

APEX Training Session: Using Community Outreach Grants to Build Strength and Goodwill

Friday, June 9th, 1-2PM EST



NARdotRealtor



nar.realtor



REALTOR® PARTY PROGRAMS AND GRANTS:

COMMUNITY OUTREACH
AND ENGAGEMENT

RURAL
OUTREACH
GRANTS



HOUSING
OPPORTUNITY
GRANTS



PLACEMAKING
GRANTS



SMART
GROWTH
GRANTS



STATE AND LOCAL
GROWTH POLLING



FAIR HOUSING
GRANTS

LAND USE
INITIATIVE



TRANSFORMING
NEIGHBORHOODS
PROGRAM



COMMUNITY OUTREACH GRANTS

An array of advocacy services provided to state and local REALTOR associations aimed at increasing their advocacy engagement and influence on state and local community development policy through a myriad of programs, services and grants.

**Both State & Local REALTORS® Can Apply
for Community Outreach Grants!**

Grant Types

Level 1

**Speakers, Classes &
Trainings:** up to \$3,000

Level 2

**Projects That Address
Challenges:** up to \$7,500

Level 3

**Comprehensive,
Partnership-Based Efforts:**
up to \$15,000

(Level 3: Housing Opportunity and Smart Growth Only).

One Grant Per Level Each Year

**10% Financial Commitment Requirement Waived under Right
Tools, Right Now**

Applications Accepted Until Commitment Level Reaches 100% in 2023

[Learn More](#)

HOUSING OPPORTUNITY



FAIR HOUSING



SMART GROWTH



PLACEMAKING



RURAL OUTREACH



**Grant Toolkits include criteria,
resources and success stories!**

**Application Process
Opens January 2024**



HOUSING OPPORTUNITY GRANT ACTIVITY IDEAS

to help expand access to affordable housing

Level 1 Activities

- ✓ **Education for REALTORS®:** Offer a class with a speaker who's an expert in buyer assistance programs.
- ✓ **Stakeholder Meeting or Task Force:** Bring together all relevant parties to discuss local housing issues and share resources.

Level 2 Activities

- ✓ **Housing Fair/Homebuyer Education:** For first-time homebuyers, hold a one-stop shop event featuring experts or vendors in the homebuying process.
- ✓ **Housing Forum/Symposium:** In partnership with public and private stakeholders, feature speakers who explain a housing-related topic while highlighting differing views.
- ✓ **Housing Study/Analysis:** Quantify housing challenges by examining various issues and key metrics involved, with recommendations for improvement.

Level 3 Activities

- ✓ Comprehensive, broad-scale community activities that involve both REALTOR® and non-REALTOR® partner organizations.

Grant Toolkit include criteria, resources and success stories



RURAL OUTREACH GRANT ACTIVITY IDEAS

to support initiatives on a wide range of rural issues

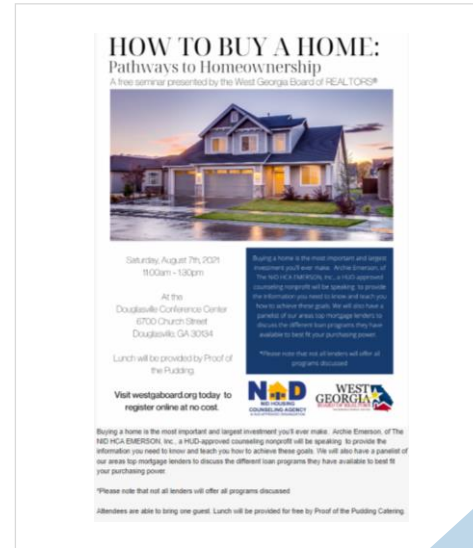
Level 1 Activities

- ✓ **Host a Specialty Class** for homebuyers on how rural issues impact real estate.
- ✓ **Bring in an Expert Speaker** who can address specific issues in rural communities.
- ✓ **Webinars:** Host a virtual roundtable discussion on rural issues.
- ✓ **Conferences, Workshops & Forums** that focus on rural issues, such as broadband or water resources.

