

REALTOR® PARTY CORPORATE ALLY PROGRAM



Protecting and Preserving the Real Estate Industry

— Our Values —

COMMITMENT

We are committed to the protection and preservation of the real estate industry

IMPACT

We seek to maximize positive impact, from town halls to statehouses and Congress

COLLABORATION

We collaborate with and reinforce the goals of the REALTOR® Party

— Contact Us —

To learn more about how you can make an impact on REALTOR® – focused issues, visit: www.realtorparty.com/corporateally or, contact:

PAULA MARTINO

Director of Corporate Fundraising
PMartino@realtors.org | (202) 383-1156

PROGRAM SUCCESSSES

Florida | Property Tax: Ballot initiative imposing a cap on annual property tax increases for non-homestead properties.*

Ohio | Sales Tax on Real Estate Services: Assisted campaign to defeat 2017 state legislative effort to extend sales tax on services to real estate.

Michigan | Rental Housing: Enacted 2017 state legislation prohibiting local governments from banning short-term residential property rentals.

Oklahoma City, OK | Transportation: Passed 2017 ballot initiatives funding transportation, infrastructure, and public safety.

Boulder, CO | Smart Growth: Enacted local legislation to promote smart growth development.

Washoe County, NV | Schools: Passed a school funding ballot initiative in Washoe County.

Colorado | Affordable Housing: Passed first-time home buyer savings program.

Massachusetts | Energy Audits & Labels: Defeated mandatory energy audits for residential properties.

Minnesota | Affordable Housing: Passed first-time home buyer savings program.

**Campaign is currently active and pending.*



I was glad I had the opportunity to learn more about the role of CAP in REALTOR® Party advocacy on important issues that support home ownership at all levels. Protecting and promoting home ownership is vital to everyone with a stake in the real estate industry. zipLogix is very proud to be a partner in advocacy and a corporate investor in the Corporate Ally Program”

LISA MIHELICICH COO, zipLogix

WHO WE ARE

The Corporate Ally Program (CAP) supports the needs of the extended real estate corporate family as an advocate and influencer in the legislative and regulatory arenas. As part of the REALTOR® Party, this program seeks to preserve, sustain and promote an environment conducive to buying, selling and owning property.

OUR MISSION

As the premiere REALTOR® Party corporate, soft dollar fundraising campaign, CAP's goal is to help protect and preserve the real estate industry, such that individuals, businesses and communities across the country can benefit from the stability of a dynamic real estate market.

WHAT WE SUPPORT

CAP is your advocate, standing with you on issues such as first-time home buyer savings accounts, property taxes, transportation, affordable housing, copyright protection, patent reform, data security, net neutrality and more. Your investment strengthens REALTOR® Party advocacy to advance these critical issues on your behalf.



WHAT IS SOFT MONEY?

Soft money allows businesses to donate unlimited amounts of corporate dollars to support issues advocacy campaigns. CAP allows the real estate corporate family to effectively join together and raise soft money for advocacy campaigns. To date, CAP has raised more than \$3.6 million of soft money for federal, state and local campaigns.



\$25 MILLION+

Over \$25 million spent on federal, state and local issues campaigns in 2016 and 2017.



75% WIN RATE

CAP helped fund 41 state and local associations' issues campaigns with a 75% win rate.

OUR INVESTORS

CAP offers options for investors, customized to specific sectors of the real estate industry. Some of our investors include:

- ▶ Multiple Listing Services
- ▶ Real estate and MLS business partners and advisors
- ▶ Real estate brokerages
- ▶ REALTOR Benefits® Partners
- ▶ Business affiliates and vendors of the National Association of REALTORS®
- ▶ Reach Class Portfolio Companies

With your support, CAP has the resources to speak for the real estate industry in an engaging, powerful and authentic way.

INVESTOR RECOGNITION

CAP creates an advocacy partnership between the National Association of REALTORS® and our extended real estate corporate family to invest in issue campaigns at the local, state and federal levels. There are six levels of recognition for investors:

INVESTMENT AMOUNT	RECOGNITION LEVEL
Investments up to \$4,999	INVESTOR
Investments of \$5,000-\$9,999	ONE STAR INVESTOR
Investments of \$10,000-\$24,999	TWO STAR INVESTOR
Investments of \$25,000-\$49,999	THREE STAR INVESTOR
Investments of \$50,000-\$74,999	FOUR STAR INVESTOR
Investments of \$75,000-\$99,999	FIVE STAR INVESTOR
Investments of \$100,000 or greater	BLUE STAR INVESTOR

INVESTOR BENEFITS

Digital version of CAP Investor pin for use on investors' corporate website or email signature block

Receipt of and recognition in the quarterly Corporate Ally Program newsletter

Corporate Ally Program newsletter's New Investor Spotlight in the first edition after investment is made

CAP Investor easel-backed recognition signage for each investor exhibiting at annual REALTORS® Conference & Expo

Invitation to NAR President's exclusive Investor Appreciation event at annual REALTORS® Conference & Expo

HOW TO INVEST IN THE CORPORATE ALLY PROGRAM

The Corporate Ally Program offers investment options customized to their sector of the real estate industry. MLS investors are requested to budget and allocate annually corporate funds in the amount of \$1.50/per subscriber. Real estate brokerage investors are requested to budget and allocate annually a corporate investment between \$1,000 and \$25,000. Other corporate investors are requested to budget and allocate annually corporate funds based on a percentage of gross revenue.

Corporate Ally Program investments are used to fund issues advocacy campaigns. Half of your investment will help provide funding for federal issues advocacy campaigns and the other half will be used to support or defeat state and local REALTOR® Party issues.

To make an investment in the Corporate Ally Program, make your corporate check payable to "NATIONAL ASSOCIATION OF REALTORS® – Issues"

Checks should be sent to:
430 N. Michigan Ave, Chicago, IL 60611



Issue campaigns create power and relevance for REALTORS®. The demand for money for these types of campaigns will only grow. Corporate Ally is an important soft dollar fundraising campaign that recognizes this trend and sets us up financially for success. Thanks to CAP investors from Minnesota, The Corporate Ally Program reduced the share of funds Minnesota REALTORS® needed for the skin in the game requirement for our successful First Time Home Buyer campaign. It is a win-win."

CHRISTINE BERGER, Vice President,
Political Affairs for Minnesota REALTORS®

Disclosures For Corporate Ally Investments: All investments are non-deductible for federal income tax purposes.

Issues Advocacy Campaigns: Your investment will be used to support advocacy of important real estate issues. 50% of the investment will be used by NAR in connection with its federal Public Issues Advocacy program and 50% will be used to assist NAR to support advocacy of state or local issues. For Association, MLS, and brokerage firm investors the state and local issue funding will be applied to advocacy activities in your state(s) and may require that your investment be reported as a contribution to the state or local committee engaged in such activity. In such cases, NAR will advise you in advance that your investment will be reported in this manner.