable housing AND increases rents for non-controlled rental units?  
Tell your representative to vote NO on HB 255 and HB 2192!

VOTERVOICE.NET  
**Tell Your State Rep: Vote NO on Rent Control ACT NOW!**



### **MONTGOMERY COUNTY IMPROVES RESIDENTS' SAFETY; EXPANDS CARBON MONOXIDE ALARM RULE**

Families in the most populous county of Maryland are now a little safer, thanks to updated rules by the Montgomery County Council regarding household carbon monoxide detector requirements.

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY

## SECTION II- CONDUCT AT LEAST 2 “ACT” INITIATIVES

### Question #15 Continued...

- ✓ Conducted an activity that highlights or created housing opportunities in the community.
- ✓ Hosted a Smart Growth for the 21st Century class
- ✓ Conducted a placemaking activity in your community to transform public spaces
- ✓ Participated in a local Fair Housing program or Assessment
- ✓ Distributed “On Common Ground” magazine to public officials
- ✓ Used the Land Use Initiative to advocate on a proposed local ordinance or state legislation



I ACT

#REALTORParty



**REALTOR® Party Community Outreach grants and resources to support these activities be found within the REALTOR Party Resource Guide**

# COMMUNITY OUTREACH GRANTS (5)

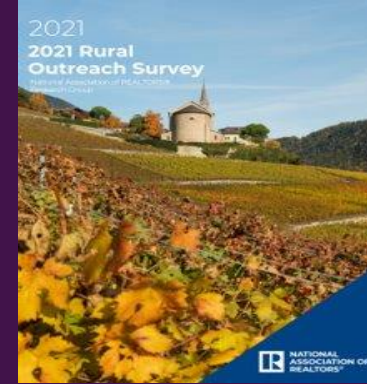
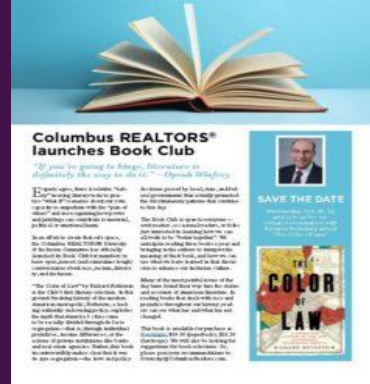
HOUSING OPPORTUNITY

FAIR HOUSING

SMART GROWTH

PLACEMAKING

RURAL



State and local REALTOR® associations can leverage a Community Outreach grants and resources to engage in affordable housing, fair housing, community planning and development, placemaking and rural related initiatives and activities.

Level 1: up to \$1,500 for speakers, classes and trainings.

Level 2: Up to \$5,000 for projects to address issues and challenges.

Level 3: Up to \$10,000 for comprehensive, broad and partnership-based efforts (*Housing Opportunity and Smart Growth Only*).

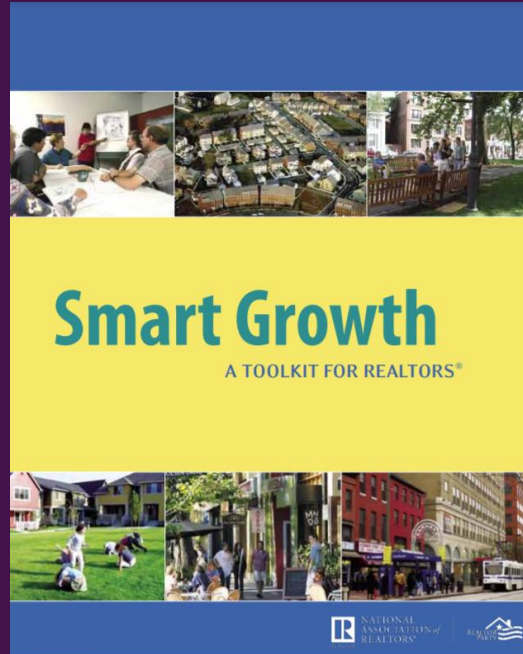
One grant, per level each year; 10% Waived; Applications accepted until Oct 15.