Level 2 Activities

- ✓ **Educational Materials** for rural real estate homebuyers.
- ✓ **Contribute to Development of New Policies/ Ordinances/Legislation** that impacts rural issues, such as zoning or land preservation.
- ✓ **Conduct Research, Studies & Reports** to gain more insight on an issue before proposing a plan of action.

REALTOR® SUCCESS STORIES



West Georgia Board of REALTORS® Leads Aspiring Homeowners with Engaging Course

- With support from a **Housing Opportunity Grant**, WGBOR partnered with a local HUD-certified counseling agency to build a course that addressed critical homeownership issues. It is now an annual event.



Baldwin REALTORS® Help Vulnerable Alabama Region Prepare for Flood Impact

- A **Rural Outreach Grant** from the REALTOR® Party supported Baldwin REALTORS®' 'Flood Week' for members, officials and the public.
- This included courses on CE flood training, FEMA flood maps, design & building standards, and lessons learned from Hurricane Sally.

Fair Housing Activity Ideas

Supports association education, activities and initiatives that furthers the mission of Fair Housing.

No-Cost Ideas Using Existing Resources

- ✓ **Issue a Proclamation** with your town, county or city that recognizes the importance of fair & equal housing opportunities.

- ✓ **Launch a Fair Housing Social Media Campaign** with weekly posts about fair housing law, history, community champions, etc.

- ✓ **Share Stories** with newsletters, social media, podcasts or other channels to feature community champions and REALTORS® who are leaders in fair housing.

- ✓ **Fairhaven Challenge – State Associations:**
 - Challenge locals to complete Fairhaven, honor the top performers at the state convention.

- ✓ **Fairhaven Challenge – Local Associations:**
 - Challenge small, medium, and large brokerages to Fairhaven; honor top performing respective brokerages at an annual awards event.

Level 1 – Fair Housing Grant Ideas

- ✓ **Hold a Discussion Club** about a book, documentary, or article that focuses on a fair housing issue, with the author, a REALTOR®, community leader, or fair housing agency staff to lead the conversation.

- ✓ **Hold a Class** with education opportunities for members to learn about fair housing and legal responsibilities.

- ✓ **Host a Guest Speaker** to discuss an aspect of fair housing.

Fair Housing Activity Ideas

Level 2 – Fair Housing Grant Ideas

- ✓ **Create a Co-branded One-Pager/Brochure** with a fair housing agency/nonprofit that explains rights and responsibilities under the Fair Housing Act.
- ✓ **Offset the Costs of Legislative Initiatives** that further fair housing.
- ✓ **Work in Partnership** with a local organization with a fair housing mission.
- ✓ **Organize a Speaker Series** of three or more speakers around a theme, such as working with clients with disabilities, the history of fair housing law, or recognizing implicit bias.

- ✓ **Launch a Fair Housing Symposium** with REALTORS®, consumers, and community stakeholders to discuss fair housing and local efforts.
- ✓ **Develop a Curriculum** with a course developer and fair housing experts to design an education course.
- ✓ **Distribute Fair Housing Month Posters** to area principal and managing brokers, along with a personal invite to events, education and activities.
- ✓ **That's Who We R Fair Housing Assets:** Create public-facing marketing that amplifies [That's Who We R](#)

FAIR HOUSING MATERIALS & RESOURCES



- Ideas for Leveraging a Grant
- Events, Book Clubs, Classes, Advocacy
- Success Stories

[Learn More](#)



- Fairhaven: A Fair Housing Simulation

[Learn More](#)



[Use A Grant to Offer NAR's New Implicit Bias Classroom Training For CE Credit](#)

[Learn More](#)

