

# PRO-PROPERTY PLATFORM 2025

## TOOLKIT FOR STATE & LOCAL GOVERNMENT AFFAIRS DIRECTORS AND ASSOCIATION EXECUTIVES

### **What is the Pro-Property Platform?**

The Pro-Property Platform is a new tool launched by the National Association of REALTORS® designed to strengthen our federal political advocacy by capturing and tagging direct-to-candidate contributions as pro-housing and pro-property rights. This document is for informational purposes only, to assist you in answering questions from members or leaders. Your role can be minimal—promotion is not required—and all donor questions should be directed to your NAR Political Representative.

You can visit the Platform at <https://candidates.propropertyplatform.com>

### **Why Launch the Pro-Property Platform?**

REALTORS® and their friends, family, and clients already give millions of dollars to federal candidates every election. Most of that giving is done directly through a candidate's website, without any REALTOR® message attached. The Platform makes sure our giving carries a clear message: we support housing and property rights.

This does NOT replace RPAC. RPAC is our foundation. The Platform is just one more way to show our political strength.

### **How It Works**

- NAR's Federal RPAC Disbursement Trustees vet and determine which candidates are on the list.
- People go to the Platform, pick a candidate, and contribute.
- The money goes directly to that candidate's campaign.
- The donation is tagged as coming from a REALTOR® supporter.
- It gets recorded in Aristotle, so we can all see who's giving.

### **State and Local Role**

- You do NOT need to promote or raise money for the Platform.
- If someone asks about it, give them a short answer and send them to your NAR Political Representative.
- Don't name specific candidates when talking about it—just say it's for federal lawmakers who support our issues.
- You can say: *"It's run by NAR. It's a way to give directly to federal candidates who support property rights. Your NAR Political Rep can help you contribute through it."*

- If your association is interested in launching its own direct giver program or adopting NAR's conduit software, please contact your NAR Political Representative.

### ***How Does This Help Our Association?***

- When REALTORS® give through the Platform, *everyone* benefits—national, state, and local.
- Members of Congress don't differentiate between NAR, state, or local associations; they see one unified voice representing the real estate industry. That means every contribution through the Platform reflects positively on your association and strengthens your members' relationships with elected officials.
- Every dollar given through the Platform makes the REALTOR® voice stronger in Washington.
- It helps build relationships between our members and Members of Congress.
- It shows that REALTORS® care about housing and property rights.
- It can help identify members who might want to get more involved with RPAC.

### ***Who can contribute through the Platform?***

- The Pro-Property Platform is open to everyone, including REALTORS®, NAR Affiliates, and members of the public.
- That means family, friends, clients, and consumers can all participate. Whether you're a REALTOR® or simply someone who believes in expanding access to homeownership, the Platform gives you a way to support candidates who are serious about solving the housing affordability crisis, increasing inventory, and addressing rising interest rates.
- It's a powerful way for anyone to stand up for property rights and send a message that pro-housing policies matter.

### ***Why Contribute Using the Platform?***

- Giving money to a candidate is powerful. Using the **Pro-Property Platform** makes it even stronger. It shows you stand for **property rights, housing opportunity, and real estate-friendly policies**.
- Every year, REALTORS®—plus their friends, families, and clients—already give millions to federal candidates. When that money is given through a regular campaign website, there's no connection to REALTORS® or our issues.
- The Platform changes that. It “tags” the donation so the candidate knows it came from the real estate and property rights community. It also lets us see and track our collective giving.
- **You pick the candidates.** We ensure your support is counted, tracked, and recognized by both the campaigns you support and the REALTOR® community.

### ***When You Give Through the Platform, You:***

- Show up as a pro-housing voter and supporter.
- Send a clear message to elected officials about what matters to us.
- Build stronger connections between REALTORS® and lawmakers who make housing policy.



- Help build a more pro-housing Congress—one contribution at a time.

### ***Are there goals associated with the Platform?***

- Not currently.
- As with any new initiative, our focus is on learning—testing what works, identifying new opportunities, and understanding how the Platform can best complement our existing advocacy and fundraising efforts.
- Setting formal goals too early could create unnecessary pressure on state and local associations. Instead, we're prioritizing flexibility, experimentation, and collaboration in this first phase.
- We will revisit the question of formal goals in the next election cycle, once we have more data and experience to guide us.

### ***What the Pro-Property Platform Is—and What It Isn't***

#### **✓ What the Platform Is:**

- A voluntary, direct-to-candidate giving platform approved by the RPAC Trustees.
- A tool that allows REALTORS®, affiliates, and the public to contribute directly to federal candidates who champion property rights and real estate issues.
- A way to tag contributions as *pro-housing* and *pro-property rights*, clearly signaling our advocacy priorities to elected officials and candidates.