[Learn More](#)

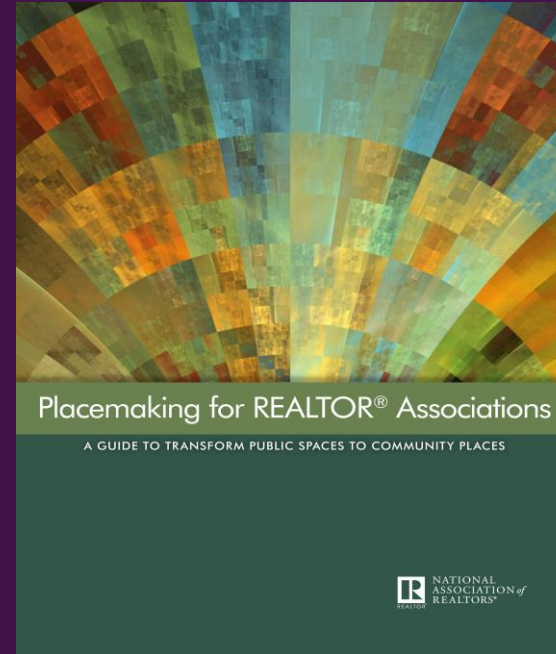
# Community Outreach Toolkits!



[Learn More](#)



[Learn More](#)



[Learn More](#)





# Land Use Initiative

Analysis of proposed state and local land-use measures that impact the transfer of real property.

[Land Use Initiative Database](#)

[Land Use Initiative Memos by Issue](#)

▪ [Sort by State](#)

▪ [Sort by Date](#)

▼ [Affordable Housing](#)

▶ [Accessory Dwelling Units \(ADUs\)](#)

▶ [Housing Plan](#)

▶ [Inclusionary Zoning](#)

▶ [Annexation](#)

▶ [Ballot Box Initiative](#)

▶ [Community Character Preservation](#)

▶ [Comprehensive/General Plan](#)

▶ [Conservation Plan](#)

▶ [Design Standards/Review](#)

▶ [Eminent Domain](#)

▶ [Energy/Climate](#)

▶ [Environmental Regulations](#)

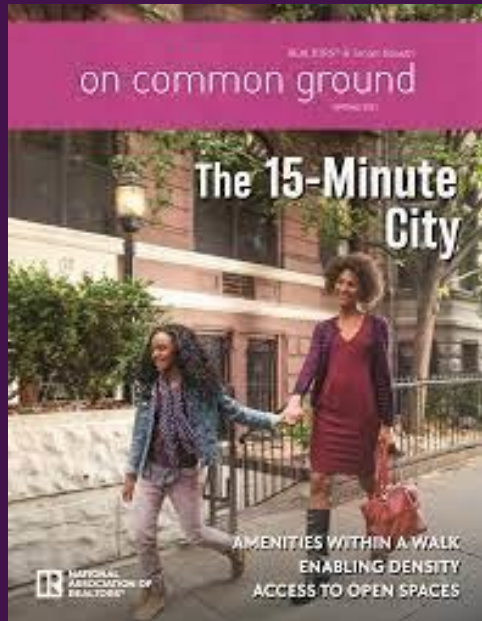
Affordable Housing (Accessory Dwelling Units, Housing Plan, Inclusionary Zoning)  
Annexation  
Ballot Box Initiative  
Community Character Preservation  
Comprehensive/General Plan  
Conservation Plan  
Design Standards/Review  
Eminent Domain  
Energy/Climate  
Environmental Regulations (Coastal, Floodplain, Overlay Districts, Storm Water, Well/Septic, Wetlands)  
Farmland/Open Space Preservation  
Growth Management  
Historic Preservation  
Impact Fees/Exaction

Infrastructure Finance  
Moratoria  
Planning Enabling Legislation  
Point-of-Sale Requirements  
Property Maintenance  
Regional Planning  
Residential Rental Property Regulation (Good Cause Eviction, Long-Term Rentals, Short-Term Rentals, Tenant Protections)  
Sign Regulations  
Subdivision Regulations  
Transfer Taxes  
Transferable Development Rights  
Tree Preservation/Landscaping  
Unified Development Ordinances  
Vacant Properties  
Zoning Enabling Legislation

