What is an Independent Expenditure Campaign?

Why are Independent Expenditure Campaigns important?
Virginia Official Pulls Republican’s Name from Bowl to Pick Winner of Tied Race
WE WIN ELECTIONS

- **Wins**: 67.74%
- **Losses**: 28.22%
- **Runoffs**: 3.68%
- **Pending**: 0.36%
How does the REALTOR Party IE Program work?

1. Allocation
2. Pre-Application
3. Tactical Timeline
4. Application
5. Approval Timeline
6. Post-Approval
Allocation

$4.45 \times \# \text{ of members in state} = \text{Total Allocated Funds}
Allocation

$4.45 \times 50,000 \text{ members} = $222,500.00
Allocation

Total Allocation Funds

÷

Equally to state and local races
$222,500.00

= 

$111,250.00 State and $ 111,250.00 Local
Non-Allocated Funds

• First come, first served nationwide after allocations are depleted.
• $3,052,580 for 2023
• NAR does not differentiate between allocated and non-allocated funds for the purposes of approval.
• Criteria for approval is up to the individual committee member to decide.
Pre-Application
Things you need to know before you apply:

1. Is this a non-partisan race?
2. When is the election?
3. When does voting start?
4. Is this a primary or a general election?
5. What else is on the ballot at the same time?
6. Are there unique factors in play?
Mitchell Norton

202-997-0464
mnorton@NAR.realtor
Tactical Timeline
(Weeks between first contact with Mitchell and start of voting)

Polling – 12 Weeks
Mail – 7 Weeks
Online – 7 Weeks
Phones – 4 Weeks
# Tactical Timeline (with Polling)

<table>
<thead>
<tr>
<th>Action</th>
<th>Date</th>
<th>T - Election Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Election Day</td>
<td>Nov 6</td>
<td>0 Days</td>
</tr>
<tr>
<td>GOTV Texts</td>
<td>Nov 2</td>
<td>4 Days</td>
</tr>
<tr>
<td>Second Mailer</td>
<td>Oct 25</td>
<td>12 Days</td>
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<tr>
<td>First Mailer</td>
<td>Oct 11</td>
<td>26 Days</td>
</tr>
<tr>
<td>Online Launch</td>
<td>Oct 9</td>
<td>28 Days</td>
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<td>Creative Approved</td>
<td>Sept 30</td>
<td>37 Days</td>
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<tr>
<td>Creative Sent</td>
<td>Sept 23</td>
<td>44 Days</td>
</tr>
<tr>
<td>Plan Approved</td>
<td>Sept 25</td>
<td>46 Days</td>
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<tr>
<td>App Approved</td>
<td>Sept 21</td>
<td>50 Days</td>
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<tr>
<td>App Deadline</td>
<td>Sept 17</td>
<td>54 Days</td>
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<tr>
<td>Budget Costs</td>
<td>Sept 12</td>
<td>59 Days</td>
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<tr>
<td>Polling Results</td>
<td>Sept 4</td>
<td>67 Days</td>
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<tr>
<td>Polling Fields</td>
<td>Aug 28</td>
<td>74 Days</td>
</tr>
<tr>
<td>Polling Call</td>
<td>Aug 14</td>
<td>88 Days</td>
</tr>
<tr>
<td>Initial Discussion</td>
<td>Aug 7</td>
<td>95 Days</td>
</tr>
</tbody>
</table>
Tactical Timeline
(Days between app approval and Election Day)
PAC Usage

(Which PAC are you going to use?)

National Associations of REALTORS Fund

vs

Your State Association’s PAC

Vs

Your Own PAC
Vendor Usage

(Which vendor are you going to use?)

REAL Strategies (Target Smart) vs Your Own Vendor
Application

REALTORParty.realtor – Programs – Independent Expenditures

Independent Expenditures

The State and Local Independent Expenditures (IE) Program is an exciting program to assist state and local associations that want to get involved in local and state elections. The program provides each state with funds that can be used to support candidates for political office who support REALTORS® and the real estate industry.

