

WHAT MAKES THE CORPORATE ALLY PROGRAM UNIQUE?

A look at the similarities and differences between the Corporate Ally Program (CAP) and the REALTORS® Political Action Committee (RPAC).

CAP and RPAC are the two premiere fundraising campaigns for advocacy programs of the National Association of REALTORS®. While both seek to protect and preserve the real estate industry, there are differences in how they operate and function.

WHO CAN INVEST?

	CAP	RPAC
<i>Does the program allow corporate investments?</i>	YES. CAP allows corporate investments, but not personal investments.	NO. RPAC only allows personal investments.
<i>Does the program have a restricted pool of investors?</i>	NO. Any corporate entity may invest in CAP.	YES. RPAC may solicit only individual REALTOR® members and their families, and executive, administrative and management personnel of the local, state and/or national REALTOR® associations.

WHAT ARE THE INVESTMENTS FOR?

	CAP	RPAC
<i>Does the program make direct contributions to candidates?</i>	NO. CAP only invests in issues advocacy campaigns.	YES. RPAC makes direct contributions to candidates.
<i>Is the program restricted by campaign contribution limits?</i>	NO. Issues advocacy campaigns are not subject to federal or state spending limits.	YES. Direct candidate contributions are limited at the federal level and in 43 states.

WHERE ARE THE FUNDS DISTRIBUTED?

	CAP	RPAC
<i>Does the program cover state and local issues advocacy campaigns?</i>	YES. CAP funds state and local issues advocacy campaigns, and is not subject to federal or state spending limits.	NO. RPAC does not fund state and local issues advocacy campaigns.
<i>Does the program support REALTOR® Party advocacy at the federal, state and local levels?</i>	YES. CAP supports REALTOR® Party issues advocacy at all levels.	YES. RPAC supports REALTOR® Party candidate advocacy at all levels.

WHEN WAS THE PROGRAM STARTED?

CAP	RPAC
CAP was started in 2015, and is an exciting new fundraising campaign that supports the extended real estate corporate industry as an advocate and influencer in the legislative and regulatory arenas.	RPAC was started in 1969, and has served as a cornerstone of REALTOR® efforts to support candidates around the country, promoting an environment conducive to buying, selling and owning property.

WHY IS IT IMPORTANT?

CAP	RPAC
CAP allows any corporate entity to support issues advocacy campaigns at the federal, state and local levels that help protect and preserve the real estate industry.	RPAC makes direct contributions to candidates that support REALTOR® and real estate friendly policies.

READY TO INVEST?

CAP

*If you're a **Corporate Entity** looking to make an impact on policy issues at all levels of government, invest in CAP. CAP is the funding campaign for issues advocacy, from the federal, to the state and local levels. Half of your investment will be used to support Federal issues advocacy and half will be used to assist NAR to support state or local issues in your state.*

Contact Us

To learn more about how you can make an impact on REALTOR® – focused issues, visit: www.realtorparty.com/corporateally or, contact:

PAULA MARTINO
 Director of Corporate Fundraising
 PMartino@realtors.org | (202) 383-1156

To make an investment in the Corporate Ally Program, make your corporate check payable to "NATIONAL ASSOCIATION OF REALTORS® – Issues" • Checks should be sent to: 430 N. Michigan Ave, Chicago, IL 60611 • Disclosures For Corporate Ally Investments: All investments are non-deductible for federal income tax purposes. Issues Advocacy Campaigns: Your investment will be used to support advocacy of important real estate issues. 50% of the investment will be used by NAR in connection with its federal Public Issues Advocacy program and 50% will be used to assist NAR to support advocacy of state or local issues. For Association, MLS, and brokerage firm investors the state and local issue funding will be applied to advocacy activities in your state(s) and may require that your investment be reported as a contribution to the state or local committee engaged in such activity. In such cases, NAR will advise you in advance that your investment will be reported in this manner.