TRANSFORMING NEIGHBORHOODS



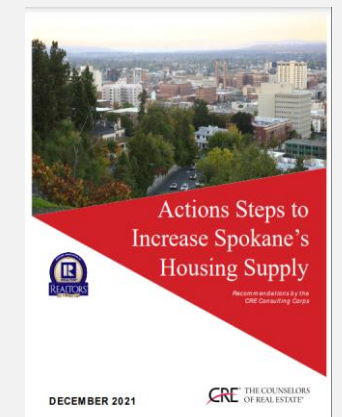
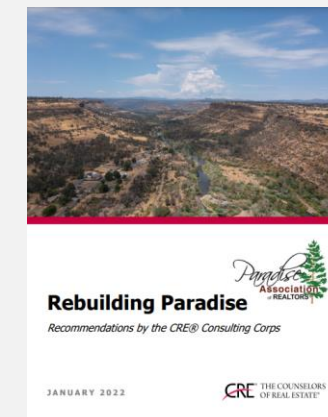
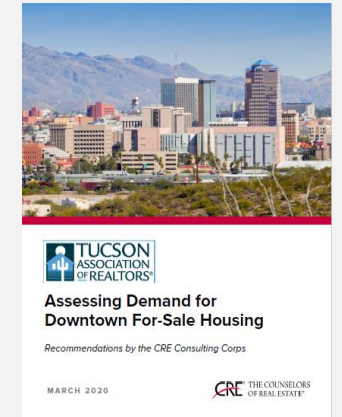
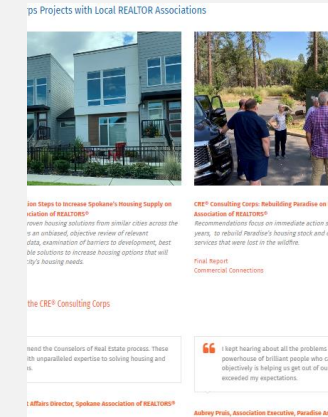
The NAR Partnership with Counselors of Real Estate (CRE) Consulting Corp. helps associations address critical real estate issues such as declining housing stock, affordability, natural disasters and commercial/residential disinvestment.



CRE Consulting Corps provides analysis, plans and recommendations for REALTOR® associations and key stakeholders.

[Learn More](#)

Application Process Opens January 2nd 2024!

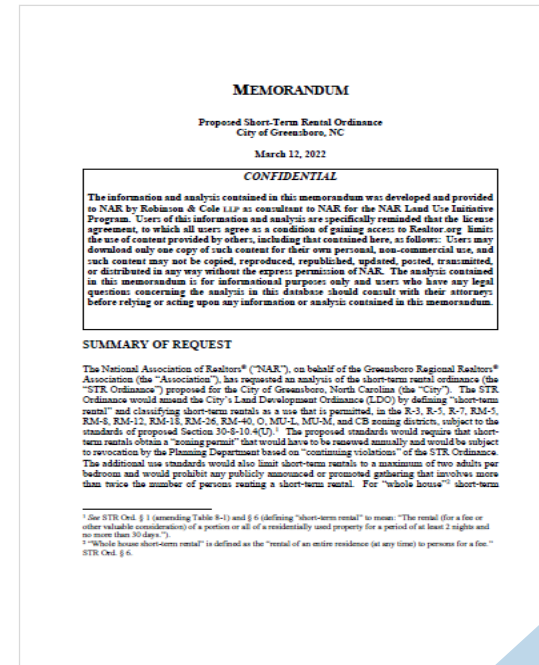


LAND USE INITIATIVE

Upon request, NAR provides analysis of proposed state and local land-use measures that impact the transfer of real property.