- PRE-APPLICATION INDEPENDENT EXPENDITURE BUDGET REQUEST
- STATE & LOCAL CANDIDATE POLLING REQUEST FORM
- INDEPENDENT EXPENDITURE APPLICATION
- INDEPENDENT EXPENDITURE POLICIES & PROCEDURES
- ADD BANK INFORMATION/PAYEE TO YOUR APPLICATIONS

Application Process

If you are interested in running an independent expenditure campaign, please review the following steps and then contact Mitchell Norton.

Choose your Candidate
Does your association want to support someone who has helped with previous issues? Do you have a REALTOR® who wants to run for public office? The first step is for your association to choose who will make a great candidate to support.
Application – Polling

REALTORParty.realtor – Programs – Independent Expenditures

1. PRE-APPLICATION INDEPENDENT EXPENDITURE BUDGET REQUEST
2. STATE & LOCAL CANDIDATE POLLING REQUEST FORM
3. INDEPENDENT EXPENDITURE APPLICATION
4. INDEPENDENT EXPENDITURE POLICIES & PROCEDURES
5. ADD BANK INFORMATION/PAYEE TO YOUR APPLICATIONS
Polling Request Form

REALTORParty.realtor – Programs – Independent Expenditures

State & Local Candidate Polling

Polling for state and local candidates is approved as on a case-by-case basis in concert with the State & Local Independent Expenditure (IE) Program. Associations that desire to poll a candidate or race should also have a desire to support a candidate in that race with NAR IE Funds, should the polling suggests it’s needed. Not all jurisdictions are large enough to poll, but our Campaign Services team will work with you on reasonable alternatives should a traditional survey not be possible.

Please complete the following questionnaire and submit. Someone from our Campaign Services team will reach out to you within 24 hours.

1. Association Contact (Your Name):
   
   First Name   Last Name

2. State: *
   
   Alabama

3. Association Name:* 

4. Role within your association (AE, GAD, etc):* 

Polling Request Form

1. You and Your Association’s Information
2. State or Local Race?
3. Candidate’s Name?
4. What Office Are They Seeking
   – Please Include District Number If Applicable
5. District or At-Large?
6. Primary, General, Special, Runoff?
7. Election Date and Voting Start Date?
8. Last Day of Qualifying
Application – Budget Request (Using REAL Strategies)

REALTORParty.realtor – Programs – Independent Expenditures

- Pre-Application Independent Expenditure Budget Request
- State & Local Candidate Polling Request Form
- Independent Expenditure Application
- Independent Expenditure Policies & Procedures
- Add Bank Information/Payee to Your Applications
Application – Budget Request (Using REAL Strategies)
REALTORParty.realtor – Programs – Independent Expenditures

Pre-Application Independent Expenditure Budget Request

Please disregard this form if you have already completed a polling request form for this race. State and Local Independent Expenditures (IE) require budgets be completed before IE applications can be submitted. This form notifies NAR that you intend to request IE funding and need budget counts from NAR's preferred vendor.

Please complete the following questionnaire and submit. Someone from our Campaign Services team will reach out to you within 24 hours.

1. Association Contact (Your Name):

First Name

Last Name

2. State:

Alabama

3. Association Name:

4. Role within your association (AE, GAD, etc.):
Application – Budget Request (Using REAL Strategies)

1. You and Your Association’s Information
2. Candidate’s Name?
3. What Office Are They Seeking
   – Please Include District Number If Applicable
4. City and County of Office Sought?
5. District or At-Large?
6. Primary, General, Special, Runoff?
7. Election Date and Voting Start Date?
Application

REALTORParty.realtor – Programs – Independent Expenditures

- Pre-application Independent Expenditure Budget Request
- State & Local Candidate Polling Request Form
- Independent Expenditure Application
- Independent Expenditure Policies & Procedures
- Add Bank Information/Payee to Your Applications
State and Local Candidate
Independent Expenditure Program Application Form

Through the Campaign Services Program, NAR makes a variety of campaign, tools, data and services available to state and local associations. The first step is to apply for funds related to the identified candidate that you have identified for support.

