

REALTOR® Party Key Messages

Whether you are a Democrat, Republican or Independent, every REALTOR® is a member of the REALTOR® Party. Voting on pro-real estate issues and candidates, actively participating in community and advocacy outreach efforts, and protecting your business through the REALTORS® Political Action Committee and Political Fundraising is the best way for REALTORS® to be heard by elected officials and advocate for their businesses and customers.

Act

Sign up for REALTOR® Party Mobile Alerts by texting the word REALTOR to 30644. Read NAR's monthly advocacy newsletter, the REALTOR® Party News, for the latest advocacy news. These easy steps allow you to stay abreast of important advocacy updates, while on the go!

Follow the REALTOR® Party on Facebook and Twitter.

Be sure to share your stories and photos tagging the REALTOR® Party accounts and using the hashtag #REALTORParty. Success is contagious. Sharing your advocacy "wins" can motivate and give other associations ideas for campaign and events.

Community outreach is a crucial part of NAR's advocacy outreach, allowing REALTORS® and REALTOR® Associations to impact the places where they live and work directly.

REALTORS® are community change agents.

By working with elected officials and partner organizations, REALTORS® can help improve economic, health and educational opportunities, and create better, more diverse places for people to live.

REALTORS® have a vested interest in creating better places to live and improving people's quality of life.

Getting involved in your community's smart growth, housing opportunity, diversity and land use issues is an easy way to establish your association as a valuable resource and partner to state and local government officials.

Vote

When REALTORS® speak, policymakers listen. When 1.3 million REALTORS® speak—vote, act and invest—our voice is louder and our impact greater.

Register to vote or update your voter registry. Learn who your elected officials are and where they stand on real estate issues. Cast your vote for candidates and public policies build strong communities, protect property interests and promote a vibrant business environment.

Educate yourself on REALTOR® Party issues at the national, state and local levels. Your state and local associations also have resources to learn more about issues that affect your community. Politics is one of the most important factors influencing the price of real estate. Being informed about public policy issues helps your business and can help establish you as an expert to your clients.

Invest

Our industry faces a myriad of policy issues on a daily basis. RPAC tackles these issues one by one to allow REALTORS® to focus on their clients.

RPAC ensures that REALTORS® have a seat at the table to advocate for our businesses, our communities, and our clients by supporting pro-real estate candidates at the national, state and local levels.

100% of funds invested in RPAC and the Corporate Ally Program amplify the collective impact of REALTORS®, MLSs, brokers, and real estate business and technology partners. Together we are better positioned to:

- Preserve property tax deductions and the Section 1031 like-kind exchange,
- Protect the mortgage interest deduction,
- Defeat sales tax on services and rent control measures and
- Sign first-time home buyer savings accounts into law.



NATIONAL
ASSOCIATION of
REALTORS®

