

**From:** Realtor Party Political Survival Initiative  
**Sent:** Wednesday, April 13, 2011 12:09 AM  
**To:** Claire McDonough  
**Subject:** Board of Directors Update: REALTOR® Party Political Survival Initiative

**\*\*CONFIDENTIAL COMMUNICATION FOR NAR DIRECTORS ONLY\*\***

Dear NAR Board of Directors,

The NAR Executive Committee met earlier today to consider two proposals from the Finance Committee regarding funding for the REALTOR® Party Political Survival Initiative:

Proposal "A":

*The Political Survival Initiative is estimated to cost \$195mm over 5 years. It is proposed that NAR Dues be increased by \$40/year to fund the program. The funds will be accounted for separately to demonstrate that these are dedicated resources and will not be used for other operational purposes.*

Proposal "B":

*Eliminate the Public Awareness Campaign \$35 Assessment and increase dues \$35. The funds will be accounted for separately to demonstrate that these are dedicated resources and will not be used for other operational purposes.*

*Provide \$10 million from Operating Reserves in 2012 and \$10 million from Operating Reserves in 2013 to shift the Public Awareness Campaign into a maintenance mode. NAR would focus on radio and would reach 88% of its' targeted audience of consumers aged 25-54.*

*Supplement the Awareness Program with core strategic assets built for this purpose. These assets are actively performing channels and platforms through which we speak directly to consumers. These include REALTOR.com, Real Estate Today radio, and HouseLogic.com, and NAR's Media/Public Affairs Department. After 14 years the Public Awareness Campaign has achieved 95% recognition by consumers of the advertising campaign, NAR, and the term Realtor. This is up from 70% 5 years ago. It is proposed that after two years, starting in 2014, should the recognition level by consumers drop below 85%, the Leadership Team will be responsible for bringing a recommendation forward to improve and maintain the rating at 85% or better.*

As fellow association leaders, we want you to be the first to know the outcome of our discussion. While both options will be presented to the Board of Directors in May, after careful consideration, the Leadership Team and Executive Committee endorsed option A. We believe both programs – the REALTOR® Party Political Survival Initiative and the Public Awareness Campaign – are so vital to our survival that we are unwilling to choose one over the other.

Additionally, after further review from the Leadership Team, the fair share requirement that was previously part of this initiative has been eliminated.

**On Thursday, you will receive a formal notice of the proposals** that will come before you during the Board of Directors meeting on May 14, 2011. During that meeting, you will be asked to approve the REALTOR® Party Political Survival Initiative in concept, as well as the funding proposal.

On Wednesday, April 13, at 1:00 p.m. central time, we will be hosting a virtual town hall meeting, where the Leadership Team will be sharing these recommendations with the members. If you have not already registered, [please do so](#).

It is very likely that you are receiving comments and questions from members about this initiative. We ask that you help us advance an informed discussion and educate the members about this initiative. We have numerous materials available on the [Realtor Action Center](#) and [Realtor.org](#), that can help you respond to members.

It is important that you, our national directors, know and convey that the attack on housing requires a bold, strong response. There are numerous efforts right now to eliminate the mortgage interest deduction, to place additional limitations on mortgage financing, and to institute other “creative” fees and regulations that would take money from your pocket. This is more than just an attack on real estate. It is an attack on America’s home owners.

Currently, 75 million Americans enjoy the benefits of private property ownership. If we do not take further action, that dream will be denied to future generations. This is the conclusion of your Executive Committee and Leadership Team. We appreciate your service and your support, and we thank you for helping to ensure that property ownership remains a core American value.

Thank you for your ongoing commitment and leadership.  
Sincerely,

William J Armstrong	Bill E Brown	Steve Brown
Cynthia B Butts	Cindy S Chandler	Gary L Clayton
Christina P Clemans	Vicki Cox Golder	Jan Ellingson
Kit Hale	Jim Hamilton	Dorcas Helfant- Browning
James L Helsel Jr.	John P Horning	Alan W Huffman
Shannon Williams King	Connie M Kyle	Barbara B Lach
Patti E Lawton	Lynn M Leegard	Kenneth W Libby
Mark Macek	Vincent E Malta	Andrea P McKey

Jewell A McKinney	Charles McMillan	Rob Mehta
Sharon A Millett	Pamela W Monroe	Judy E Moore
Layne R Morrill	Jeffrey D Nelson	Charles Oppler
Beth Pearce	Ronald L. Phipps	Chris Polychron
Joanne E Poole	Thomas F Salomone	Craig W Sanford
Cynthia C Shelton	John S Smaby	Gary Thomas
Bob M Turner Jr.	Maurice J Veissi	Furhad Waquad
Kay L West	Kay M Wirth	Myra L Zollinger