

Funding Political Campaigns & Community Outreach Activities

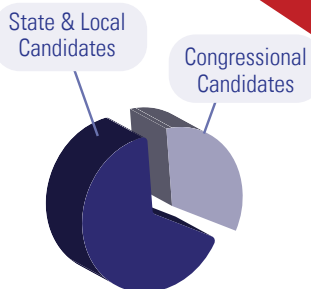


REALTORS® Political Action Committee (RPAC)

Voluntary investments from individual REALTORS® for direct contributions to REALTOR® Champions running for national, state and local offices



RPAC Trustees (or in some local associations, the Government Affairs Committee) decide which REALTOR® Champion will receive RPAC funds based on questionnaires, interviews, voting records, support of REALTOR® issues and other important factors.



Roughly one-third goes to congressional candidates and two-thirds to state and local candidates.

President's Circle (PC)



REALTORS® may also directly support congressional REALTOR® Champions who have demonstrated support of REALTOR® issues by their votes, sponsorship of bills or through other ways. PC members

must first invest a minimum of \$1000 in RPAC.

HARD MONEY

Citizens United v. the Federal Election Commission



This 2010 ruling of the U.S. Supreme Court allows corporations, labor unions and super PACS (funded by corporations, labor unions, and wealthy individuals) to spend unlimited amounts of money on independent expenditures to influence elections. This caused RPAC and the REALTOR® Party to step up soft dollar fundraising efforts to keep pace.

SOFT MONEY



REALTOR® Party

Funded by NAR through dues dollars. Each year, approximately \$40 million is devoted exclusively to REALTOR® Party advocacy and community outreach efforts.

Corporate Ally Program (CAP)

Investments from MLSs; real estate technology partners and advisors; NAR business affiliates, political vendors, institutes, societies, and councils; national and regional real estate franchisors; and real estate brokerages that support federal, state and local independent expenditures for REALTOR® Champions running for public office, issue campaigns OR both. One half of each CAP contribution is directed to fund state/local campaigns and the half to support federal campaigns.



REALTOR® PARTY
CORPORATE ALLY PROGRAM

Political Advocacy Fund (PAF)

Corporate investments by state and local associations and their affiliates used for federal political activities permitted by law, such as opportunity races, legislative receptions and "meet and greet" events.