

What's the NEW Idea?

Broker Involvement Program



The National Association of Realtors® wants brokers-in-charge, like you, to bring strong leadership and your voice to Congress' decision-making. NAR has discovered that when brokers alert their agents to key issues, agents listen and respond. That's why NAR created the Brokers Involvement Program. By urging your people to respond to NAR's Calls for Action, we can shine a very bright light in Congress on important real estate issues.

There are three simple steps to get involved, you need to:

1. Identify a designated agent in your brokerage to serve as the Point of Contact for NAR.
2. Email electronic image (your company logo). Please send a high-resolution .jpg or .gif file.
3. Complete and submit this form via fax (202-383-7580) or e-mail Erin Murphy emurphy@realtors.org.

Yes! Count me in as a part of the Broker Involvement Program.

I understand my agents/employees will only be contacted in my name through this program on federal legislative issues, or be solicited for RPAC contributions through this program with my consent, or that of my designated Point of Contact (Managing Broker, Administrative Assistant, etc.).

I am further aware that I or my Point of Contact will need to be available to NAR to confirm our participation in the program. Below is the most direct way to reach us.

Broker-in-charge First and Last Name: _____

Office Name, as Incorporated: _____

Preferred Phone Number (Include area code): _____

Alternate Phone Number (Mobile): _____

Preferred Email: _____

Designated Point of Contact (Managing Broker, Administrative Assistant)

First and Last Name: _____

Preferred Phone Number (Include area code): _____

Alternate Phone Number (Mobile): _____

Best Time to Reach: ____ a.m. ____ p.m.

Preferred Email: _____

Signature

Date

The Broker Involvement Program Offers.:

- * An efficient and easy - to - use web-based function, called the Broker Portal, to personalize a message to each agent in the company from the broker requesting their participation in federal Calls for Action. NAR writes and sends the message to the broker for the broker's approval. The broker may accept the message as is, or edit it and send it back to NAR. NAR will review the broker's edit then send it to the company agents. (Although this does slow the process down somewhat, at no time would NAR attempt to speak for a broker without that broker's consent!). And finally, the broker has the ability to opt-out on a specific CFA if that broker would be compelled to oppose an NAR position.
- * The broker's agents receive a special message from the broker with a pre-written letter to their federal lawmaker(s) ready for their signature.
(Note: NAR has found agents respond far greater to messages from their Broker than most anyone else in the Real Estate community)
- * An opportunity to bring a strong and united REALTOR voice to members of Congress.
- * The broker's involvement will strengthen REALTOR influence in determining outcomes of legislation. For example: the latest Housing legislation that just passed required three Calls For Action, but is meaningful to the health of brokerages, brokers, and agents across the country.
- * Key financial support to campaigns for REALTOR - friendly candidates through RPAC.

Once the broker has signed the enrollment form, NAR staff will contact that broker or the designated contact person to confirm the company agent count, the correct contact info, and request an electronic image of the company logo. After confirming all information, NAR will test the system with each broker and answer any other questions any broker may from time to time have.

On average, NAR sends only 5 to 7 CFA's per year. Each office will be ready for the next Call for Action, and NAR will be heard by Congress in an even louder voice.

If you would like more specifics on how this Program, works please email Phil McGinnis at pjm@mcginnisrealty.com. It's a very simple program to employ, THERE IS NO EXPENSE to the Broker, and the program gets great results. We ALL win when we ALL get involved.

This is a great program and has received positive feedback from the Brokers who have enrolled thus far. This Program allows NAR to send the Broker/Owner or Manager a Call for Action that then gets directed to his or her agents with no other effort from the broker than the enrollment form.

The response rates from this program are significantly better than our normal national response rate for Calls for Action.

Thank you for your time, consideration, and Involvement in the Realtor Party.