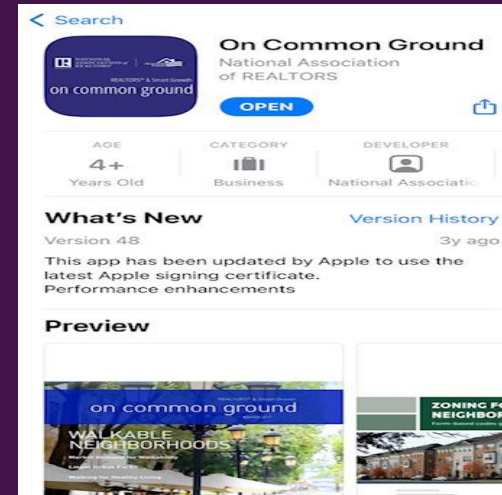
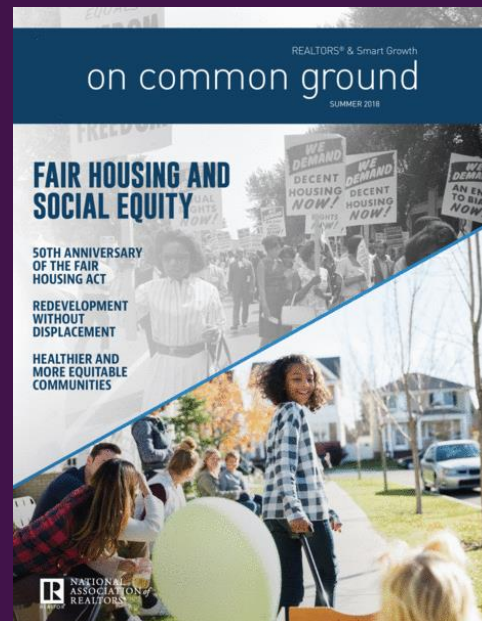
[\*\*Learn More\*\*](#)

# ON COMMON GROUND MAGAZINE

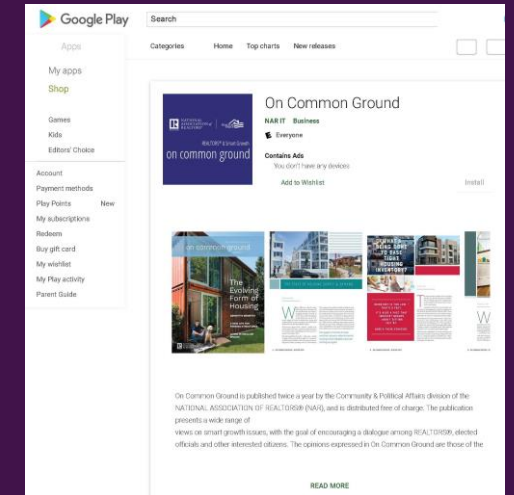
Published twice a year (May and November), On Common Ground contains articles on cutting-edge land planning techniques. Order bulk amounts of this magazine to use as a great leave-behind when visiting local officials or provide NAR with a mailing list and leave the delivery to us.



[Learn More](#)



[Download the On Common Ground APP Apple Store](#)



[Download the On Common Ground App Google Play](#)

# NAR CORE STANDARDS COMPLIANCE TOOL ADVOCACY

## SECTION II- CONDUCT AT LEAST 2 “INVEST” INITIATIVES

- ✓ Hosted a fundraiser benefitting a candidate/REALTOR® Champion
- ✓ Hosted an RPAC phone bank
- ✓ Hosted an RPAC Major Investor Fundraising Event
- ✓ Hosted an RPAC Fundraising Event (REALTOR Party Partnership Grants available)
- Hosted an event to recruit new President’s Circle members
- Hosted a soft dollar fundraiser for the Corporate Ally Program
- Hosted an RPAC Training Conference
- Distributed RPAC Brochures (Residential or Commercial)
- ✓ Created and distributed RPAC email campaigns for fundraising/educational purposes
- Held RPAC presentations at membership meetings
- Held RPAC presentations at office meetings



I INVEST

#REALTORParty



**REALTOR® Party RPAC grants and resources to support these activities be found within the REALTOR Party Resource Guide**

