

RPAC SOFT DOLLAR INVESTOR PROGRAM

Why Invest in RPAC's Political Advocacy Fund (PAF)?

Investing in political advocacy strengthens our industry and supports our brokers and agents' ability to conduct business by:

- ★ Protecting against regulations that would reduce the number of transactions or impede the timely closing of real estate transactions
- ★ Promoting a regulatory and legislative environment that has a positive impact on the profitability of brokerage firms and agents
- ★ Defending private property rights and tax benefits of homeownership

Why Now?

- ★ In 2010 a game-changing decision was handed down by the U.S. Supreme Court in Citizens United v Federal Election Commission. It has resulted in a dramatic shift in the political landscape by allowing the infusion of enormous sums of corporate money.
- ★ The power of our vast army of individual investors in RPAC (the REALTORS® Political Action Committee) is no longer sufficient to compete in this new landscape.
- ★ That's why now, more than ever, your Soft Dollar investments are essential to our political success.

70% of your investment will go to work at the state and local levels and 30% will go to NAR to directly fund political activity at the federal level.

SOFT DOLLAR BENEFITS & RECOGNITION	Sterling R \$1,000 Annually	Crystal R \$2,500 Annually	Golden R \$5,000 Annually	Platinum R \$10,000 Annually
Major Investor Perpetual Plaque for introductory year	★	★	★	★
Corporate Major Investor Lapel Pin	★	★	★	★
Major Investor Social Media Overlay	★	★	★	★
Online recognition on RPAC website	★	★	★	★
Two invitations to Major Investor Reception at NAR Annual Convention				★
Two invitations to the RPAC Hospitality Suite at the REALTOR® Party Convention & Trade Expo and NAR Annual Convention				★
One complimentary registration at NAR Annual Convention				★

FOR TAX-EXEMPT ORGANIZATIONS (including associations of REALTORS®):

All contributions are non-deductible. 30% of your contributions will be provided to the NAR Political Advocacy Fund (PAF) and 70% to the state unless otherwise agreed between NAR and the state association. Contributions by state or local associations of REALTORS® that are 501(c)(6) tax-exempt organizations, or by other tax-exempt organizations will be subject to income tax with respect to the portion of the contribution provided to the state association if the state uses the funds to directly support state or local candidates. Contributing organizations may wish to confirm with the state association the specific use of the funds. (That tax is 35% of the smaller of the amount used by the state association to support candidates or the contributing organization's net investment income, subject to a deductible amount of \$100.) Some state laws may also limit state association acceptance and use of corporate funds for political purposes, and in such cases any amount that cannot be accepted by the state association will be provided to the NAR PAF.

FOR "REGULAR" BUSINESS CORPORATIONS (for profit), such as separately incorporated MLSS or others engaged in real estate business or other related activities:

All contributions are non-deductible. 30% of your contributions will be provided to the NAR Political Advocacy Fund (PAF) and 70% to the state unless otherwise agreed between NAR and the state association. Some state laws may also limit state association acceptance and use of corporate funds for political purposes, and in such cases any amount that cannot be accepted by the state association will be provided to the NAR PAF.

Every MLS and State and Local Association that participates in the RPAC Soft Dollar Investor Program counts as a Major Investor towards your state's Major Investor and RPAC Fundraising Goals.