Primary Contact Information

First Name: __________________________ Last Name: __________________________

Click here to copy your primary contact information from another application.
Enter Your Email Address: __________________________

City: __________________________  State: __________________________  Zip: __________________________

Please Select  

Association: __________________________

Position: __________________________

Phone number: work: __________________________  Phone number: cell: __________________________

The REALTOR® Association making the IE Request: __________________________
THE IE APPLICATION (COMMON MISTAKE)

The REALTOR® Association making the IE Request:

The REALTOR® Association making the IE Request:
Approval Timeline

Weekly Approvals
Due Tuesday at 5pmET
Subcommittee
Committee
Approved Monday at 5pmET
Exceptions
Derek —

Congratulations! The applications you submitted have been approved. The following amounts were approved by the committee:

- Lindsay French  MO Kansas City Council  $85,110.98

Invoices should be bill to NAR Fund.

Please reply to all when responding to this e-mail and any future thread. Also, feel free to include anyone else from your association that needs to be aware of the approval and upcoming campaign activity.

Thanks!

Mitchell Norton
Manager, NAR State & Local Independent Expenditures Program | Advocacy Group
NATIONAL ASSOCIATION OF REALTORS® | 500 New Jersey Ave NW | Washington, DC 20001
Email: MNorton@nar.realtor | Office: 202-383-1091 | Mobile: 202-937-0464
www.nar.realtor
Good Afternoon Derek,

Congratulations and welcome to the first step of your new NAR Independent Expenditure project! The Independent Expenditure grant (IE) is designed by NAR to support organizations like yours. The program enhances the capacity of state and local REALTOR® associations to support their members running for office at all levels of government, as well as elected officials and other candidates who have demonstrated themselves to be champions of your local REALTOR® policy agenda.

NAR partners with our team at REAL Strategies to help you through the campaign process from start to finish. We’re always here to answer questions, so please don’t hesitate to reach out to us or NAR at any time.

Going forward, you will be working with the ACCESS Marketing Services Production Team to develop the creative elements of your campaign. Bobby Harris will be your Production Lead for this effort and will be available to answer any questions and guide you through the creative review process. Please be sure to “Reply All” when responding so that they are included, and we can all stay on the same page. You will have final sign off on all creative materials.

Please find below several important items that need your prompt attention and action in order to get your project underway.
Maura –

Congratulations! The applications you submitted have been approved. The following amounts were approved by the committee:

- Lamont Bagby VA SD 14 $15,000.00
- Emily Brewer VA SD 17 $10,000.00

Invoices should be bill to RPAC of Virginia.

Please note the following rules for associations using their own vendors:

1. All invoices for an approved IE are due no later than 14 days (two weeks) following the election date identified on the application. Invoices received after that time will not be paid.
2. All invoices for an approved IE should be sent to me. In a single email. Multiple invoices in one email is fine, but we will only process a contribution for a campaign once. So if we get an invoice and process a contribution then receive a second invoice for that campaign, there will not be a second contribution.

Please reply to all when responding to this email and any future thread. Also, feel free to include anyone else from your association that needs to be aware of the approval and upcoming campaign activity.

Thanks!

Mitchell Norton
Manager, NAR State & Local Independent Expenditures Program | Advocacy Group
NATIONAL ASSOCIATION OF REALTORS® | 500 New Jersey Ave NW | Washington, DC 20001
Email: MNorton@nar.realtor | Office: 202-383-1091 | Mobile: 202-997-0404
www.narrealtor
Approval Email (Using Another PAC)

1. All invoices for an approved IE are due no later than 14 days (two weeks) following the election date identi after that time will not be paid.
2. All invoices for an approved IE should be sent to me in a single email. Multiple invoices in one email is fine for a campaign once. So if we get an invoice and process a contribution then receive a second invoice for ti contribution.

case reply to all when responding to this e-mail and any future thread. Also, feel free to include anyone else fro
### Program Component

