

8

For REALTOR® Associations

BUILDING COALITIONS AND DEVELOPING PARTNERSHIPS WITH PRIVATE AND PUBLIC ORGANIZATIONS

BACKGROUND

Coalitions are temporary or long-term associations of organizations and/or individuals who share a common purpose like making affordable housing more accessible to those with disabilities, increasing the stock of affordable housing, or finding alternative financing for such housing. The membership of these coalitions can be quite broad, ranging from shelters to civic organizations, church groups to banks, advocacy groups to chambers of commerce, as well as in-kind partners like hardware stores and even pizza shops.

NAR and the Housing Opportunity Program work closely with over a dozen national organizations. Our collaborations range from working to get legislation passed, educating homebuyers, and even building affordable housing units. We encourage REALTOR® associations to partner with local chapters of these national organizations. They share your interest in promoting housing opportunities in your community.



You can learn more and find links to these partners here: www.realtor.org/government_affairs/housing_opportunity/resource_center/partners/

SUGGESTIONS

- Set goals which are broad and inclusive so you can involve as many partners as possible.
- Seek partners with common interests to yours and partners that bring some asset to the table, be it knowledge, constituency/distribution network, resources, or funding.
- Seek out corporations and other private partners. They may well share your public goals and for multiple reasons may be interested in contributing.
- Chain your partnership inquiries. If one potential partner is not interested, ask them whom they believe might be and whom you might contact. This can help spread a broad net to connect with as many groups as possible.
- It is the quality of the partners (their commitment to contributing fully and energetically to your shared goal) that can spell success more so than the sheer number of partners, some of whom may simply be associating their name and little more.
- Be sure to share the credit for whatever you achieve. Success and public recognition can be just the spur to encourage your partners to team up with you on other projects down the road.

BUILDING COALITIONS AND DEVELOPING PARTNERSHIPS WITH PRIVATE AND PUBLIC ORGANIZATIONS *(continued)*

LEARN MORE



Ambassadors for Cities Program

The Ambassadors for Cities Program highlights successes in which REALTORS® and cities have played significant roles. NAR and the U.S. Conference of Mayors (USCM) created the Ambassadors for Cities Program, which brings together local REALTORS® and mayors to increase home affordability and rental opportunities within a town or city.

National Association of REALTORS®

www.realtor.org/government_affairs/housing_opportunity/programs/ambassadors_for_cities/ambassadors_for_cities_brochure

REALTORS® Form Coalition to Fight Realty Transfer Tax “Squeeze” on Homebuyers and Sellers

A description of how the Pennsylvania Association of REALTORS® formed a coalition with six other organizations to oppose measures to increase the Realty Transfer Tax.

Pennsylvania Association of REALTORS®

www.parealtor.org/content/REALTORSFormCoalition.htm

UP CLOSE

A PLAYHOUSE FOR A HOME

The Boulder Area REALTOR® Association has been partnering with like-minded organizations to address affordable housing in the most direct way: partnering to actually build duplexes for families in need in the area. Teaming with a local newspaper, a bank, a development company, and an affordable housing non-profit to build the duplex homes, the association demonstrated the power of partnerships to achieve concrete results. And the playhouse?—that was a raffle prize to help fund the home building.

Learn more at:

(after clicking on the link below, please see page 32)

www.realtor.org/wps/wcm/connect/d4e256004c237643ac27ed86fdd82741/Amb-Chap4.pdf?MOD=AJPERE&S&CACHEID=d4e256004c237643ac27ed86fdd82741

