

REALTOR® Party Plus

REALTOR® Party Plus provides state and local REALTOR® associations an expanded menu of service offerings and the option to work directly with the REALTOR® Party Plus team of political and data experts. It offers your association tangible benefits that will allow you to continue to be a major player in statewide and local politics.

MEMBER DATA

Direct integration and analysis of NRDS data with state-of-the-art data cleaning and enhancement.

VOTER DATA

Highest-quality voter data source, with the most voter updates and voting information available.



CONSUMER DATA

Nationwide database of consumer marketing information on over 220 million consumers with hundreds of targeting data attributes.

Our open and transparent approach to our client relationships will give you the flexibility to take advantage of new technologies as they become available, with the added benefit of being able to scale capacity up or down as needed.

REALTOR® Party Plus will allow you to thrive in the rapidly evolving environment of digital and big data developments and stay on top of the latest in campaign technology. The REALTOR® Party Plus program offers unfettered access to the data which will allow you to cost-effectively expand into state and local races, boost participation among members and consumers, and elect candidates that will ultimately go on to higher office.

Three core reasons why REALTOR® Party Plus is the right solution:



INNOVATION AND AGILITY

Our success lies in the ability to implement high quality solutions rapidly. Our team is constantly staying up to date on the latest technologies, and by leveraging best-in-class tools and data from a variety of providers, we are able to create solutions that keep our clients ahead of the game. Our REALTOR® Party Plus team is positioned directly at the intersection of politics and data, and as a result we are constantly involved in the latest innovations in campaign technology.



POLITICAL CAMPAIGN EXPERTISE

In addition to the deep knowledge our team has of REALTOR® needs, goals, and issues, we also bring cutting edge tactics and capabilities from the work we do outside of the REALTOR® Party. Our team of campaign veterans brings decades of political experience to every effort your association undertakes.



CLIENT-CENTRIC BUSINESS MODEL

REALTOR® Party Plus associates are dedicated to our clients, helping us better understand and anticipate our clients' needs. This allows our team to be a proactive, consultative partner, rather than simply a vendor awaiting direction.

REALTOR® Party Plus Core Services

STRATEGIC CONSULTING

Your association will receive dedicated consulting time from an experienced account representative that will work with your team to effectively utilize data and services to assist in helping to design and execute effective political programs.

PRECINCT LEVEL ELECTION RETURN DATA

Real Strategies' proprietary election returns data, ElectionBase, is a national database of election results assembled from state and county boards of elections synced with the voter file. Collected at the precinct level, and supplemented with ward, township and county level results, ElectionBase is the largest, most dynamic and accurate geographic targeting dataset available.

ONLINE, INTERACTIVE TARGETING DASHBOARD

Real Strategies' team has developed an online, interactive targeting dashboard that includes house and senate district-level election results. As part of our direct relationship, we will also extend this data set to include your association's member data, allowing you to target races effectively at all levels of the state.

PREDICTIVE ANALYTICS - RPAC FUNDRAISING & MEMBER ACTIVIST MODELING

Our team of analysts will create a customized predictive model to assist your association in activating members or supporting your fundraising goals. Your association will collaborate with our data scientists to establish the specifics of each model to ensure it meets your needs.

MEMBERSHIP INSIGHTS

Learning more about your membership is a key goal of any association. We offer a comprehensive collection of data elements that, when matched to you membership, your teams can use to learn more about each member. This data includes key insights such as partisan leaning, voting participation, political contributing history as well as demographic and lifestyle attributes.

DATA USAGE

You will have use of your state's enhanced statewide voter file. This broad access to a vast array of data attributes is unprecedented in the REALTOR® community.