<table>
<thead>
<tr>
<th>Program Component</th>
<th>Drop/Launch/Deploy Date</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>Tuesday, July 18</td>
<td>$1,700.00</td>
<td>4 weeks. Includes landing page.</td>
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<tr>
<td>Mailer #1</td>
<td>Monday, July 24</td>
<td>$755.34</td>
<td></td>
</tr>
<tr>
<td>Mailer #2</td>
<td>Friday, August 4</td>
<td>$755.34</td>
<td></td>
</tr>
<tr>
<td>Live GOTV Call - Landlines</td>
<td>Thursday, August 10</td>
<td>$345.94</td>
<td></td>
</tr>
<tr>
<td>Live GOTV Call - Wireless</td>
<td>Thursday, August 10</td>
<td>$568.72</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$4,124.94</strong></td>
<td></td>
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### Geography

<table>
<thead>
<tr>
<th>Universe</th>
<th>Voters</th>
<th>Households</th>
<th>Landlines</th>
<th>Wireless</th>
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</thead>
<tbody>
<tr>
<td>Yakima City Council District 4</td>
<td>1,068</td>
<td>864</td>
<td>369</td>
<td>212</td>
</tr>
</tbody>
</table>

---
Material Approval
Approval Email (Using Your Vendor)

IE Application Approved - Virginia Association of REALTORS

Monday, June 12, 2023 at 5:55 PM

Maura –

Congratulations! The applications you submitted have been approved. The following amounts were approved by the committee:

- Lamont Bagby VA SD 14 $15,000.00
- Emily Brewer VA SD 17 $10,000.00

Invoices should be bill to RPAC of Virginia.

Please note the following rules for associations using their own vendors:

1. All invoices for an approved IE are due no later than 14 days (two weeks) following the election date identified on the application. Invoices received after that time will not be paid.
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Thanks!

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Email: MNorton@nar.realtor | Office: 202-383-1091 | Mobile: 202-997-0464
www.narrealtor
Mail

On Aug. 1, Vote CHELSEA MACK for City Council

Chelsea Mack will be an advocate for our district. She is committed to reducing crime, curbing homelessness and encouraging economic development and more jobs in East Yakima.

As a Council member, she will:
- Work to improve neighborhood infrastructure to make our community safer while developing new youth programs to keep kids off the streets.
- Reduce homelessness by providing necessary support for those in need, especially combat veterans.
- Use her experience to be a smart steward of taxpayer dollars while working to attract new businesses, and in turn bring more jobs to East Yakima and help revitalize downtown.

On Aug. 1, Vote CHELSEA MACK for City Council

ChelseaForCouncil.com

Vote August 1

Washington REALTOR® PAC
PO Box 719
Olympia, WA 98507

No Candidate: authored this ad. Paid for by Washington REALTOR® Political Action Committee, PO Box 719
Olympia, WA 98507. Top 5 Contributors: Seattle-King County Association of REALTOR®, Spokane Association of REALTOR®, Clark County Association of REALTOR®, Washington State Commercial Association of REALTOR®, J. Lemmer Scott.
Hi, this is _____ and we are calling you today on behalf of the Washington REALTOR Political Action Committee because your vote for Chelsea Mack for Yakima City Council District 4 is crucial in this upcoming election. Election day is coming up, will you make a pledge to vote for Chelsea Mack when you mail in your ballot no later than August 1st?

01: Yes       GO TO 1
02: No        GO TO 2
03: Unsure    GO TO 2
04: Answering Machine       GO TO VOICEMAIL

20 REFUSED
21 DO NOT CALL
25 NOT VOTING
26 ALREADY VOTED

30-86 - finalized records do not count as contacts (enter ID1 into ID field)
30 early hang up
31 language barrier
32 target deceased
35 privacy manager
80 wrong number (detected by agent)
86 bad/wrong number/tri-tones (detected by dialer)

1 Great! This election is going to be close and your vote for Chelsea Mack for Yakima City Council is important. Please be sure to have your vote by mail ballot completed with a vote for Chelsea Mack for City Council and postmarked no later than Election Day, Tuesday, August 1st or you can also bring it to any ballot box drop off location in Yakima County on Election Day. Thank you. No Candidate authorized this ad. Paid for by Washington REALTORS Political Action Committee, PO Box 719 Olympia, WA 98507.
The REALTOR® IE Effect

Phoenix REALTORS®
City of Phoenix District 8 Runoff Election
March 2023
PHOENIX — Arizona has the fourth worst affordable housing shortage in the country for households with extremely low incomes, according to the National Low Income Housing Coalition’s (NLIHC) Gap report, released on Thursday.