Issues Covered:

- Planning Enabling Legislation
- Point-of-Sale Requirements
- Property Maintenance
- Regional Planning
- Residential Rental Property Regulation
- Sign Regulations
- Subdivision Regulations
- Transfer Taxes
- Transferable Development Rights
- Tree Preservation/Landscaping
- Vacant Properties
- Zoning Enabling Legislation
- Affordable Housing
- Annexation
- Community Character Preservation
- Comprehensive/General Plan
- Design Standards/Review
- Eminent Domain
- Environmental Regulations
- Growth Management
- Historic Preservation
- Impact Fees/Exaction
- Moratoria



[Learn More](#)

REALTOR® PARTY SUCCESS STORIES

- Knoxville Area Association of REALTORS® Defeats Detrimental Zoning Proposals with Trifecta of REALTOR® Party Resources



Keep Housing Affordable

In Blount County, Tennessee, severe zoning restrictions on housing development were on the table. To keep the County Council from limiting residential density, the Knoxville Area Association of REALTORS® leveraged multiple resources from the REALTOR® Party: Issues Mobilization, Advocacy Everywhere, and the Land Use Initiative program.

Transforming Neighborhoods / Counselors of Real Estate in Knoxville

Project Scope: To provide advice and assistance with potential redevelopment of Knoxville's downtown waterfront to transform this formerly industrial area and bring underutilized real estate into productive use.



Transforming Neighborhoods in Knoxville

Stakeholders

- Community Leaders/Neighbors
- City Council Members
- City staff
- KAAR
- Knoxville Chamber
- University of Tennessee
- Developers
- Brokers



Outcome: Strategic plan for private/public waterfront redevelopment + Positioned KAAR as the go-to resource for real estate issues and challenges.

Cross-Pollination of REALTOR® PARTY Resources

KAAR has leveraged multiple REALTOR Party grants to build the foundation for a successful advocacy campaign.

Land Use Initiative: Used LUI analysis to provide initial feedback on the proposed changes + create campaign talking points.

Housing Opportunity: Used grant to fund "State of Housing Report" to help connect policy changes to affordability challenges.

Advocacy Everywhere: Used AE to engage consumers in call-for-action in conjunction with IM.

State & Local Growth Polling: Used results to inform & contextualize talking points for the campaign.

Issues Mobilization: Used IM to create campaign website, branding, online ads, & landing page to reach elected officials.

Smart Growth Grant Activities

Supports land-use and transportation-related activities that have an impact on public policies that support one or more of the 10 Smart Growth Principles.

Level 1 Activities

- ✓ **Host NAR's Smart Growth Class** or other Land Use, Development, or Growth-related class featuring an expert speaker.
- ✓ **Host a Placemaking Training** event on how to initiate a placemaking project.

Level 2 Activities

- ✓ **Bring in a Visioning & Planning Consultant** to conduct a charette, Better Block, Main Street Analysis, Walkable Community Workshop/Audit or Placemaking Visioning Session.
- ✓ **Studies & Reports** Partner with an expert to conduct a Market Analysis, Land Use Analysis, Feasibility Study, etc.
- ✓ **Develop a Land Use/Community Plan** with an expert (e.g., general, master, comprehensive, land use, park/open space, or bicycle/pedestrian plans).
- ✓ **Contribute to the Development of New Policies/Ordinances/Legislation** that impact land use, development and other Smart Growth tenets.
- ✓ **Support a Conference or Forum** that focuses on growth and development and Smart Growth issues.

Level 3 Activities

- ✓ Comprehensive, broad-scale community activities that involve both REALTOR® and non-REALTOR® partner organizations.

Toolkits include resources and success stories!



[Learn More](#)

STATE AND LOCAL GROWTH POLLING PROGRAM

NAR's polling consultant surveys the opinions of ~400 local or state residents, living in a defined area, as a tool for government officials and to focus community opinions.

National Association of REALTORS®
SMART GROWTH / ENERGY EFFICIENCY / SUSTAINABLE COMMUNITY POLLING REQUEST FORM
Program criteria: NAR Smart Growth Polls must be related to land use/growth/transportation issues and not building/building-code issues. The poll cannot contain any candidate-specific political questions.

