

MEMORANDUM

TO: 2021 State Presidents and Association Executives

FROM: Victoria Givens

RE: Federal Political Coordinator Onboarding Process for 117th Congress

DATE: August 2020

Dear 2021 State Presidents:

As we approach the November elections and homestretch of the 116th session of Congress, please begin thinking about your nominations for Federal Political Coordinators (FPCs) for the next cycle. As you know, the 535 REALTORS appointed as FPCs are the face and voice of real estate to Members of Congress on Capitol Hill. They are on the front lines pushing our most important policy endeavors at home and in Washington, D.C. Your role to select FPCs in your state for the 117th Congressional cycle is vital. I am not overstating when I say that this is as important a recommendation as you will make during your year of leadership. The following will help you navigate the nomination process and understand the significance of electing your new FPCs.

Political Landscape

There are currently **XX open seats** in Congress, meaning that the incumbent Member of Congress is not running for re-election. There are an additional **XX or so tight races** across the country where current FPCs will likely lose their member of Congress and a new FPC will need to be appointed. Between retirements, resignations, and potential incumbent defeat, the new Congress will very likely welcome an incoming class of well over 100 new members—a quarter of the House. Other points to keep in mind:

- **XX** Senate Democrats face reelection in states where Clinton won <50% of the vote.
- **23** Republican Senators are up for reelection in 2020, including special elections in Arizona and Georgia – that’s a big number.
- Democrats would need to pick up **XX** “toss up” seats to take control of the Senate.
- Most of the toss up seats in the House are Republican? held.
- Pundits are predicting...**XXX** Democrats hold more safe seats, while the larger amount of “Lean R” seats could translate to a more substantial margin for Democrats if there’s a wave.
- The Trump factor is significant...**XXX**

In each case, you as President have an important duty to nominate someone who will be able to carry out the critical element of face-to face, personal relationship advocacy that is the heartbeat of the NAR grassroots program. It is more important than ever that new Members of Congress have preexisting relationships with their FPCs because as the Coronavirus pandemic continues, there will be less opportunity for genuine introduction and interaction. Now is the time to begin research on what members have relationships with challengers or candidates on both sides of competitive open seats, as well as evaluating the effectiveness of current FPCs for incumbents likely to return.

Deadlines and Considerations

The deadline for submitting your FPC nomination letter is November 20, 2020. Letters should be addressed to 2021 NAR President, Mr. Charlie Oppler, on state letterhead and be signed by your 2021 State President. The RPMIC Committee is currently conducting “level of interest” calls with their FPCs to garner insight into who is interested in returning for another term. They will be reaching out to communicate the results to you and your Government Affairs Directors in late September. **New FPC training will be held in Washington, D.C. February 7-9, 2021.**

FPCs serve as the constituent link to the Members of Congress whose policy decisions affect REALTORS® across the country. An ideal NAR advocate holds the following attributes:

- The FPC should be a constituent
- A close personal relationship with the Member of Congress (this is ideal, but not necessary)
- An interest in politics;
- An understanding of the key issues affecting REALTORS®
- An energy and wherewithal to carry out the NAR specified grassroots initiatives asked of this prestigious position;
- Existing relationships with other legislators, community and business leaders.

Further questions you should ask yourself as you consider candidates during the selection process.

- Is the candidate knowledgeable about REALTOR Party issues facing Congress?
- Are they someone who can go above and beyond to build strong personal relationships with their assigned lawmakers to represent real estate?
- Are they up for the job, in terms of energy and drive?
- Does the FPC candidate accurately reflect and represent the demographic of the area they represent?

- More specifically, have you considered nominating an FPC from the following multicultural groups if your district heavily leans in a certain direction?
 - National Association of Hispanic Real Estate Professionals (NAHREP)
 - Asian Real Estate Association of America (AREAA)
 - National Association of Real Estate Brokers (Realtists)

Diversity

Diversity in the FPC Program is something NAR looks forward to continuing to cultivate in the coming cycle. We were proud to celebrate the 50th Anniversary of the Fair Housing act last year and continue to push hard to ensure that our processes and procedures reflect those values. Keep in mind that half of first time homebuyers are Latino and two-thirds of households being formed are African American, Latino, or Asian American. The future of homeownership is multicultural and the FPC Program should reflect this, especially in majority minority districts. It is our responsibility to reach out and engage multicultural members in our membership and into our leadership – otherwise we risk becoming irrelevant to this growing part of the market. We know the value that an FPC’s personal relationship with a member of Congress brings NAR. We also know that connecting with a member through shared communities is an effective way of becoming a partner with the member of Congress in addressing the needs and issues of those communities. As a result, because many of the most active multicultural members are active in either NAHREP, AREAA or the Realtists, it would be smart to tap those members to explore if there are good candidates for FPCs and contact teams where appropriate.

