Core Standards in a Virtual World

Friday, May 22, 2020
12:00 noon EDT

*Stay Tuned.
We will get started soon!*
Welcome and Introduction

Janet Kane, RCE, CAE
CEO, MetroTex Association, TX
Not Just a Designation.

We’re here to help you support real estate’s workforce of the future.

- Share our professional development discount as a benefit to your members
- Learn more about courses focused on critically relevant topics such as valuation, risk analysis, and more

Visit CCIM.com/NAR20
Pro Tips

• Attendees are muted
• Submit questions via the chat box
• Close unnecessary browsers
Section 2, Standard E:
Core Standard: Every association must support the REALTOR® Party’s “Vote-Act-Invest” goals, and must annually conduct at least two initiatives or activities furthering or supporting each of those three goals respectively.

Section 3, All:
Every association will demonstrate engagement in at least four meaningful consumer engagement activities annually, including at least two activities demonstrating how the association is the “Voice for Real Estate” in its market, and at least two activities demonstrating the association’s involvement and/or investment in the community.
Today’s Speakers

Ryan Castle, RCE  
CEO, Cape Cod & Islands Association, MA

Michele Holen, RCE, CAE  
COO, Portland Metropolitan, OR

Susie Helm, RCE  
Vice President, State and Local Services and Advocacy Operations, NAR

Kelli Walker Starrett  
Vice President, Government Relations, New Orleans Metro Association, LA
We had a plan. COVID-19 HAPPENED. Now what?
SHOULD WE STILL WORRY ABOUT RPAC?

THE ANSWER: YES!

✓ Why
✓ How
✓ Ideas
In a nutshell, the RPAC Core Standards Section asks associations to:

• **Tell members about RPAC**
  (in dues billing, newsletters, emails, on websites, at meetings)

• **Host RPAC fundraising events**
  (for Major Investors, Participation, Corporate Allies, for a candidate/REALTOR® Champion)
BRING THE EXPERIENCE HOME

PROVIDE AN OPPORTUNITY TO SOCIALIZE

HAVE FUN
BRING THE EXPERIENCE HOME

- Virtual cooking class with popular local chef
- Virtual craft cocktail class/wine tasting
- Virtual tours (stadium, zoo, historic museum, art museum, behind the scenes at theater)
- Drive-In movie night (rent out facility and have a private showing)
- Private musical performance
- Gift card auction (also supports local businesses)
- TED Talk event
- Virtual conversation with candidate/public official
- Phone Bank
PROVIDE AN OPPORTUNITY TO SOCIALIZE

- Paint & Sip Class
- Bingo Night
- Trivia Night
- Name that Tune
- Virtual talent show/karaoke/open mic night
- At-home scavenger hunt (you have two minutes to find a purple shirt) with prizes for each round
HAVE SOME FUN

QUICK CLASS: FIX YOUR QUARANTINE PROBLEMS IN 35 MINUTES

- How to care for your Quarantine Beard
- Useful wine cork crafts
- How to train the puppy you just adopted
- How to make sourdough bread that doesn’t fail
- How to make a Tik Tok video
- Lighting tips for Zoom
- Easy home exercise routine
Get Cooking for RPAC

WITH TORO BRAVO EXECUTIVE CHEF JOHN GORHAM

Wednesday, June 10th | 4:30pm-6pm
Virtual event

AN EXCLUSIVE EXPERIENCE AND VIRTUAL MAJOR INVESTOR FUNDRAISER FOR THE REALTOR® POLITICAL ACTION COMMITTEE.

JOIN US FROM YOUR HOME FOR AN EVENING OF STORIES, RECIPES AND A VIRTUAL COOKING CLASS WITH JAMES BEARD NOMINATED CHEF JOHN GORHAM. COOK ALONG AS HE TEACHES YOU HOW TO PREPARE THREE OF HIS MOST POPULAR DISHES. PARTICIPANTS WILL RECEIVE A SIGNED COPY OF GORHAM’S COOKBOOK, TORO BRAVO: STORIES, RECIPES. NO BULL IN APPRECIATION OF THEIR INVESTMENT.

MINIMUM $1000 INVESTMENT IN RPAC OR JOIN PRESIDENT’S CIRCLE

REGISTER HERE

Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National, Oregon, or local associations of REALTORS® will not favor or disfavor any member because of the amount contributed. 10% of each contribution is used by Oregon REALTORS® PAC to support state and local political candidates. Unpledged Oregon REALTORS® PAC receipts are not sent to National PAC to support federal candidates and are charged against your limits under 2 U.S.C. 441a. If after the Oregon REALTORS® PAC reaches its PAC goal, your entire contribution will be used to support state and local candidates. Contributions are not deductible for income tax purposes. Oregon REALTORS® PAC provides for a credit against state taxes of up to $50 per individual or $150 per joint return for contributions to political committees.
GOOD LUCK!

Invest. Be safe. Be healthy.

Questions? Contact me at mholen@pmar.org
Now more than ever, we want survivors of domestic violence to know that we're here to help. When you donate now through June 2nd, your gift helps us keep Genesis' doors open and lights on for women and children who have experienced abuse.
CORE STANDARDS: ADVOCACY ACTIVITIES

- Influence public policy
- Pass or defeat legislation
- Elect or defeat candidates
- Engage in developing or revitalizing the community
CORE STANDARDS: VOTE

- Voter Registration Drive
- Candidate Independent Expenditure campaign
- Issues Campaign (Issues Mobilization)
- Legislative/advocacy outreach
- Candidate/issue polling
- Candidate interviews for RPAC; endorsement
- Get Out the Vote program
CORE STANDARDS: ACT

- Broker Involvement Program
- Housing Opportunity Program
- Land Use Initiative
- Smart Growth Grant
- Fair Housing
- Placemaking Grants
- Have a Government Day - visit public officials
- Submit testimony on proposed real estate related legislation/regulation
- Consumer Advocacy Outreach
CORE STANDARDS: INVEST

- Host an RPAC fundraising event of any kind
- Host an RPAC Phone Bank
- Host an RPAC Major Investor Event
- Host a REALTOR® Champion fundraiser
- Conduct an political on-line fundraising campaign
REALTOR® PARTY RESOURCES
Visit:
https://www.nar.realtor/ae/manage-your-association/core-standards-for-state-and-local-associations
Q&A
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Visit CCIM.com/NAR20
Mark your calendars for our next live event on

What Will It Look Like? Tips to Help You Reopen Your Association

Friday, May 29, 2020
11:00 a.m. CST
12:00 noon EST
THANK YOU.