ASSOCIATION INFORMATION

Association name: _____
 Contact name: _____
 Job Title: _____ Phone: _____
 Date: _____ Email: _____

☐ Please check this box to confirm acknowledgement that campaign finance or lobbying laws may restrict or prohibit our association from sharing results with public officials, candidates or political committees.

PROJECT SUMMARY

Please provide a brief description of the need for the poll, the land use/transportation issue(s) you are trying to understand and why, the geographic designation (statewide, city, legislative district, etc.)

How will this poll assist your association in its advocacy efforts?

Survey Goals

- Goal/Objective.** Briefly describe each goal or objective to be accomplished by the poll.
- Measurement.** Please include at least one measurable goal and evaluation process (expected public relation, advocacy, coalition building, press coverage, etc.)
- Importance.** Rank the goal as Essential, Important, or Desirable as follows:
 Essential – required for job performance
 Important – helpful for job performance
 Desirable – asset for job performance

1st GOAL/OBJECTIVE

Goal/Objective Description:

Measurement:



AMERICAN STRATEGIES
 June 27-29, 2020
 400 Respondents
 200 Split A Respondents, 200 Split B Respondents
 233 Wireless Respondents, 49 VOIP, 118 Landline
 Margin of error: ± 4.9 percentage points

**National Association of REALTORS®
 IL - Naperville Smart Growth
 Frequencies**

Q.2 First of all, are you registered to vote in Naperville?
 (If NO) (We sorry, is there a registered Naperville voter available) can speak to?

Yes	No (TERMINATE)	Total
160	-	160

Q.3 Sex of respondent (INTERVIEWER CODE-DO NOT ASK RESPONDENT)

Male	Female	Total
48	52	100

Q.4 Next I would like to ask you some questions about the coronavirus pandemic.
 Let me ask you about several elected officials. Please tell me if you (ROTATE) approve or disapprove of their handling of the coronavirus crisis.
 (READ NAME BELOW) Overall, do you (ROTATE) approve or disapprove of their handling of the coronavirus crisis?
 (FOLLOW UP) And is that strongly APPROVE/DISAPPROVE or somewhat APPROVE/DISAPPROVE?

	Approve strongly	Approve somewhat	Disapprove somewhat	Disapprove strongly	D/N Ref.	Total	Total %	Net
A. Mayor Steve Chirco	27	35	9	8	21	82	17	45
B. Governor J.B. Pritzker	55	20	8	16	3	72	24	48

[Learn More](#)

STATE AND LOCAL GROWTH POLLING PROGRAM

NAR's polling consultant surveys the opinions of the local or state residents concerning growth.

Fauquier County Poll Results 2022	
	Quality of life 85 percent of residents surveyed find the quality of life is good or excellent (39 percent Excellent 46 percent Good)
	Housing Affordability 63 percent of residents surveyed believe housing affordability is a problem (20 percent very big problem 20 percent fairly big problem 23 percent moderate problem)
	Housing Availability 52 percent of residents surveyed believe housing availability is a problem (15 percent very big problem 15 percent fairly big problem 27 percent moderate problem)
	Too Little Housing For: Younger people/just starting out (65 percent) People with low incomes (60 percent) People with special needs (52 percent)
	Residential Growth 36 percent say it is too fast 18 percent say it is too slow
	Commercial Growth 22 percent say it is too fast 34 percent say it is too slow
	Pro-growth VS. No-growth 48 Percent are pro-growth 42 Percent are no-growth
	Improve Quality of Life 30 percent suggest more recreation/parks/dining/entertainment options 17 percent suggest lower taxes 12 percent suggest slower growth/new development 12 percent suggest better economy/jobs/more businesses
<small>American Strategies designed and administered this telephone survey conducted by professional interviewers. The survey reached 400 adults, age 18 or older, in Fauquier County, Virginia. The survey was conducted from February 28 to March 2, 2022. 79% of respondents were reached on wireless phones and 21% on landlines. Quotes were assigned to reflect the demographic distribution of adults in Fauquier County, Virginia. The overall margin of error is +/- 4.9%.</small>	
<small>WWW.AMSTRAT.COM</small>	



