Soft money describes contributions not regulated by campaign finance laws. Unlike RPAC, the Corporate Ally Program may raise unlimited amounts from business and corporations to support advocacy campaigns. This program allows the real estate corporate family to effectively join together and raise soft money for our advocacy efforts.

The Corporate Ally Program (CAP) represents a revamped partnership between NAR and state and local REALTOR® associations, affiliates, societies, and councils along with our real estate business partners to protect and promote our mutual business interests and strengthen our industry. The program provides funding for federal, state, and local advocacy campaigns and supports public policies that are important to real estate.

Your continued involvement in the program allows us to shape and define the size, scope, and success of our industry. No matter which sector of the real estate industry your business is in, the Corporate Ally Program is your partner in advocacy to protect your real property interests from the U.S. Congress to state capitals and town halls across the country. Together, we're safeguarding the future of real estate in America.

**WHAT IS THE CORPORATE ALLY PROGRAM?**

<table>
<thead>
<tr>
<th>Recognition Benefits</th>
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<tbody>
<tr>
<td><strong>Sterling R</strong></td>
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<tr>
<td>$1,000-2,499 Annually</td>
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<tr>
<td>Major Investor Perpetual Plaque for introductory year</td>
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<tr>
<td>Corporate Major Investor Lapel &amp; Digital Pin</td>
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<tr>
<td>Corporate Major Investor Social Media Overlay</td>
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<tr>
<td>Online recognition on the RPAC &amp; Political Fundraising page of the REALTOR® Party website</td>
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<tr>
<td>Two invitations to Major Investor Reception at REALTORS® Conference &amp; Expo</td>
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<tr>
<td>Two invitations to the RPAC Hospitality Suite at the REALTORS® Legislative Meetings &amp; Trade Expo &amp; REALTORS® Conference &amp; Expo</td>
</tr>
<tr>
<td>One complimentary registration at REALTORS® Conference &amp; Expo &amp; special invite to attend the REALTORS® Legislative Meetings &amp; Trade Expo</td>
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<tr>
<td>Company logo prominently displayed on signage outside of entrances to NAR's trade shows at national meetings</td>
</tr>
<tr>
<td>Company logos attractively displayed on screen at the beginning of NAR 360 accompanied by a word of thanks, live onstage</td>
</tr>
<tr>
<td>Designation banner or sign provided to investors exhibiting at NAR's Trade Expos at national meetings</td>
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</table>

**WHAT IS SOFT MONEY?**

Soft money describes contributions not regulated by campaign finance laws. Unlike RPAC, the Corporate Ally Program may raise unlimited amounts from business and corporations to support advocacy campaigns. This program allows the real estate corporate family to effectively join together and raise soft money for our advocacy efforts.
The Corporate Ally Program offers options for investors, customized to specific sectors of the real estate industry. Some of our investors include:

- Multiple Listing Services (MLS)
- Real Estate and MLS business partners and advisors
- Real Estate Brokerages
- REALTOR® Benefits Partners
- State and Local REALTOR® Associations
- Institutes, Societies, and Councils

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

Where Does My Investment Go?

Regardless of how you invest in the Corporate Ally Program, your investment is put to work at all three levels of government to advocate and support issues, candidates, or both.

For investments to issues advocacy, 50% of your investment will provide funding for federal issues advocacy campaigns and 50% stays at home to support or defeat state and local REALTOR® Party issues. To make an investment to issues advocacy, make your corporate check payable to “NAR – Issues.”

If you choose to invest in the Political Advocacy Fund, 70% of your investment funds NAR’s Opportunity Race Program at the federal level and 30% is used back at the state and local levels to host meet and greets with Congressional candidates in their home districts. To make an investment in the Political Advocacy Fund, make your corporate check payable to “Political Advocacy Fund.”

In 2019, CAP investments are already assisting with state issues such as:

- Addressing the housing affordability and supply in Washington;
- Allowing state-level tax deductions without itemizing on federal tax returns in Kansas; and
- Requiring local governments to develop/implement moderate income housing plans in Greenville, S.C.

Become a Corporate Ally Investor Today!

Join the fight in protecting the real estate industry. Invest today to create an advocacy partnership between the National Association of REALTORS® and our extended real estate family. There are five levels of recognition for investors:

- STERLING R: $1,000 – $2,499 annually
- CRYSTAL R: $2,500 – $4,999 annually
- GOLDEN R: $5,000 – $9,999 annually
- PLATINUM R: $10,000 – $24,999 annually
- PLATINUM DIAMOND R: $25,000+ annually

Because of the Corporate Ally Program, our collective voice can be heard far and wide. By investing in CAP, NAR continues to support our REALTOR® Party advocacy efforts that promote property ownership across the country.

- KAKI ROBERTS LYBBERT
  Corporate Investor Council Chair

Contact Us

To learn more about the Corporate Ally Program, visit: realtorparty.realtor/corporateally or, contact:

Allyson Nelson // Political Fundraising Manager
Anelson@realtors.org | (202) 383-1156

Disclaimer: Corporate Ally Program (CAP) investments are not deductible for federal income tax purposes. CAP investments classified as "issues" will assist NAR's issue-related advocacy (50% federal issue advocacy, 50% state or local issue advocacy). CAP investments classified as "Political Advocacy Fund" will fund federal (70%) and local (30%) advocacy activities. Investors wishing to direct their investment for use in candidate-related activity require legal consultation prior to finalizing, as such investments may be subject to income tax and/or disclosure requirements.