# CORE STANDARDS RESOURCES

The screenshot shows the NAR website's 'Core Standards Resources & Criteria' page. The header includes the NAR logo, a search bar, and navigation links for Store, Contact, Pay Dues, and a user profile. A blue navigation bar contains links for Real Estate Topics, Membership, Research & Statistics, Political Advocacy, Education, News & Events, About NAR, and More. The main content area features a large image of people in a meeting with the title 'Core Standards Resources & Criteria'. Below this is a breadcrumb trail: Home > Manage Your Association > Core Standards for State and Local Associations. A left sidebar lists various resources like 'Core Standards Certification Form', 'Core Standards Criteria', 'Core Standards FAQs', 'Appeal Hearing Process', 'Resources & Criteria', 'Core Standards Facilitators Database', and 'Core Standards'. The main content area has a section for 'Core Standards Checklist' with a description and two download links for XLSX files. Below that is a 'Resources by Core Standard Category' section with a list of categories and a corresponding hexagonal diagram. An advertisement for volunteering is also present on the right side of the page.

[Home](#) > [Manage Your Association](#) > [Core Standards for State and Local Associations](#)

**Core Standards Checklist**

Local associations can download and use these checklists to monitor and report Core Standards completion progress to their association leadership.

- [Core Standards Checklist \(XLSX: 13 KB\)](#)
- [Core Standards Checklist for Commercial Overlay Boards \(XLSX: 13 KB\)](#)

**Resources by Core Standard Category**

- [Code of Ethics](#)
- [Advocacy](#)
- [Consumer Outreach](#)
- [Diversity Equity and Inclusion](#)

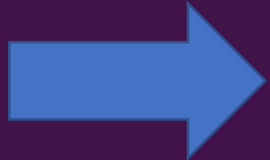
**Advertisement**

*your passion for volunteering!*

[LEARN MORE](#)

[LEARN MORE](#)

# CORE STANDARDS RESOURCES



**VOTE-ACT-INVEST AND CONSUMER OUTREACH INITIATIVES  
IN A SOCIAL DISTANCING ENVIRONMENT**

**VOTE**

- Conduct a Get Out the Vote promotion to members (for Primary and for General)
- Inform members about Primary election changes (if any)
- Conduct candidate interviews virtually with RPAC Trustees/Government Affairs committee
- Host a virtual training for future candidates
- Conduct a voter registration drive online
- Text voting locations on election day (Primary & General)

**ACT**

- Promote the COVID-19 text for information
- Promote the Broker Involvement program
- Use the Consumer Advocacy Outreach program to inform consumers of trending issues or housing policies in the community
- Conduct online community sessions on public policy
- Conduct Fair Housing event virtually
- Conduct Housing Counseling community event virtually
- Conduct first-time homebuyer's education series virtually
- Increase the number of members signed up for Calls for Action (CFA) using the member list provided by the REALTOR® Party, so we can send targeted emails and text messages to these individuals.
- Organize a virtual conversation with a candidate/public official
- Conduct a weekly "flash survey" of members in an ongoing effort to assess the economic pulse of residential and commercial markets in the state and to generate interest within the REALTOR® community, the governor's office, and top business leaders.
- Encourage members to sign up for [REALTOR® Party Mobile Alerts \(RPMA\)](#) to receive calls for action.

**INVEST**

- Host an RPAC phone bank
- Host an online RPAC fundraising auction
- Provide RPAC brochures/flyers (general or customized/residential or commercial)
- Conduct virtual fundraising events/major investor events including: cooking class with popular local chef; craft cocktail/wine tasting; drive-in movie night (rent out facility for private showing); private musical performance
- Host virtual tour fundraising events (stadium, zoo, museum, behind the scenes at theater)
- Host a TED Talk event
- Host a gift card auction that also supports local businesses

NATIONAL



## Strategic Plan Templates

[f](#) [t](#) [in](#) [+](#)

Strategies & Methodologies	<b>Consumer Outreach</b>
Implementation	- Small Association Consumer Outreach Strategic Plan Template
Using Facilitators	- Medium Association Consumer Outreach Strategic Plan Template
Glossary	- Large Association Consumer Outreach Strategic Plan Template
Templates	<b>Advocacy</b>
	- Beginner Association Advocacy Goal Template
	- Intermediate Association Advocacy Goal Template
	- Advanced or High-Resource Association Advocacy Goal Template

[LEARN MORE](#)

# REALTOR® PARTY RESOURCE GUIDE

NATIONAL ASSOCIATION OF REALTORS®

REALTOR PARTY

## REALTOR® Party Resources

Implement and sustain successful advocacy and community outreach programs in your state and local REALTOR® Association.