**FAUQUIER COUNTY
DEPARTMENT OF COMMUNITY DEVELOPMENT**

ADMINISTRATION
Third Floor - Court and Office Building
29 Aubrey Street, Suite 310
Warrenton, VA 20186
(540) 422-8210
Fax: (540) 422-8231

PLANNING
10 Hotel Street, Suite 305
Warrenton, VA 20186
(540) 422-8210
Fax: (540) 422-8231

ZONING & DEVELOPMENT SERVICES
Third Floor - Court and Office Building
29 Aubrey Street, Suite 310
Warrenton, VA 20186
Zoning & Development Plans: (540) 422-8220
Permitting & Building: (540) 422-8230
Fax: (540) 422-8231

April 7, 2022

Ms. Terrie Owens, President
Greater Piedmont REALTORS®
47 Garrett Street
Warrenton, VA 20186

RE: Fauquier County Polling

Dear Ms. Owens:

On behalf of Fauquier County and the Department of Community Development, I want to formally thank you for the opportunity to partner with Greater Piedmont REALTORS® on the grant from National Association of REALTORS® to conduct a Polling of Fauquier residents.

We were all very impressed with what they were able to take away. We also appreciated how the responses were broken down into the various demographics of the survey respondents and compared in relation to other jurisdictions. The information will be very valuable to us as we undertake future planning efforts and also allow us to see how the community's opinions may change over time. I would also like to mention that working with Debbie Werling as well as Joe Goode, from American Strategies, and his team was a great experience. They were both very easy to work with and open to our suggestions, while at the same time providing their expertise and guidance. They made the process very easy, informative and rewarding.

Again, thank you. We look forward the presentation the Planning Commission on April 21st, as well as any opportunities to partner together in the future.

Sincerely,

Adam Shellenberger
Chief of Planning

cc: Wendy Johnson, Public Policy Chair
John Stirrup, Legislative Consultant
Debbie Werling, Executive Officer

Page 1 of 1

[Learn More](#)

REALTOR® PARTY SUCCESS STORIES

- Charleston Trident Association of REALTORS® Hosts Housing Summit and Commissions Study to Recommend Productive Changes to Zoning



- As multiple municipalities in its jurisdiction had recently completed their mandated five-year comprehensive plans, the Charleston Trident Association of REALTORS® was determined to keep those efforts alive, rather than languishing on shelves. With a housing summit and a deep-dive study supported by Smart Growth and Issues Mobilization Grants, it's helping the region move its plans from paper to policy.

Charleston Trident Association of Realtors®

Comprehensive HOUSING STUDY

produced by CTAR and



Housing

Our Future

**Charleston County's
comprehensive plan for
housing & housing affordability**

REVIEW DRAFT | January 30, 2023



CHARLESTON COUNTY
Housing our Future

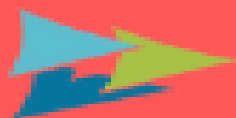


COMPREHENSIVE PLANNING SUMMIT

APRIL 19 2023

PRESENTED BY

Charleston Metro
Chamber of Commerce



Urban Land
Institute

GROWTH MANAGEMENT FACT BOOK

With modern management techniques that inform REALTOR® Associations & help them develop growth-related policy positions.