The report concluded that Arizona has 26 affordable and available rental units for every 100 extremely low-income households. Only Nevada, California, and Oregon are worse, according to the report.

In 2022, the Arizona Department of Housing estimated a housing shortage of 270,000 units in Arizona. In a more recent study, the Common Sense Institute determined that Arizona still needs 74,419 additional housing units to meet demand in the state. Affordable housing is part of that need.

Arizona's housing deficit increased 1,377% since 2012, report says
Getting Past the General: An Uphill Battle

Balanced messaging pushes Garcia over the fifty percent threshold. Nevertheless, the plurality of voters here are undecided, and further information about Washington is well received. Washington stands to gain from positive messaging on her behalf, with most voters indicating that they are open to her candidacy after hearing more about her. Also working in her favor is the electorate’s relative disapproval of the city’s direction, as well as voters’ concerns over housing, homelessness, and crime.

- **Washington starts at a deficit in an open race.** Incumbent Carlos Garcia leads initially with 37 percent of the vote (including 7 percent who lean towards supporting him), with Kesha Hodge Washington trailing at 16 percent. Other candidates receive 11 percent total support, with a plurality of 37 percent undecided.

---

### Phoenix City Council District 8

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Total Votes</th>
<th>% Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos Garcia *</td>
<td>13,896</td>
<td>39.5%</td>
</tr>
<tr>
<td>Kesha Hodge Washington</td>
<td>13,371</td>
<td>38.0%</td>
</tr>
<tr>
<td>Denise Ceballos-Viner</td>
<td>4,057</td>
<td>11.5%</td>
</tr>
<tr>
<td>Nick Griemsmann</td>
<td>3,858</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

*Incumbent*
A. Kesha Washington will support new emergency shelters so that homeless individuals have a place to go with the care and services they need.

<table>
<thead>
<tr>
<th></th>
<th>Very Convincing</th>
<th>Smwt Convincing</th>
<th>Little Convincing</th>
<th>Not Convincing</th>
<th>Very/Smwt Convincing</th>
<th>A little/Not at all convincing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Message Testing</td>
<td>32</td>
<td>38</td>
<td>17</td>
<td>13</td>
<td>0</td>
<td>69</td>
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<tr>
<td>After Message Testing</td>
<td>69</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

**Before Message Testing**

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kesha Hodge Washington</td>
<td>32</td>
</tr>
<tr>
<td>Lean Kesha Hodge Washington</td>
<td>14</td>
</tr>
<tr>
<td>Carlos Garcia</td>
<td>35</td>
</tr>
<tr>
<td>Lean Carlos Garcia</td>
<td>9</td>
</tr>
<tr>
<td>(Undecided)</td>
<td>10</td>
</tr>
</tbody>
</table>

Total Kesha Hodge Washington: 47
Total Carlos Garcia: 44

**After Message Testing**

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kesha Hodge Washington</td>
<td>47</td>
</tr>
<tr>
<td>Lean Kesha Hodge Washington</td>
<td>9</td>
</tr>
<tr>
<td>Carlos Garcia</td>
<td>27</td>
</tr>
<tr>
<td>Lean Carlos Garcia</td>
<td>9</td>
</tr>
<tr>
<td>(Undecided)</td>
<td>9</td>
</tr>
</tbody>
</table>

Total Kesha Hodge Washington: 56
Total Carlos Garcia: 35

Total Washington - Total Garcia: 20
Kesha will deliver safer neighborhoods, an effective police force, and solutions for the homeless.

As a lawyer and community leader, Kesha Hodge Washington knows what it takes to make Phoenix a safer, more affordable place to live. She will promote an accountable police force that works with the community to solve crime in our neighborhoods, and she will improve services for Phoenix’s homeless population.

As our voice on the city council, Kesha will:

» Invest in better training for police and emergency responders to improve response times and effectiveness.

» Implement community-based solutions to address crime.

» Advocate for opening new emergency shelters with the care and services our homeless population needs so they can get off the streets.

» Support more housing options to make owning and renting a home more affordable.