[GET STARTED](#)

Feedback

screenrec

## [LEARN MORE](#)

REALTOR® Party programs, grants and other tools and resources, as well as expertise, can help associations meet the Core Standards' Vote, Act and/or Invest requirements.

# REALTOR® PARTY RESOURCE GUIDE: FILTER BY CORE STANDARD

## REALTOR Party Resources Index

### Filter Programs by Core Standard

Please Select/Show All

**V** These resources may meet the Core Standards' Vote requirement.  
**A** These resources may meet the Core Standards' Act requirement.  
**I** These resources may meet the Core Standards' Invest requirement.  
**\*** These RPAC programs are subject to state election laws.

#### PROGRAMS

Advocacy Everywhere<sup>A</sup>  
Broker Involvement Program<sup>A</sup>  
Consumer Advocacy Outreach Program  
Customized State Smart Growth Legislation Program<sup>A</sup>  
Federal Political Coordinator (FPC) Program  
Land Use Initiative  
Phone-A-Friend For RPAC<sup>I</sup>  
REALTOR® Association Mobile Processor (RAMP)<sup>I</sup>  
RPAC Online Fundraising Program<sup>I</sup>  
State & Local Growth Polling Program<sup>A</sup>  
Transforming Neighborhoods by Addressing Vacancy and Blight<sup>A</sup>  
Voter Registration Program For REALTORS®<sup>V</sup>

#### GRANTS

Broker Involvement Grant<sup>A</sup>  
Diversity Initiative Grant  
Housing Opportunity Grant<sup>A</sup>  
Placemaking Program & Grant<sup>A</sup>  
REALTOR® Party Conference Grant<sup>I</sup>  
RPAC Fundraising Grants<sup>I</sup>  
RPAC Major Investor Event Fundraising Program<sup>I</sup>  
Smart Growth Action Grant<sup>A</sup>

State & Local Issues Mobilization Program<sup>V</sup>

#### TOOLS & RESOURCES

Better Black Guide For Associations  
Community Preference Survey  
Fair Housing Resources  
Federal Issues Tracker  
REALTOR® PAC Management System<sup>I</sup>  
REALTOR® Party Mobile Alerts<sup>A</sup>  
REALTOR® Party Success Stories  
REALTOR® Party Tracker  
RPAC Fundraising Brochures<sup>I</sup>  
RPAC Online Posting Guidelines  
State Issues Tracker  
Walkable Community Resources  
Workforce Housing Forum Guide<sup>A</sup>

#### RECOGNITION

Corporate Ally Recognition Pin  
FPC Meritorious Service Award  
President's Circle  
President's Cup Awards  
RPAC Hall Of Fame  
RPAC Major Investor Recognition Pins  
Triple Crown Awards

