

ESP 2008 Testimonials

Utah Association of REALTORS®

On behalf of the Utah Association of REALTORS® and the Salt Lake Board of REALTORS®, I would like to express our sincere thanks to NAR, the NAR Government Affairs shop, and everyone involved in the Electoral Services Program. I have been very impressed with how responsive and helpful the ESP staff and consultants have been throughout the campaign. As is often the case in campaigns, mini crises develop and quick solutions are sought. The ESP staff and consultants have provided surprisingly quick turnaround on requests and have met every deadline.

We sincerely appreciate the commitment NAR has made in providing the state and local associations with valuable resources and tools to assist with our campaign efforts. The voter lists that TargetSmart Communications have provided have been accurate and invaluable. Drew Brighton has been fantastic to work with on requests for voter lists and walking lists. Our candidates have found the walking lists to be a great service. We worked with Joe Goode of American Strategies to conduct a poll in the district of one of our candidates. We used the poll to get an overall feel for our candidate's strength, to learn which issues were resonating best with voters, and to learn which demographics we needed to do a better job reaching. We sincerely appreciate the ESP program making it possible for that poll to happen.

The ESP has also been a great tool for working with our REALTOR® membership on political matters. Through the work of David Watts and Drew Brighton, we have all relevant data related to REALTORS® and their voter registration. Having our REALTORS® voter registration and contact information (including e-mail addresses) allows us to get our REALTORS® politically active on a precinct-level basis. This will take our efforts in candidate recruitment and grassroots-level political involvement to the next level.

Special thanks to Walt Witek, David Watts, and everyone at NAR for leading out on this great program. Thanks again for all of your assistance, and we look forward to working with NAR and the ESP in continuing to improve our campaign efforts even more in 2009 and 2010. Please keep it up!

Best,

Justin Y. Allen
Salt Lake Board of REALTORS® GAD
Utah Association of REALTORS® Consultant

Placer County, CA, AOR

The Placer County Association of REALTORS® learned about NAR's Electoral Services Program in D.C. last May. And when we knew election year was going to be a dicey one in our area's biggest city, we contacted Dave Watts to learn more about how what they offered might help us. David and NAR's consultant conferenced with association staff & our BOPAC chair to hear our concerns and then customize a program that would meet our unique needs. The work was done quickly and efficiently, and we learned new tools to apply to tomorrow's problems. Do you need help developing a relevant legislative agenda? Accelerate the learning curve in local politics? Or just gaining more objective information before you make decisions? NAR has programs that will work for you.

Susan Rohan, Placer County, CA

North Carolina AOR

The North Carolina Association of REALTORS® has thoroughly enjoyed and is greatly appreciative for the ESP. We have made the decision to be more active in the political arena and the ESP has helped facilitate that engagement. We are excited about future activities that may include issues campaigns and political advocacy.

It has been a pleasure to work with the NAR staff and the outside consultants. And our team of consultants here in North Carolina has been extremely complimentary about the ESP as well.

Rick A. Zechini
Director of Government Affairs
North Carolina Association of REALTORS®

MetroTex Association of REALTORS®

I would like to thank NAR and the Electoral Services Program for their advice and assistance. The MetroTex Association of REALTORS® utilized ESP data to help us better understand the diversity of our membership and where to target our voter registration efforts. We look forward to working with David Watts and Joe Goode of American Strategies on future projects.

Peter D. Urrutia
Director of Government Affairs
MetroTex Association of REALTORS®

Washington AOR

NAR's Electoral Services Program is phenomenal. The services and tools provided through this program, when fully utilized by state and local associations, have the power to make REALTORS® one of the most dominant players in politics. In Washington, we implemented our "Roadmap to Victory" Campaign Action Plan and used the ESP to take our plan to the next level.

Our 2008 Campaign Action Plan is one of the most comprehensive political programs in the state. Long known for our successful political efforts, REALTORS® are expected to exceed all expectations for campaign involvement this election cycle. The need for our involvement has never been greater when one considers what is at stake in this fall's elections. With the state facing a \$3.2 billion budget shortfall, the legislature will likely consider real estate taxes, business taxes, and taxes on services to help fill the budget hole. Further, we face monumental challenges on numerous policy and regulatory issues that will affect our livelihood. The policy makers we elect this November will determine the fate of these important issues.