#### **✗ What the Platform Isn't:**

- A replacement for RPAC or its critical role in our advocacy strategy.
- Part of any association's RPAC fundraising goals—contributions made through the Platform do **not** count toward Major Investor status, RPAC fundraising totals or President's Circle totals.
- Mandatory—associations are **not expected** to fundraise or campaign around the Platform. Participation is entirely voluntary.

### ***A Value Add for Your Association***

The Pro-Property Platform enhances your association's advocacy toolbox in three key ways:

1. **Identifies politically engaged members** who may not currently participate in RPAC, opening new doors for relationship-building, recognition, and future investment.
2. **Adds a new advocacy pathway** by allowing members to give directly to candidates *with a real estate-focused message attached*—reinforcing our influence and advancing pro-property policies in Congress.
3. **Demonstrates the full scope of REALTOR® political engagement**, helping associations tell a stronger story to members, lawmakers, and stakeholders about our collective impact.



## Frequently Asked Questions (FAQs)

### Isn't this going to confuse donors or cannibalize RPAC giving?

No. The Platform is not positioned as an alternative to RPAC—it's an *additional tool* designed to amplify our overall impact. Many NAR members already give directly to federal candidates outside of RPAC. The Platform captures those contributions and tags them as pro-real estate, helping us tell a stronger story. These contributions also count toward an individual's RPAC *lifetime giving*, reinforcing their long-term commitment.

### Why would we promote something that doesn't help us meet our MI or participation goals?

Even though Pro-Property contributions don't count toward your **annual** RPAC goals, they **do** count toward a member's **RPAC Lifetime Giving**, which is a major national recognition.

Talking about the Platform also shows the bigger picture: REALTORS® are engaged, active, and supporting federal candidates who stand with us on housing and property rights. It's another way to show the strength of our voice in Washington.

### Are we expected to raise political dollars for this?

No. There is *no requirement* for state or local associations to actively promote or raise funds for the Platform. However, staff are encouraged to be informed and may share the Platform as appropriate with interested members or volunteer leaders.

### Does this create more work for staff?

No. The Platform is managed entirely at the national level. There are no reporting, tracking, or fundraising responsibilities for state or local staff. Contribution data will be available in Aristotle, helping you identify which members are using the Platform. A new column titled "DTC" (direct to candidate) has been added to Individual Summary Reports. Additional custom reports will be added at a later date.

### Can our volunteers promote it?

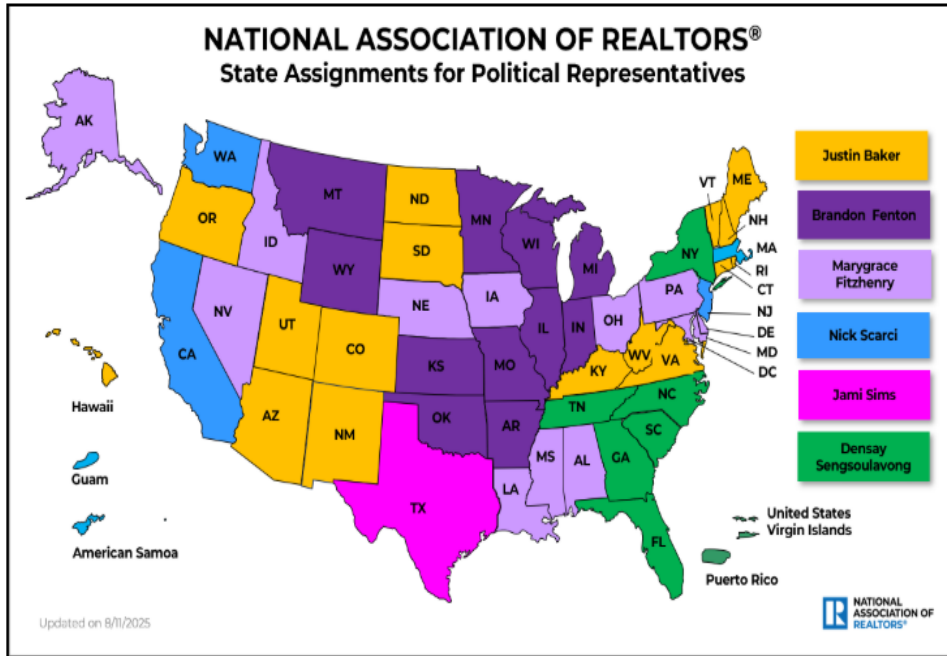
Yes! Volunteer grasstops leaders are *key messengers* for the Platform. If your association has politically engaged members or leaders, they are encouraged to use the Platform to support REALTOR® Party Champions and allies

## What You Can Do

- ✓ **Be informed** about how the Platform works and who it supports.
- ✓ **Answer member questions** if you're able, but always refer members to their NAR Political Rep.
- ✓ **Share the Platform** in your member communications or with volunteer leaders *if* it aligns with your association's strategy.

## Questions?

Contact your NAR Political Representative:



### Justin Baker

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