FOR MORE INFORMATION,
CONTACT:

Julienne Uhlich

julienne.uhlich@realstrategies.com
703-850-8169

Justin Y. Allen

justin.allen@realstrategies.com
801-698-5334

Additional Service Offerings

POLLING – POLITICAL & CONSUMER

The American Strategies, Inc (ASI) polling team has worked with many state and local associations over the years through the REALTOR® Party; however, a direct relationship between your association and ASI, through the REALTOR® Party Plus program, opens up the possibility to perform new kinds of polling that are not available through the REALTOR® Party, such as:

♦ Consumer Polling

We can provide ongoing polling of home buyers and home sellers, and marry that information to either real property data or MLS data.

♦ Political Benchmark Polling

We can provide an ongoing (monthly, quarterly, semi-annual) statewide survey of voters and homeowners. Your association can conduct and track ongoing attitudes and opinions on a variety of issues, helping you become a trusted source of relevant political information in your area.

♦ Custom Project Polling

OUTREACH AND COMMUNICATIONS SERVICES

In addition to our focus on data, the REALTOR® Party Plus program offers a full-service agency that can provide, either directly or through our close partnerships, a variety of campaign communication services, including:

- ♦ Direct Mail
- ♦ Email
- ♦ Online Advertising
- ♦ Telephone Solutions
- ♦ Radio
- ♦ Websites.

CONSULTING AND PROFESSIONAL SERVICES

Our team of experienced consultants can work directly with your staff to deliver a variety of political programs, campaigns, and results beyond the base hours included in REALTOR® Party Plus. Some of the services include, but are not limited to:

♦ Strategic consulting

- Polling analysis
- Political, targeting, and outreach strategies
- Political research and compilation of historic election results (available to the precinct level)
- Message development

♦ Technical, data and reporting services and support

- Provide counts, metrics, and analysis using your state's enhanced voter file
- Data cleaning and segmentation
- Specialized geographic and vote history research
- Production of poll samples, lists, and profile reports
- Programming and support for your association's on-line analytic dashboard

♦ Campaign services

- Project management
- Development and execution of campaign plans
- Copywriting, creative, and script development
- Website development

PREDICTIVE ANALYTICS & MODELING

There are several areas where your association can take advantage of the REALTOR® Party Plus predictive modeling services, including:

♦ RPAC Fundraising Models

We can create effective models for not only acquiring new RPAC donors, but also for effectively moving existing donors to higher levels of support.

♦ Candidate Recruitment Models

We have established a working prototype for a candidate recruitment model with a few basic variables. We believe over time this model can be refined and improved, helping you identify and recruit REALTOR®-champion candidates in the coming years.

CUSTOM SOFTWARE DEVELOPMENT

Real Strategies has programmers on staff who can build stand-alone or integrated applications that utilize your data. An example of this is Real Strategies's signature gathering and verification tool. It provides a simple, easy-to-use interface that allows you to quickly find and verify registered voters based on a paper signature. It provides user administration and robust, real-time reporting to ensure that you always know exactly where you are in your signature gathering effort, and helps prevent issues such as duplicate signatures, voters that have already signed for a different candidate, and unregistered signers. You can take advantage of these services, along with supporting consulting, through the REALTOR® Party Plus program.

DATA INTEGRATION SERVICES

Having your data locked in a silo is not a path to long-term success. The REALTOR® Party Plus program offers data integration experts who can work with your internal technical staff to design systems that will allow data to flow freely to other data systems inside and outside your association.

ADDITIONAL DATA

In addition to voter file data, Real Strategies has the best data and highest data quality products available including multi-sourced commercial data and our national voter database. This includes the most sophisticated matching process on the market that guarantees you will get the best results from all of your data work.

Real Strategies does regular data hygiene on all of the contacts in our database to ensure that all of your campaigns have the most current and accurate contact information available in order to maximize the ROI of your data and outreach investments.

♦ Contact Data

- Addresses
- Phone Number [Landline, VOIP, & the largest source of wireless numbers commercially available]
- Email addresses

♦ Specialized Data

- Real Strategies employs dedicated data professionals that will find data to conduct special projects for your association, as needed, such as housing sales by county, rental properties by county and more.
- Real Strategies strives to locate free public data sources whenever possible.