FEDERAL LEGISLATIVE & POLITICAL AFFAIRS PROGRAMS:
- Congressional Relations
- Federal Public Issues Advocacy
- Federal Independent Expenditures
- Political Field Operations
- RPAC Disbursement Program Operations
- Member Mobilization
- Federal Political Coordinator Program & Training Conference
NAR Political Directors

April Gavin

Zack Rubin-McCarry

Jack Greacen

Patrick Wohl

Drew Myers

Kristian Hoysradt
Targeted Approach to Lobbying

House Democrats
Joe Harris and Sydney Barron

Senate Democrats
Vijay Yadlapati

House Republicans
Helen Devlin and Ryan Rusbuldt

Senate Republicans
Colin Allen
Who We R®: Charm Offensive

- Large Freshmen class
  - More than **110** new Members of Congress
  - Unprecedented number of new staff
- Young Staff
  - Average age of a House Legislative Assistant: **27**
- A need for focus: staff are overworked and overwhelmed
  - Number of Full Time House Staff: 18
  - Year House Staff Number Frozen: 1974
2019 Hill Messages

Who we R®
How We Benefit Consumers and the Economy
What We Care About
Who We R®

• We adhere to a Code of Ethics that is a pledge of honesty, integrity, professionalism, and community service
• 67% of REALTORS® volunteer in their communities
• 92% have a post-secondary education
• 68% are sales agents; and 20% are brokers
• 85% are registered to vote!
• TELL THEM WHO YOU ARE – what do YOU do in YOUR community!

www.realtorparty.realtor/epacket
How We Benefit Consumers and the Economy

- Real Estate Accounts for 19% of the Gross Domestic Product (GDP) of America

- Commercial Real Estate Supported 8.3 million American jobs in 2018

- A typical homeowner’s wealth is estimated to reach $254,000, while a typical renter is only $5,000.

- 84% of non-homeowners want to own a home

www.realtorparty.realtor/epacket
What We Care About

**Flood Insurance** - NAR supports extending the program while we work on reforms.

**Fair Housing** – NAR believes Americans should be free from discrimination in housing.

**Qualified Opportunity Zones** - NAR supports these zones, and wants to ensure full participation in these funds.

**Infrastructure** – NAR supports investments that reflect a broad community vision.

**Health Insurance** – NAR supports the DOL rule that allows states to offer AHPs.

**Fannie and Freddie Reform** – NAR supports a new model that protects the 30 year-fixed rate mortgage.

**Federal Taxation** – NAR supports making the new tax law more workable for American families.

**Technology** - NAR supports common sense data security policies.

www.realtorparty.realtor/epacket
Get Talking Points Through Text

Text “HillVisits” to 30644
NAR/RPR Economic Area Report

Insert NAR FPC Report

2019 FPC Toolkit
FPCs Take to the Hill
Hill Meeting Materials
THAT’S WHO WE R®:
THE FOLDER
What’s in the Folder?

WHO WE R®
- Overall & Commercial Member Profiles

HOW WE IMPACT THE ECONOMY & CONSUMERS
- Home Buyers & Sellers Profile
- Economic Benefits of Real Estate

WHAT WE CARE ABOUT
- Issue Summaries
PRINT

THANKS A (1.3) MILLION

May REALTOR® Magazine Cover and Editorial Spread

Mid-Year Program Ad

RISMedia Magazine ½ Page Ad

May REALTOR® Magazine Cover and Editorial Spread
App Integration
When/Where Can I Pick Up My Packet?

Tuesday, May 14

- **FPC Lobbyist Meetings** – 9:30am, Marriott Wardman Park
- **FPC Roundtable** – 1:45pm, Omni Shoreham
Social Media Graphics

#NARLegislative
Hill Meeting
Decorum
What Legislators Want to Know

• What actions do constituents want me to take?

• Why do constituents want me to do that?

• What are the current and/or potential local impacts?

• What are constituents’ personal stories or connections to the policy?

www.realtorparty.realtor/epacket
Top 10 Things Hill Staff Hate to Hear

10: But I thought my appointment was with the Senator.

9: Here’s some reading material for you – our 300-page annual report.

8: How much of a campaign contribution did your boss get to vote against (or for) this bill?

7: I assume you know all about HR 1234.

6: No, I don’t have an appointment, but I promise I’ll only take 30 minutes of your time.

