



The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests, and promote a vibrant business environment.



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NATIONAL
ASSOCIATION of
REALTORS®



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www.realtorparty.com/brokers

Join NAR's Broker Involvement Program

For State and Federal Calls for Action

This program gives Broker-Owners/Managers a quick and effective tool to enlist your agents in bringing REALTOR® Party issues to the attention of state legislatures and Congress.

Need Your Involvement on Critical Policy Issues

Why should you get involved? Because lawmakers may be considering new laws that could impact your business. Being a REALTOR® makes you VERY powerful. You know the community, the neighborhoods, other business owners and REALTORS®, and are a trusted resource for property owners. You know more about your business and industry than many who are holding office.

Our REALTOR® legislative and regulatory agenda is focused on efforts to stimulate, stabilize, and strengthen real estate markets across the nation while protecting the business interests of members. When critical issues like mortgage cancellation, GSE reform and tax reform are up for debate, NAR and your state associations want to call on you and your agents to take action.

NAR's Broker Involvement Program provides you, the Broker, with a quick and effective tool to rally your agents and send a clear united voice to our state and federal leaders on critical legislative and regulatory issues affecting our industry.



Participation Offers You and Your Agents:

- **A REALTOR® voice in state houses and on Capitol Hill:** Working together we have the opportunity to bring our strong and united REALTOR® voice to state and federal leaders.
- **An easy-to-manage solution:** Nothing needs to be downloaded and the program is free. NAR gives the Broker-Owner or Managing-Broker access to the Broker Portal.
- **Proven results:** Calls for Action response rates are significantly higher when agents receive their message from their Broker. On average, 40 percent of all responses to Calls for Action are from agents in the Broker Program.



JOIN TODAY

Sign up your company online at www.realtorparty.com/brokersjoin

Automatically send agents the Broker Call for Action:

Auto-participation:

If you have 100 or less agents, the Broker Calls for Action (CFA) are among the first messages sent to agents. NAR will alert you by email when there is a state or national Broker CFA (usually three to five per year). The Broker agrees to allow NAR to automatically send all Broker CFAs with the Broker's name and company logo to their agents, thus enabling their agents to quickly take action. This is the most efficient and effective method to ensure that state and federal decision makers hear our REALTOR® voice.

For Broker-Owners with 100 or more agents you may choose:

Auto-participation: as described above, or

Review and approve: NAR will alert the Broker by email (brokers@realtors.org) when there is a Broker Call for Action (CFA). The Broker's email message and the CFA will be available for review on the Broker Portal, where the Broker can approve or reject sending the Broker message and CFA with their name and logo. Please note: the Broker CFA will not be sent until NAR receives your approval. Once approved, the Broker message and CFA will only go to your agents that have not yet responded. If you reject the message, the CFA will be sent to all members under NAR's name.