Federal Political Coordinator: The Role

A Federal Political Coordinator's most valuable contribution to NAR is the relationship they develop with their Member of Congress. In addition to regular contact with the assigned Member of Congress, there are several specific tasks that are required to fulfill the role of FPC. Please review them below.

1. Respond to All NAR Calls for Action

FPCs are expected to respond to ALL NAR Calls for Action they receive. As NAR's key REALTOR® communicators with Congress, FPCs are looked upon as leaders by their fellow REALTOR® colleagues and should lead by example. After responding to a Call for Action, FPCs should encourage other REALTORS® to do the same.

2. Advocate on Behalf of all REALTORS® and the REALTOR® Party

The REALTOR® Party represents the idea that supporting homeownership and private property rights transcends party affiliation. Regardless of your personal political views, as FPC you will be called upon to represent the concerns of 1.4 million REALTORS® from across

the country. As a representative of NAR, you must be able to speak in support of the policy positions approved by NAR's policy committees and Board of Directors, even if these conflict with your own viewpoint.

3. Contact Assigned Member of Congress At Least Once Per Quarter and Submit a Field Report

FPCs should have a minimum of four personal contacts with their Member of Congress (or staff) per year (meetings, RPAC check deliveries, etc.). FPCs are encouraged, however, to not limit that number to four and should communicate with their assigned Member of Congress as often as possible. Filing a field report after each meeting alerts NAR lobbying, policy, and RPAC staff (if a check delivery was part of the interaction) as well as state government affairs staff that the meeting occurred and follow up may be required.

4. Participate in Training as Required

All FPCs must complete required training. Newly appointed FPCs will participate in the semi-annual conference in Washington, D.C. Veteran FPCs will have access to training through webinars and may participate in local in-person sessions when made available.

5. Utilize and Deliver all RPAC Contributions in a Timely Manner

FPCs are each allocated In-State Funds that they can use at their discretion to help develop their relationship with their Members of Congress. Each cycle, \$1,000 is allocated for each Representative every two years and \$2,000 for each Senator, every 6 years. FPCs are also responsible for delivery of additional RPAC checks as approved by the RPAC National Trustees. Each check should be delivered in a timely manner, preferably within two weeks of receipt. By law, all RPAC checks must be delivered before a primary or general election. Please alert NAR staff ASAP if a check is missing or lost so it can be reprinted before Election Day.

6. Attend Each Annual NAR May Meeting/Hill Visits

FPCs are reimbursed up to \$1,000 for travel expenses incurred to attend the May's REALTORS® Legislative Meeting. During this time, FPCs will meet with their members of Congress in their Washington office. This is the most important federal meeting of the year and FPC participation is required and vital.

7. Develop a Contact Team

Each FPC should identify REALTORS® in the district that can assist in their duties. The FPC should maintain regular communication with the team on the NAR issues and Calls for Action. The team should be ready to aid the FPC in check deliveries or facilitate a meeting in the FPC's absence if necessary.

8. Support Their Member of Congress

FPCs may not engage in activities that support or can be perceived as supporting their legislator's opponent, including but not limited to contributing to the opponent's campaign. Such activities may be the basis for considering terminating the FPC's appointment.

9. Sign and Return a Pledge Form to NAR

The Pledge is an agreement between the appointed FPC and NAR. By signing the form, the FPC agrees to carry out their duties to the best of their ability and acknowledges they can be removed for failure to fulfill the role.

****FPCs are also encouraged to make a voluntary contribution to RPAC, as a tangible, credible sign of their commitment to NAR's legislative objectives and their understanding of RPAC's importance in achieving those goals.****

Note: If an FPC does not perform the required duties, he or she can be replaced. For more information on the replacement protocol, please reach out to Victoria Givens at vgivens@realtors.org

Timeline

The following is a brief timeline of what to expect from NAR this Fall as you nominate your new FPCs.

September

Level of Interest Calls: RPMIC Representative(s) will begin phone calls or meetings with each of the state's current FPCs to determine the level of interest in continuing in their role in 2020-2021 Congressional session.

FPC Discussions Begin: State RPMIC Representative(s) and NAR Political Directors will contact 2021 State Presidents and State EOs and GADs to begin your discussions of the FPC recommendations.

October

3rd Quarter Report: The 3rd Quarter FPC Performance Report will be sent to 2021 State Presidents, State EOs and State GADs, including an explanatory memo from NAR, with copies sent to RPMIC and the NAR lobbyists and political directors.

November

Nov 20rd Deadline: Official FPC recommendation letters due at NAR. Letters should be addressed to President John Smaby, on State letterhead and to be signed by 2021 State President.

December

Processing of FPC Welcome Kits: NAR will process and send the FPC welcome kits. The invites and information will be sent to all new FPCs regarding the FPC training Conference in early 2021.

February

NAR FPC Training Conference: Feb. 7-9, NAR will host the new FPC Training Conference in Washington, D.C.