#### EDUCATIONAL OPPORTUNITIES

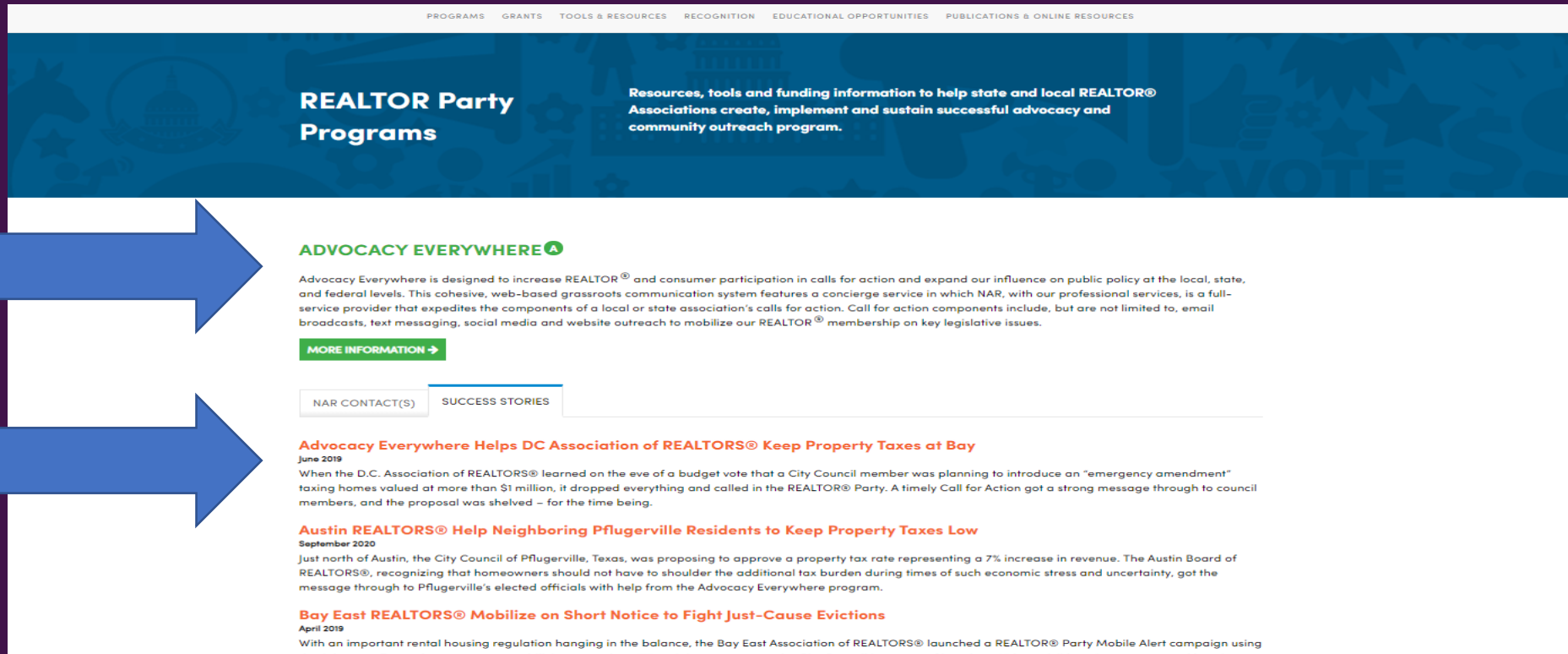
Best Practices For Choosing REALTOR® Party Champions<sup>V</sup>  
Candidate & Issue Campaign Training  
Candidate Training Academy<sup>V</sup>  
FPC Advocacy Academy  
GAD Institute<sup>A</sup>  
Leading with Diversity Workshop  
REALTOR® Party New GAD & AE Orientation  
REALTOR® Party New Member Orientation  
RPAC Fundraising Webinars  
Smart Growth For The 21st Century Class<sup>A</sup>

#### PUBLICATIONS & ONLINE RESOURCES

Commercial Issues Brief  
GADFly Newsletter  
Growth Management Fact Book  
Hot Topic Alerts  
Land Use Memo Database  
On Common Ground Magazine<sup>A</sup>  
REALTOR® Party News  
REALTOR® Party Website  
Social Media Channels  
State Legislative Monitor  
The Washington Report

[LEARN MORE](#)

# REALTOR® PARTY RESOURCE GUIDE: PROGRAM DESCRIPTIONS AND SUCCESS STORIES



PROGRAMS GRANTS TOOLS & RESOURCES RECOGNITION EDUCATIONAL OPPORTUNITIES PUBLICATIONS & ONLINE RESOURCES

## REALTOR Party Programs

Resources, tools and funding information to help state and local REALTOR® Associations create, implement and sustain successful advocacy and community outreach program.

### ADVOCACY EVERYWHERE <sup>A</sup>

Advocacy Everywhere is designed to increase REALTOR® and consumer participation in calls for action and expand our influence on public policy at the local, state, and federal levels. This cohesive, web-based grassroots communication system features a concierge service in which NAR, with our professional services, is a full-service provider that expedites the components of a local or state association's calls for action. Call for action components include, but are not limited to, email broadcasts, text messaging, social media and website outreach to mobilize our REALTOR® membership on key legislative issues.

[MORE INFORMATION →](#)

NAR CONTACT(S) **SUCCESS STORIES**

#### Advocacy Everywhere Helps DC Association of REALTORS® Keep Property Taxes at Bay

June 2019

When the D.C. Association of REALTORS® learned on the eve of a budget vote that a City Council member was planning to introduce an "emergency amendment" taxing homes valued at more than \$1 million, it dropped everything and called in the REALTOR® Party. A timely Call for Action got a strong message through to council members, and the proposal was shelved – for the time being.