5: I’m late. You’ll see me anyway right?

4: We have 10 (or more) people in our group.

3: What you’re telling me can’t be right. I heard Stephen Colbert say otherwise.

2: What do you mean we have to stand in the hall?

1: No, I don’t represent anyone from your district or committee interest. I just thought you’d be interested in what I have to say.
Tip!

Don’t think “leave-behind,”
think “read-ahead.”

www.realtorparty.realtor/epacket
Do’s and Don’ts of Meeting with Members of Congress

DO’S AND DON’TS

OF MEETING WITH MEMBERS OF CONGRESS

DO:

Before the Meeting
- Prepare by reading up on your Member of Congress on their website.
- Learn your Members' committee assignments, where their specialties lie, as well as their personal interests.
- Plan your strategy ahead of time. Decide who will lead the meeting if multiple REALTORS® are attending and what talking points each person will cover.
- Choose talking points. Create a list of 3 to 5 important issues you want to cover and use real examples to communicate your point.
- Organize by making sure you know where the meeting is taking place and at what time. Arrive on time, be polite and well dressed.
- Touch base with your NAR Lobbyist before the meeting so they can provide any insight on the Member's position on the issue.

During the Meeting
- Be sensitive to the amount of time allotted to you. Ask up front and if you get 15-20 minutes with your MOC (or staff) that’s great!
- Present the need for what you’re asking the Member of Congress to do. Use data or cases you know.
- Present your business card up front.
- Relate situations in his/her home state or district.
- Ask the Representative’s or Senator’s position and why.
- Show openness to and knowledge of countearguments and respond to them cordially.
- Admit what you don’t know. Offer to try to find out the answer and send information back to the office.
- Spend more time with Members who may not have embraced the NAR position on an issue. You can lessen the intensity of the opposition and perhaps change it.

End of the Meeting
- Get the name and business card of any staff person who sits in on the meeting. This will help you should you need to follow up after the meeting.
- Give the Member and staff any handouts you have on your talking points.
- Thank the office for any support the Member has given on our issues.

DON’T:

- Don’t fail to show up for your scheduled meeting. Call if you are running late.
- Don’t discount Congressional staff. Many Congressional staffers look (and are) young. However, do not assume that such a staffer does not have significant responsibility and the ear of his or her Member. In many offices, the staffer you are meeting with will prepare a summary memo for the Member that carries extreme influence and power.
- Don’t overload a Congressional visit with too many issues.
- Don’t confront, threaten, pressure or beg.
- Don’t be argumentative. Speak with calmness and commitment so as not to put him/her on the defensive.
- Don’t overstate the case. Members are very busy and you are apt to lose their attention if you are too wordy.
- Don’t expect Members of Congress to be specialists. Their schedules and workloads tend to make them generalists.
- Don’t be put off by smoke screens or long-winded answers. Bring the Members back to the point. Maintain control of the meetings.
- Don’t make promises you can’t deliver.
- Don’t be afraid to take a stand on the issues.
- Don’t shy away from meetings with legislators with known views opposite to your own.
- Don’t be afraid to say, “I don’t know.” Offer to follow up with them after the meeting when you can obtain the correct information.
- When meeting in Washington, D.C. don’t be offended if you are asked to meet in a hallway or tight space. Capitol Hill is a busy place with limited real estate. Where you meet does not matter, but what is said and how you conduct yourself does.
Tuesday May 14, 2019

8:00am – Federal Legislative and Political Forum
  Location: Marriott Wardman, Marriott Ballroom, Lobby Level

9:30am – FPC Lobbyist Meetings

10:30am – FPC Advocacy Academy (*Only New FPCs)
  Location: Marriott Wardman, Delaware Suite, Lobby Level (box lunch)

1:45pm – FPC Roundtable
  Location: Omni Shoreham, Regency Ballroom, Lower Level

Wednesday May 15, 2019

7:30am – Federal Priority Issues Briefing
  Location: Marriott Wardman, Marriott Ballroom Lobby Level

6:00pm – FPC Reception
  Location: Omni Shoreham, Empire Ballroom, Lower Level
MAY 8, 2:00 PM:
ONE-HOUR WEBCAST

• Introduction from John Smaby
• Shannon McGahn & Tracy Kasper
• Audience Q&A