- Moratoria
- Adequate Public Facilities
- Impact Fees, Exaction (Proffers)
- Special Assessment Districts
- Tax Increment Financing
- Open Space Preservation Techniques
- Transfer of Development Rights
- Farmland Protection Techniques
- Cluster Zoning and Planned Unit Development
- Sustainable Development Requirements
- Tree Preservation
- Scenic Districts and Conservation Easements
- Development Design Review
- Form-Based Codes
- Mixed-Use Regulations
- Vacant Property Regulation
- Parking Reform
- Rental Restrictions
- Inclusionary Zoning
- Housing Linkage
- Accessory Dwelling Units
- Missing Middle Housing



**Over 20 GM
Topics Covered!**

**Covers impact on property values, development costs, amount and patterns of development,
housing affordability, pros & cons and incentive-based alternatives!**

[Learn More](#)

ON COMMON GROUND MAGAZINE

Published Bi-Annually (May & Nov)

On Common Ground

Presents a wide range of views on smart growth issues, with the goal of encouraging dialogue among REALTORS, elected officials and other stakeholders.

Option 1: Ship to Association Office

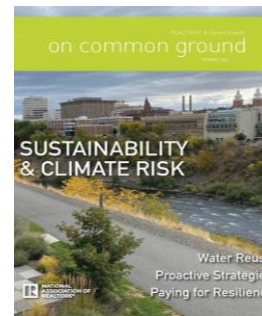
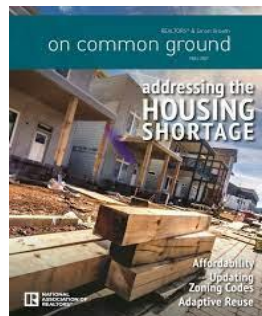


Ship up to 200 copies of each new issue directly to your association, to use as a leave-behind when visiting officials.

Option 2: Mail Directly to Public Officials



At no cost to your association, NAR can mail up to 300 copies directly to your local public officials, along with a cover letter.



Download OCG APP on [Apple](#)
or [Google Play](#)!



Placemaking Grant

To help associations engage in local projects that transform unused or underused publicly accessible sites into welcoming & accessible destinations.

✓ **Level 1:** temporary and demonstration projects

✓ **Level 1:** permanent projects



*Great way to build relationships with local officials

Placemaking Grant Activities

Level 1

Greater Nashville REALTORS®

Pop-up pedestrian park



Before



After

NorthWest Illinois Association of REALTORS®

Pop-up underpass park



Before



After

Placemaking Grant Activities

Level 2

Space Coast Association of REALTORS® Dog Park



Before



After



After

Placemaking Grant Activities

Level 2

Akron Cleveland Association of REALTORS® Public Garden



Before



After

Placemaking Grant Activities

Level 2

North Central Massachusetts Association of REALTORS® Alley Activation



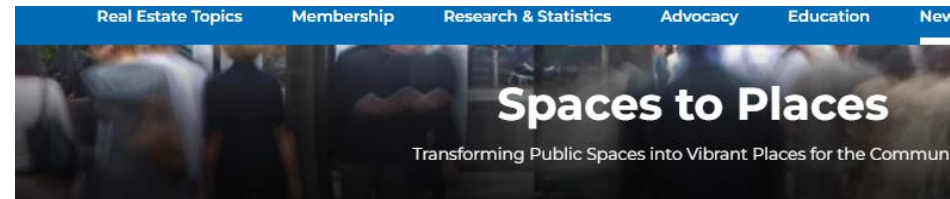
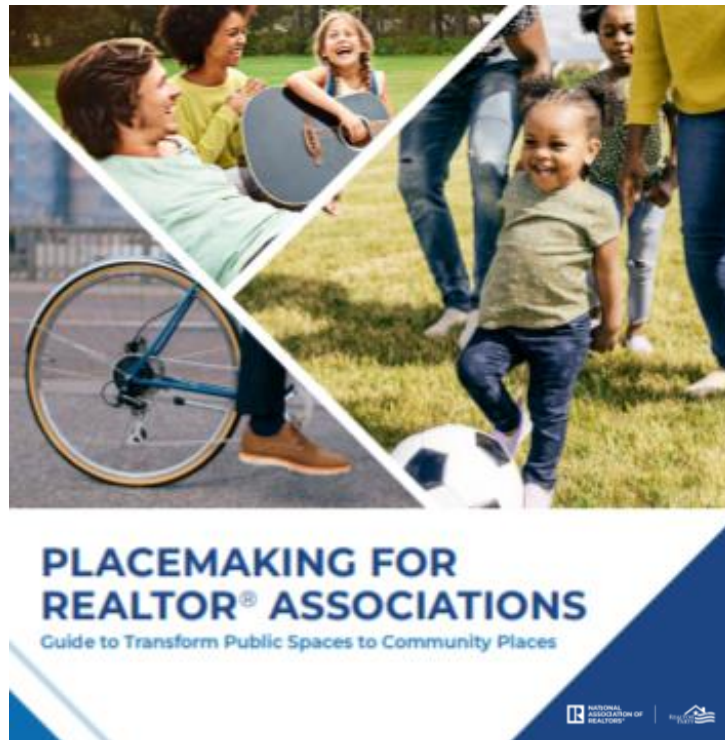
Before



