REALTOR® PARTY PROGRAMS AND GRANTS: COMMUNITY OUTREACH AND ENGAGEMENT
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

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<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
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<td>Speakers, Classes &amp; Trainings: up to $3,000</td>
<td>Projects That Address Challenges: up to $7,500</td>
<td>Comprehensive, Partnership-Based Efforts: up to $15,000</td>
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(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 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.
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
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.
# 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:

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REALTOR® PARTY SUCCESS STORIES

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

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!
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.
STATE AND LOCAL GROWTH POLLING PROGRAM

NAR’s polling consultant surveys the opinions of the local or state residents concerning growth.
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.
Housing Our Future

Charleston County’s comprehensive plan for housing & housing affordability
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

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

View Spaces to Places Blog
REALTOR® Party programs, grants and other tools and resources, success stories, can be found within the online REALTOR Party Resource Guide.
COMMUNITY OUTREACH PLANNING SESSIONS

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?

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