For the commonsense leadership we need to move Phoenix forward, vote Kesha Hodge Washington for City Council District 8.

Runoff Election is March 14 • Mail/Early Voting Has Begun

- Mailers (2) sent to 6,370 voters in 5,121 households

- 3 weeks worth of online ads reaching over 18k voters

Built-to-Order Campaign Plan
Above-Average Results
Sec. 18-11.16. Discrimination in sale or rental.

A. A person may not refuse to sell or rent after a bona fide offer has been made or refuse to negotiate for the sale of or otherwise make unavailable or deny a dwelling to any person because of race, color, religion, sex, disability, familial status, national origin, sexual orientation, gender identity or expression, or source of income.

B. A person may not discriminate against any person in the terms, conditions or privileges of sale or rental of a dwelling, or in providing services or facilities in connection with the sale or rental, because of race, color, religion, sex, disability, familial status, national origin, sexual orientation, gender identity or expression, or source of income.
Garcia also went after Hodge Washington's endorsement from the Phoenix Realtors association, saying the group was against him because he supports banning landlords from discriminating against housing assistance voucher holders.

Betty S Guardado Retweeted
Michael Angulo @michaelanguloAZ · Mar 9
ELECTION ALERT: New reports show @nardotrealtor - who OPPOSED a new anti-discrimination housing policy championed by @carlosforphx - actually dropped $78,896.90 to support his opponent @KeshaForPhoenix in October, bringing their total support to over $97K!

Betty S Guardado Retweeted
Michael Angulo @michaelanguloAZ · Mar 4
Great turn out for @carlosforphx canvass this morning! Labor, community leaders, education champions and all VOLUNTEERS.

Wonder if the @nardotrealtor who opposed the anti-discrimination housing ordinance had volunteers out for @KeshaForPhoenix...

Or do they just do DARK MONEY?
In a display of bipartisanship and consensus, the Phoenix City Council on Wednesday voted to prohibit discrimination against renters and home buyers who use government assistance, but it is unclear when the ban will go into effect, and the threat of a potential lawsuit lingers.

Eight of the city’s nine council members approved a ban that will penalize those who discriminate against renters and home buyers based on their sources of income. Violating the rule could result in a civil fine of $2,500 and daily penalties of up to $2,500, according to city documents.

The ordinance is a win for people who have recently lobbied the council for help securing sustainable, affordable housing. It was opposed by the Phoenix Realtors organization and the Arizona Multihousing Association, which represents the apartment industry.
RPAC and NAR IE funds invested in D8 challenger Kesha Hodge
Washington
General election IE: $78,896.90
Runoff election IE: $17,708.67
RPAC campaign contributions: $13,100
(state-allowed maximum)

TOTAL: $109,705.57
RPAC and NAR IE funds invested in D6 challenger Kevin Robinson

Runoff election IE: $39,784.19
RPAC campaign contributions: $13,100
(state-allowed maximum)

TOTAL: $52,884.19
End of an Era - Great Risk Begets Great Reward
Phoenix City Council District 8 Runoff
Last updated: 3/15/2023, 11:41:34 AM

<table>
<thead>
<tr>
<th>Candidates</th>
<th>Votes</th>
<th>Pct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kesha Hodge Washington</td>
<td>8,311</td>
<td>56.18%</td>
</tr>
<tr>
<td>Carlos Garcia *</td>
<td>6,482</td>
<td>43.82%</td>
</tr>
</tbody>
</table>

* = Incumbent

Precincts reporting: 100%
Votes counted: 14,793

Phoenix City Council District 6 Runoff
Last updated: 3/15/2023, 11:41:07 AM

<table>
<thead>
<tr>
<th>Candidates</th>
<th>Votes</th>
<th>Pct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kevin Robinson</td>
<td>21,390</td>
<td>62.39%</td>
</tr>
<tr>
<td>Sam Stone</td>
<td>12,897</td>
<td>37.61%</td>
</tr>
</tbody>
</table>

* = Incumbent

Precincts reporting: 100%
Votes counted: 34,287
Aly Perkins, Government Affairs Director
aperkins@phoenixrealtors.com
(602) 288-0229
The REALTOR® IE Effect

Phoenix REALTORS®
City of Phoenix District 8 Runoff Election
March 2023
PHOENIX — Arizona has the fourth worst affordable housing shortage in the country for households with extremely low incomes, according to the National Low Income Housing Coalition’s (NLIHC) Gap report, released on Thursday.