We have a unique opportunity to elect a real estate professional to the office of governor. We owe it to our members to mobilize our formidable resources to elect a candidate who knows what it's like to make a living selling real estate. And it's not just the governor's race that's important. It is also critical that we elect legislative leaders that understand how a wide range of legislative and regulatory issues will affect real estate, and we have many other strong candidates who support our issues. Therefore, we embarked on a powerful, unprecedented association-wide effort to protect our members' interests by electing REALTOR®-endorsed candidates. Our members have actively participated in campaign activities throughout the state, and we built on two of our greatest strengths: (1) our numbers (23,000-plus members spread all over the state); and (2) RPAC, the largest and most successful PAC in the state (but with plenty of room to grow)!

As we all know, close elections are won or lost based not only on sufficient campaign funding, but also grassroots volunteer activities. Therefore, we activated our most valuable asset – our 23,000 members – in the most widespread campaign effort to elect REALTOR®-endorsed candidates ever seen by this association. Each local association identified a Campaign Action Plan (CAP) coordinator from among our REALTOR® members to help organize and mobilize our members for this unified effort and to help orchestrate REALTOR® involvement by contacting members to participate in targeted campaign activities, such as hosting fundraisers, doorbelling, phone calling, yard sign placement, and letter-writing programs.

REALTORS® have elected 90 percent of our endorsed candidates, laying the proper groundwork for legislative success. To ensure that doesn't change this year, it is more important than ever that we continue electing policy makers who understand and support REALTOR® issues. It all starts with RPAC. Despite the challenges of a difficult market, we still raised more than \$600,000 for RPAC. Combined with our receipts from the previous year, we were able to spend

more than \$1 million for direct candidate contributions and independent expenditures this election cycle.

Importantly, by harnessing the power of NAR's Electoral Services Program, we were able to carefully identify and effectively target independent/undecided voters who were the key to successfully electing our endorsed candidates. By working with NAR, we were able to access an enormous amount of resources (talent, experience, funding, voter/demographic files, etc.) that allowed us to develop an exceptional program.

Nearly every successful campaign starts with a survey. Through the survey, we were able to identify our target audience and determine which messages would be successful for this audience. We followed this up with an extensive voter ID program to determine which voters within the target audience were undecided and which issues would be most important to the voter in determining whom to vote for. Based on the survey, we knew that we needed voters who were undecided and cared about budget/tax issues. By utilizing the information garnered from the survey and voter ID program and tapping the voter files and extensive demographic data available, NAR was able to run a modeling program to identify all the voters that matched the criteria we were looking for, thereby creating a powerful list of voters who would determine the fate of our endorsed candidates. Finally, through our comprehensive independent expenditure program, we contacted these targeted voters in key districts promoting our endorsed candidates through more than two million pieces of mail, 150,000 phone contacts, 100,000 e-mails, and TV, radio, newspaper and banner advertisements.

Onward to victory!

Bryan Wahl
Director of Government Affairs
Washington Association of REALTORS®

Connecticut AOR

I just wanted to let you know what a pleasure it was to work with both you and Joe Goode on the Connecticut REALTORS® Political Action Committee's 11 Independent Expenditure Campaigns.

As you know 10 of the 11 campaigns were implemented simultaneously, requiring many hours of coordination. NAR's Electoral Services Program was instrumental in helping us put together this first and very ambitious project within a short time frame. Your ability to turn around some very detailed and specific lists for us so quickly enabled us to meet our goal drop dates with our mailings.

I appreciate that you were able to help us hone down our target lists to an affordable level and still succeed in having maximum impact and exposure. The information you provided to us throughout the process of determining our target lists was professionally presented, easy to

follow and aided us in making informed decisions quickly. Your expertise and professionalism helped to make things run smoothly.

CAR would absolutely use the ESP service again, and I look forward to working with you in the future.

Best regards,

A handwritten signature in black ink, reading "Robert J. Kennedy Jr." in a cursive style.

Robert J. Kennedy Jr.
Executive Vice President
Connecticut Association of REALTORS®