

**STATE LEADERSHIP IDEA EXCHANGE COUNCIL
TENNESSEE REALTORS®
REALTOR FORCE: HEROES IN HOMEOWNERSHIP
PRESENTER: BRIAN COPELAND, 2017 PRESIDENT**

In the summer of 2016, a team of Tennessee REALTORS gathered to strategize fundraising for 2017. The session included our RPAC chair, President-elect, the current and next Major Investor Council Rep, the current and next Participation Council Rep, the current and next RPMIC, and the current and next Broker Involvement Council Rep.

From this half-day meeting, REALTOR Force Training was born, alongside scores of other REALTOR Party initiatives. One of our members wrote a grant which was approved. We had hoped to bring 20-30 REALTORS from our 21 local associations across Tennessee (one from each association).

The interest was overwhelming. Ninety leaders and fundraisers RSVPed and 96 showed. A full-day training for our "Heroes In Homeownership" was held in downtown Nashville. Sessions included everything from grants to event ideas. Each association left with what we call "RPAC in a Box," with everything they need to run a successful event included.

The results following have been overwhelming. The first association to use the materials had plateaued for years at two major investors, struggling to make goal. Their event was in February, and they walked out with 22 Sterling Rs and three Crystal Rs. A small association, which had never had major investors, finished their February event with nine major investors. Most recently, a large association which has struggled to meet goal completed a night with over \$90,000 raised.

Our REALTOR Force training at the state level has proven to be the change agent in our state for fundraising. We have more stories still to come and tell at the State Leadership Idea Exchange.





**Brian Copeland, President
Nashville, Tennessee**



REALTOR[®] FORCE

HEROES IN HOMEOWNERSHIP

*2017 TENNESSEE REALTOR[®] PARTY TRAINING
THE BRIDGE BUILDING NASHVILLE*

Roundtable Discussions



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MATERIALS

Resource Guide
I Invested Stickers
Pledge Guide
Balloons
Cup
Name Badge
Balloons
Silly Stuff

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RESOURCE GUIDE



Pages
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I INVESTED STICKERS



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PLEDGE GUIDE AND CARD

I'M DOING MY PART!

YOUR LOCAL COMMUNITY'S ISSUES Your investment can be seen in many facets of your local community. Whether the need is affordable housing, public transportation or taxes imposed on local real property, you can rest assured that your business and consumers are covered.

NATIONAL ISSUES On the federal level, the most protected area is the mortgage interest deduction, however, we're working on everything from safeguarding 1031 Like-Kind Exchanges to keeping patent trolls away from your websites.

SAVINGS BY THE NUMBERS: YOUR INVESTMENT AT WORK

Professional Privilege Tax Savings*	\$400
Real Estate Transfer Tax Savings*	\$7700
State Sales Tax On Services Savings*	\$3240
After-The-Fact Referral Fee Savings*	\$1312
Total Annual Savings	\$12,652

SAVINGS WITH OTHER INCOME LEVELS (EXAMPLE)

\$90,000 Gross Income with ****	\$18,212
\$135,000 Gross Income with ****	\$26,462

*BASED ON 12 ANNUAL TRANSACTIONS AND AN AVERAGE SALES PRICE OF \$175,000 | **BASED ON \$4500 OF INCOME | ***BASED ON ONE ANNUAL REFERRAL

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.

IF I ASKED YOU TO
SPEND \$25 TO
SAVE \$12,000
ANNUALLY, WOULD YOU?



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HOW HAS TENNESSEE RPAC HELPED YOU?



THE TENNESSEE REALTOR® PARTY HAS KEPT MORE OF YOUR HARD-EARNED INCOME IN YOUR POCKET.

LIMITING THE TENNESSEE PROFESSIONAL PRIVILEGE TAX The State of Tennessee oversees numerous professional licenses, including real estate, hair salons and our professional sports teams. Many of these licensees pay a professional privilege tax. Tennessee REALTORS® successfully eliminated the tax on our affiliate broker members. If affiliate brokers had to pay this tax, it would be at least \$400 annually.

DEFEATING THE LOCAL OPTION REAL ESTATE TRANSFER TAX The average full-time REALTOR® closes 12 transactions annually. Tennessee REALTORS® defeated an attempt to pass a local option real estate transfer tax, as well as an attempt to make real estate agents responsible for paying the tax of \$370 every time they close \$100,000 in sales. Currently the average list price of home in the state is approximately \$175,000. Based on average transactions and price, the average REALTOR® keeps \$7700 annually.

DEFEATING THE STATE SALE TAX ON SERVICES Tennessee REALTORS® opposed an expansion of the state sales tax base to include real estate and other business services, saving REALTORS® six percent on every transaction. Imagine earning \$4500. You would have to pay additional taxes of \$270 on that one closing.



HOW HAS TENNESSEE RPAC HELPED YOU?



THE TENNESSEE REALTOR® PARTY HAS WORKED FOR PUBLIC POLICIES THAT PROTECT YOUR BUSINESS AND YOUR CONSUMERS.

ENHANCING LIABILITY PROTECTION FOR REALTORS® Tennessee REALTORS® passed legislation that exempts real estate licensees from liability for information contained in residential property disclosures and reports or opinions prepared by certain third parties, including home inspectors, termite inspectors, mortgage brokers, and others, which will reduce legal costs for years to come.

PROHIBITING AFTER-THE-FACT REFERRAL FEES Tennessee REALTORS® developed and passed legislation making it illegal for a party to ask for a referral fee after-the-fact, which has saved agents up to 35% of their commissions from unwarranted referral fees.