The report concluded that Arizona has 26 affordable and available rental units for every 100 extremely low-income households. Only Nevada, California, and Oregon are worse, according to the report.

In 2022, the Arizona Department of Housing estimated a housing shortage of 270,000 units in Arizona. In a more recent study, the Common Sense Institute determined that Arizona still needs 74,419 additional housing units to meet demand in the state. Affordable housing is part of that need.

Arizona’s housing deficit increased 1,377% since 2012, report says
Balanced messaging pushes Garcia over the fifty percent threshold. Nevertheless, the plurality of voters here are undecided, and further information about Washington is well received. Washington stands to gain from positive messaging on her behalf, with most voters indicating that they are open to her candidacy after hearing more about her. Also working in her favor is the electorate's relative disapproval of the city’s direction, as well as voters' concerns over housing, homelessness, and crime.

- **Washington starts at a deficit in an open race.** Incumbent Carlos Garcia leads initially with 37 percent of the vote (including 7 percent who lean towards supporting him), with Kesha Hodge Washington trailing at 16 percent. Other candidates receive 11 percent total support, with a plurality of 37 percent undecided.
A. Kesha Washington will support new emergency shelters so that homeless individuals have a place to go with the care and services they need.

### Before Message Testing

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Kesha Hodge Washington</td>
<td>32</td>
</tr>
<tr>
<td>Lean Kesha Hodge Washing</td>
<td>14</td>
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<tr>
<td>Carlos Garcia</td>
<td>35</td>
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<tr>
<td>Lean Carlos Garcia</td>
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<td>(Undecided)</td>
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<td><strong>Total Kesha Hodge Washing</strong></td>
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<td><strong>Total Carlos Garcia</strong></td>
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<td><strong>Total Washington - Total Garcia</strong></td>
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### After Message Testing

<table>
<thead>
<tr>
<th>Candidate</th>
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<tbody>
<tr>
<td>Kesha Hodge Washington</td>
<td>47</td>
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<tr>
<td>Lean Kesha Hodge Washing</td>
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<td>Carlos Garcia</td>
<td>27</td>
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<tr>
<td>Lean Carlos Garcia</td>
<td>9</td>
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<tr>
<td>(Undecided)</td>
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<td><strong>Total Kesha Hodge Washing</strong></td>
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<td><strong>Total Carlos Garcia</strong></td>
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<td><strong>Total Washington - Total Garcia</strong></td>
<td><strong>20</strong></td>
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<table>
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<tr>
<th>Convinced Level</th>
<th>Very Convincing</th>
<th>Smwt Convincing</th>
<th>Little Convincing</th>
<th>Not Convincing</th>
<th>(Dk/Ref)</th>
<th>Very/Smwt Convincing</th>
<th>A little/Not at all convincing</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>32</td>
<td>38</td>
<td>17</td>
<td>13</td>
<td>0</td>
<td>69</td>
<td>31</td>
</tr>
</tbody>
</table>
As a lawyer and community leader, Kesha Hodge Washington knows what it takes to make Phoenix a safer, more affordable place to live. She will promote an accountable police force that works with the community to solve crime in our neighborhoods, and she will improve services for Phoenix's homeless population.

As our voice on the city council, Kesha will:

» Invest in better training for police and emergency responders to improve response times and effectiveness.

» Implement community-based solutions to address crime.

» Advocate for opening new emergency shelters with the care and services our homeless population needs so they can get off the streets.

» Support more housing options to make owning and renting a home more affordable.

For the commonsense leadership we need to move Phoenix forward, vote Kesha Hodge Washington for City Council District 8.

Runoff Election is March 14 • Mail/Early Voting Has Begun

- Mailers (2) sent to 6,370 voters in 5,121 households
- 3 weeks worth of online ads reaching over 18k voters
- 1 MMS text sent day before election

Built-to-Order Campaign Plan
Above-Average Results
Phoenix City Council Champion Makeup - August 2022 (Pre-IE)
Sec. 18-11.16. Discrimination in sale or rental.

