

From INVESTMENT to IMPACT

The Corporate Ally Program (CAP), the premiere REALTOR® Party issues advocacy fundraising campaign, seeks to preserve, sustain and promote an environment conducive to buying, selling and owning property.

Follow the path below to see how investors - with the help of CAP - can make a positive impact on a wide-range of real estate issues that benefit communities, homeowners and businesses across the country.

INVESTORS

Investors in CAP span a wide-range of corporate sectors:

- ▶ Financial Services Firms
- ▶ Real Estate Developers
- ▶ Consulting Firms
- ▶ Media Companies
- ▶ Technology Companies
- ▶ Property Management Companies
- ▶ Home Services Companies
- ▶ Security Firms

CAP

The fund by which corporate investors can make an impact on real estate issues.



\$25 MILLION+

Over \$25 million spent on federal, state and local issues campaigns in 2016 and 2017.

ISSUES

CAP invests in REALTOR® Party issues advocacy campaigns that build strong communities, protect property interests, and promote vibrant business communities:

- ▶ Affordable Housing (i.e. First-Time Home Buyer Savings Accounts)
- ▶ Schools
- ▶ Property Tax
- ▶ Smart Growth Development
- ▶ Public Facilities
- ▶ Mortgage Interest Deduction
- ▶ Transportation
- ▶ Land Use Planning & Zoning
- ▶ Rental Housing



BENEFICIARIES and IMPACT

75% WIN RATE

CAP helped fund 41 state and local associations' issues campaigns with a 75% win rate.

CAP-funded campaigns benefit a wide range of stakeholders that are of importance to CAP's investor group. CAP's beneficiaries extend well beyond real estate professionals and include homeowners, taxpayers and investors, like you.



TAXPAYERS



HOMEOWNERS/
HOMEBUYERS



INVESTORS



BUSINESSES

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.