After

Other great projects: Trails and Trailheads * Playgrounds * Pocket Parks * Parklets * Pedestrian Plazas *

Placemaking Resources



[News & Events](#) > [Blogs](#)



Commemorative Park Celebrates Historic African American Neighborhood

The town of Orange, Va., breaks ground on new park with help from the Fredericksburg Area Association of REALTORS® and NAR's Placemaking Grant.

April 4, 2022

By: Catherine Mesick

Smart Growth



Paws Fur Celebration: Happy Dog, Happy Owner!

The Space Coast Association of REALTORS® received a Placemaking Grant from NAR to help build the community's third dog park.


February 3, 2022

By: Tammie Watts

Smart Growth

[View Spaces to Places Blog](#)

REALTOR® PARTY RESOURCE GUIDE

A banner for the REALTOR Party Resource Guide. It features a group of five diverse professionals (three women and two men) smiling. The background is a mix of green and blue. In the top left corner, there are logos for the National Association of Realtors and the REALTOR Party. The text 'REALTOR® Party Resources' is prominently displayed in the center. Below it, a dark grey box contains the text: 'Implement and sustain successful advocacy and community outreach programs in your state and local REALTOR® Association.' At the bottom center, there is a green button with the text 'GET STARTED'.

REALTOR® Party Resources

Implement and sustain successful advocacy and community outreach programs in your state and local REALTOR® Association.

GET STARTED

REALTOR® Party programs, grants and other tools and resources, success stories, can be found within the online REALTOR Party Resource Guide.

[Learn More](#)

COMMUNITY OUTREACH PLANNING SESSIONS



REALTOR Party Community Outreach

Is there a grant for that?

REALTOR association staff and leadership are cordially invited to schedule one-on-one sessions via ZOOM with Community Outreach staff to brainstorm ways to address affordable housing challenges, community planning and development issues, revitalization opportunities and fair housing initiatives using a [Housing Opportunity](#), [Smart Growth](#), [Placemaking](#), [Rural Outreach](#) and/or [Fair Housing](#) grant or resource. Please note that all sign-up time are EST. Questions? Contact [Christine Windle, Director, Community Outreach, NAR](#).



30 Minute Zoom Session with Community Outreach Team for GADS, AEs



Brainstorm ways to address issue challenges using a grant or resource



Wednesdays and Fridays



1PM or 2PM EST

[Easy Sign-Up](#)

Questions?



Josh Dix

Government Affairs Director Charleston
Trident Association of REALTORS®

josh@charlestonrealtors.com



Hugh Morris

Manager, Community Development
and Growth

hmorris@nar.realtor

202-383-1278



Hancen Sale

Governmental Affairs and Policy Director
Knoxville Area Association of REALTORS

hancen@kaarmls.com



Christine Windle

Director, Community Outreach

cwindle@nar.realtor

202-383-1135

THANK YOU.



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