A. A person may not refuse to sell or rent after a bona fide offer has been made or refuse to negotiate for the sale of or otherwise make unavailable or deny a dwelling to any person because of race, color, religion, sex, disability, familial status, national origin, sexual orientation, gender identity or expression, or source of income.

B. A person may not discriminate against any person in the terms, conditions or privileges of sale or rental of a dwelling, or in providing services or facilities in connection with the sale or rental, because of race, color, religion, sex, disability, familial status, national origin, sexual orientation, gender identity or expression, or source of income.
Garcia also went after Hodge Washington's endorsement from the Phoenix Realtors association, saying the group was against him because he supports banning landlords from discriminating against housing assistance voucher holders.

Betty S Guardado Retweeted
Michael Angulo @michaelanguloAZ · Mar 9
ELECTION ALERT: New reports show @nardotrealtor - who OPPOSED a new anti-discrimination housing policy championed by @carlosforphx - actually dropped $78,896.90 to support his opponent @KeshaForPhoenix in October, bringing their total support to over $97K!

Betty S Guardado Retweeted
Michael Angulo @michaelanguloAZ · Mar 4
Great turn out for @carlosforphx canvass this morning! Labor, community leaders, education champions and all VOLUNTEERS.

Wonder if the @nardotrealtor who opposed the anti-discrimination housing ordinance had volunteers out for @KeshaForPhoenix...

Or do they just do DARK MONEY?
In a display of bipartisanship and consensus, the Phoenix City Council on Wednesday voted to prohibit discrimination against renters and home buyers who use government assistance, but it is unclear when the ban will go into effect, and the threat of a potential lawsuit lingers.

Eight of the city's nine council members approved a ban that will penalize those who discriminate against renters and home buyers based on their sources of income. Violating the rule could result in a civil fine of $2,500 and daily penalties of up to $2,500, according to city documents.

The ordinance is a win for people who have recently lobbied the council for help securing sustainable, affordable housing. It was opposed by the Phoenix Realtors organization and the Arizona Multihousing Association, which represents the apartment industry.
RPAC and NAR IE funds invested in D8 challenger Kesha Hodge

Washington
General election IE: $78,896.90
Runoff election IE: $17,708.67
RPAC campaign contributions: $13,100
(state-allowed maximum)

TOTAL: $109,705.57

RPAC and NAR IE funds invested in D6 challenger Kevin Robinson

Runoff election IE: $39,784.19
RPAC campaign contributions: $13,100
(state-allowed maximum)

TOTAL: $52,884.19
That of Stone, voters lack intensity overall and a Stone victory cannot be ruled out. Despite messaging on behalf of Robinson, his position improves dramatically to 62% vs 22 percent for Stone.

### Phoenix City Council District 8 Runoff

Last updated: 3/15/2023, 11:41:34 AM

<table>
<thead>
<tr>
<th>Candidates</th>
<th>Votes</th>
<th>Pct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kesha Hodge Washington</td>
<td>8,311</td>
<td>56.18%</td>
</tr>
<tr>
<td>Carlos Garcia</td>
<td>6,482</td>
<td>43.82%</td>
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</tbody>
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* = incumbent

Precincts reporting: 100%
Votes counted: 14,793

### Phoenix City Council District 6 Runoff

Last updated: 2/15/2023, 11:41:07 AM

<table>
<thead>
<tr>
<th>Candidates</th>
<th>Votes</th>
<th>Pct.</th>
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</thead>
<tbody>
<tr>
<td>Kevin Robinson</td>
<td>21,390</td>
<td>62.39%</td>
</tr>
<tr>
<td>Sam Stone</td>
<td>12,897</td>
<td>37.61%</td>
</tr>
</tbody>
</table>

* = incumbent

Precincts reporting: 100%
Votes counted: 34,287
Phoenix City Council Champion Makeup - February 2023 (Runoff IE In Progress)
Aly Perkins, Government Affairs Director
aperkins@phoenixrealtors.com
(602) 288-0229