HELD HOAs ACCOUNTABLE AND MAINTAINED HIGH STANDARDS OF LIVING Homeownership Associations (HOAs) have been around for a long time. Ask two different property owners what they think about HOAs, and you may see one scowl and the other smile. The difference of opinion on HOAs depends on various factors, personalities and preferences. Tennessee REALTORS® have, and will continue, to fight to make sure all rules going forward will keep a communities appearance, management, residential amenities and fees are all fair and in line with state law.



I WILL INVEST!

- \$10,000 Platinum R
- \$5,000 Golden R
- \$2,500 Crystal R
- \$1,000 Sterling R
- \$500
- \$250
- \$100
- \$25
- Other _____

Today's Date: _____
 Name: _____
 Company: _____
 Association: _____
 Please contact me about President's Circle
 Phone: _____
 Email: _____

PAYMENT METHOD

Check made payable to RPAC
 Credit Card
 Form of credit card Personal Corporate
 Type of credit card Mastercard Visa
 American Express Discover
 Charge my card a one-time investment of \$ _____
 Charge my card \$ _____ per month for _____ months
 Starting on _____
 Account Number _____
 Expiration _____
 Name on card _____
 Billing address _____
 City/State/Zip _____
 Signature _____

Return pledge card and payment to
 Tennessee REALTORS®
 901 19th Avenue South
 Nashville, Tennessee 37212

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**SUPER POWER:
RESPONDING TO CALLS
FOR ACTION TO
PROTECT HIS KIDS'
HOMEOWNERSHIP
FUTURE!**

FREDDIE
MACCADDY



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**THE
SPARK**

SUPER POWER:
DON'T LET THAT SWEET
FACE FOOL YOU. ONE
LOOK AND YOU'LL
OPEN YOUR
WALLET FOR AN
INVESTMENT.



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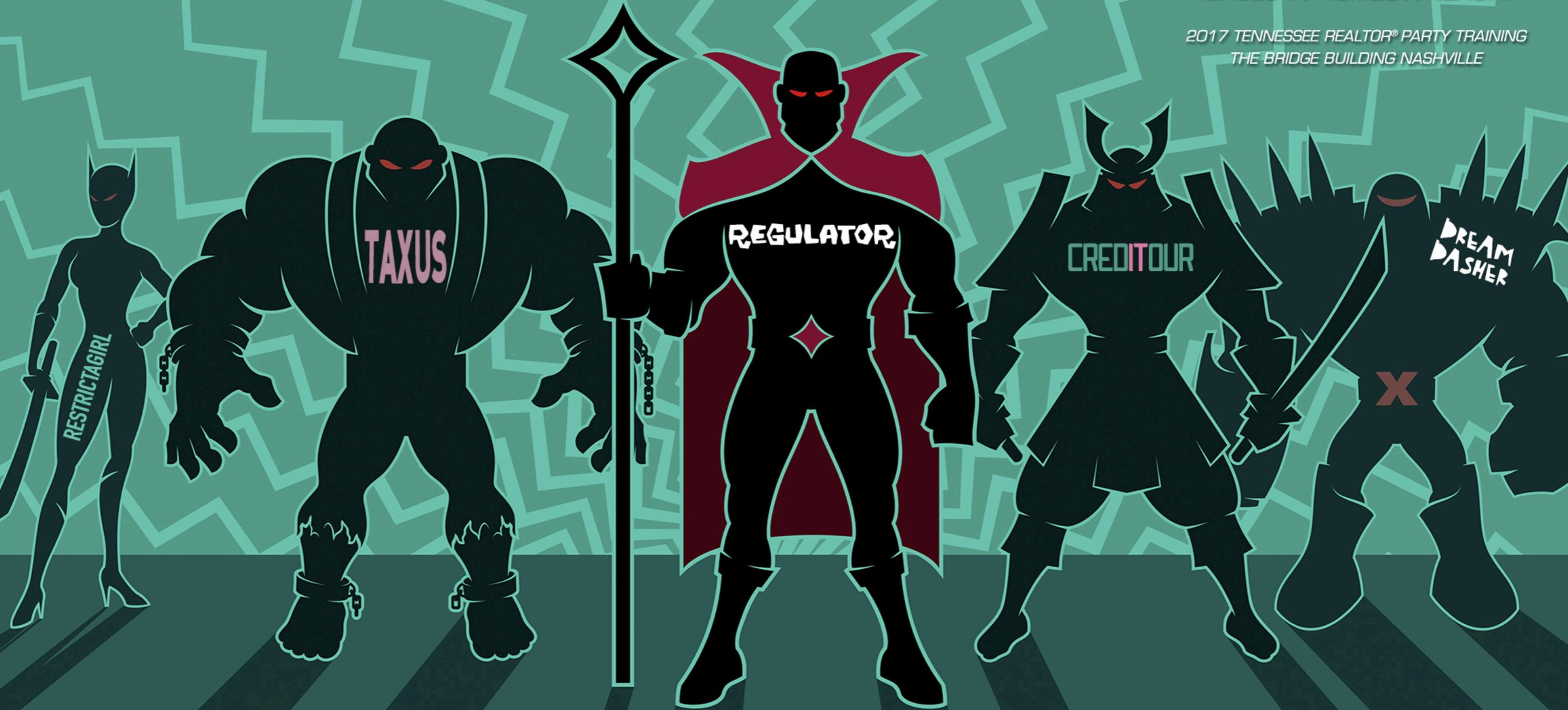


**SUPER POWER:
EMPOWERING HIMSELF
AND OTHERS TO GET
THE VOTE OUT FOR
REALTOR[®]-FRIENDLY
CANDIDATES.**

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THE POWERS AGAINST US



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