

Participating is easy

Get your REALTOR® Voter Registration Initiative underway by contacting NAR.

Whether you are registering 10 or 1,000 REALTORS®, NAR can help you design the most effective voter registration campaign. REALTORS® can make the difference, but only if our membership is registered and voting.



"Working with the National Association of REALTORS® we defeated a city proposal to levy a transfer tax on properties that sold for more than \$750,000. Early polls showed voters supporting the tax by 56 percent. On election day, our GOTV campaign managed to reverse the early public opinion poll and defy local expectations. Santa Fe voters rejected the tax by 54 percent to 46 percent."

— Donna Reynolds, Chief Executive, Santa Fe Association of REALTORS®



"Having our REALTORS® politically active on a precinct-level basis takes our efforts in candidate recruitment and grassroots-level political involvement to the next level."

— Justin Y. Allen, Government Affairs Director, Salt Lake Board of REALTORS® and Utah Association of REALTORS® Consultant



Contact us today!

NATIONAL ASSOCIATION OF REALTORS®

Community and Political Affairs Department
500 New Jersey Avenue, NW
Washington, DC 20001

202-383-1191 or 800-874-6500 x-1191

klambert@realtors.org

For program details go to
www.realtoractioncenter.com/vri

REALTOR® Voter Registration Initiative



ENSURING
The Voice for Real Estate®
IS HEARD



Every Vote Matters

**It may be cliché, but it is true—
every vote matters!**

- ★ In Minnesota, the 2008 U.S. Senate race was decided by just over 200 votes.
- ★ In Washington state, the incumbent governor won her first election by only 129 votes.
- ★ In Avery County, N.C., a proposed transfer tax was defeated by a margin of just 35 votes.

These are not isolated examples. Each election cycle, races at the local, state and national levels are often decided by just a handful of votes.



REALTORS® Need Your Help

Now more than ever, it is important to protect our industry and make sure your members are registered to vote. Although NAR has 1.1 million members, 20 percent, or 203,000 are not registered. Making sure your members are registered to vote is the first step to ensuring that The Voice for Real Estate® is heard by legislators at the local, state and national levels.

NATIONAL ASSOCIATION OF REALTORS® Voter Registration Initiative

As REALTOR® association executives, you know the value membership numbers have on legislative decision makers. NAR stands ready to assist you with registering your members who are not registered to vote, the first step to influencing the policies affecting REALTORS® professions.

How NAR Can Help

Option 1: Mail, Email or Combined Campaign—

NAR provides customized, downloadable voter registration postcards, in hard copy or electronic versions, which you can send your members. In addition, NAR provides you with emails and resident addresses of those members identified as registered, and not registered, to vote. Finally, NAR directs you to your state's voter registration form and information for properly registering your members.

"With NAR's help, we have been able to promote candidates who are friends of the REALTORS®, encourage the worth of registering to vote, and elect those with proven records of supporting the real estate industry. Last November, not only did RPAC-endorsed candidates Bob McDonnell and Bill Bolling win November 3, but so did 77 of our 88 picks for the House of Delegates—giving us a success rate over 87 percent."

— Meredith Cox, Director of Political Communications,
Virginia Association of REALTORS®



Option 2: Customizable Campaign—

Create your own voter registration campaign to members not registered to vote. Each outreach idea below can stand alone or can be combined with any of the other ideas, including as an enhancement to the Option 1 campaign.

Outreach ideas:

- ★ **Phone Bank**—step-by-step instructions for hosting your own
- ★ **Sample Ads**—downloadable and customizable for Web or print
- ★ **Facebook**—tips for developing groups, pages, and events
- ★ **Blogs**—tips for starting or enhancing a blog for your members

NAR provides you with a voter status list of your membership; samples of correspondence, customizable for your association; your state's voter registration form; and professional consultants and legal advisers to assist you in developing your campaign.

For additional details on how NAR can assist you, or for how you can customize your own voter registration campaign, visit
www.realtoractioncenter.com/vri