#### Austin REALTORS® Help Neighboring Pflugerville Residents to Keep Property Taxes Low

September 2020

Just north of Austin, the City Council of Pflugerville, Texas, was proposing to approve a property tax rate representing a 7% increase in revenue. The Austin Board of REALTORS®, recognizing that homeowners should not have to shoulder the additional tax burden during times of such economic stress and uncertainty, got the message through to Pflugerville's elected officials with help from the Advocacy Everywhere program.

#### Bay East REALTORS® Mobilize on Short Notice to Fight Just-Cause Evictions



April 2019

With an important rental housing regulation hanging in the balance, the Bay East Association of REALTORS® launched a REALTOR® Party Mobile Alert campaign using

[LEARN MORE](#)



# SUCCESS STORIES

Q Login

ABOUT US | NEWS & EVENTS | PROGRAMS & GRANTS | TOOLS & RESOURCES | TRAINING & EDUCATIONAL OPPORTUNITIES | RECOGNITION | STATE & LOCAL RESOURCES

## Success Stories


State and local REALTOR® Associations around the country are taking advantage of REALTOR® Party tools and resources to step up their community outreach and advocacy efforts. Their success stories expand beyond their states and cities because they inspire and set precedents. Take a look at the examples here for around the country.

[Do You Have an Advocacy or REALTOR Party Success Story to Share?](#)

[SUBMIT A SUCCESS STORY](#)

[Search Success Stories](#)

### Recent Success Stories



**Did you know that all of Ashland lies within a WILDFIRE HAZARD ZONE?**

Let's work together to protect our homes, our community, and our health from wildfire.

**Delayed by Natural Disaster, Rogue Valley Association of REALTORS® Launches Wildfire Safety Campaign with Emphasis on Prevention**


In a maddening twist of fate, when the pandemic forced the Rogue Valley Association of REALTORS® to postpone a wildfire safety campaign, a wildfire tore through its operating region in southwest Oregon, destroying 2,500 residential structures. Not only did the campaign get off the ground the following year, it was able to stop proposed wildfire mitigation regulation at point of sale.



**Central Missouri Board of REALTORS® Uses Transforming Neighborhoods Technical Assessment to Address Vacant and Abandoned Properties**

**Central Missouri Board of REALTORS® Uses Transforming Neighborhoods Technical Assessment to Address Vacant and Abandoned Properties**

In the town of Marshall, Missouri (pop. 13,000,) about 20% of the residential properties were vacant, along with more than a dozen commercial properties, including a hospital and a grocery store. The Central Missouri Board of REALTORS® got to work with a REALTOR® Party-funded technical assessment, whose recommendations are driving



**District of Columbia Association of REALTORS® Helps Protect Rental Residents and On-Site Personnel from Reckless Tenants**

**District of Columbia Association of REALTORS® Helps Protect Rental Residents and On-Site Personnel from Reckless Tenants**

During the public health emergency, as reports rose of certain tenants posing serious health and safety threats in rental properties across the nation's capital, the local REALTOR® association championed a Public Safety Exception to the city's strict Eviction Moratorium. A timely Call For Action connected members directly to the Housing Committee of the City Council.



# CONTACTS

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  - **Jim MacGregor, Director, State and Local Programs,**  
[jmacgregor@nar.realtor](mailto:jmacgregor@nar.realtor)
  - **Erin Murphy, Senior Strategist, Consumer Advocacy Outreach,**  
[emurphy@nar.realtor](mailto:emurphy@nar.realtor)
  - **Christine Windle, Director, Community Outreach,**  
[cwindle@nar.realtor](mailto:cwindle@nar.realtor)
- 

# Mark Your Calendars!

**Next Up: “NAR Learning Opportunities”**

**Friday, October 29, 2021**

**9am PT, 10am MT, 11am CT, 12 noon ET**

**[www.nar.realtor/aei-year-round-virtual-sessions](http://www.nar.realtor/aei-year-round-virtual-sessions)**

**November is Designation and Certification Awareness Month**

**THANK YOU.**

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**NATIONAL  
ASSOCIATION OF  
REALTORS®**