



## **Candidate Training Academy Helps Groom REALTOR® Champions for Public Office – January 2013**

One new program that is sure to spawn a multitude of its own Success Stories is the REALTOR® Candidate Training Academy, developed and offered by the National Association of REALTORS® Campaign Services division. This intensive one-day training session provides a comprehensive overview of what it takes to run for an elected position, be it the school board, or city council, or the highest office in the land. After all, the more REALTORS® and REALTOR® Champions who are successfully groomed for election, the better the environment for REALTOR® issues at the local, state, and national level.

The day-long course is presented by an accomplished team of consultants. The curriculum, consisting of seven chapters, covers key topics ranging from assessing one's candidacy, to drafting a campaign plan, to fundraising, to communicating with constituents. Two optional chapters address working with volunteers, and grass roots efforts. The association sponsoring the course may customize the program for its participants by picking and choosing which topics are offered.

NAR's Campaign Services division has funding in place for the coming year to pay for the travel, lodging, and fees of the consultants who lead the Training Academy program, a value of about \$5,000 per course. The local or state association sponsoring the training is responsible for recruiting participants; reproducing the handout materials provided by NAR; inviting guest speakers to make presentations during the luncheon; and providing lunch. The sponsoring association is expected to keep any fee it might charge to an at-cost minimum.

To maximize the reach of the program, NAR has also developed a Sponsor Guide for associations interested in hosting the Candidate Training Academy, offering tips on how to recruit participants and partner with chambers of commerce, home-builders associations, or other like-minded groups whose members might benefit from the training.

A number of state and local associations have already taken advantage of the program, and the response has been overwhelmingly enthusiastic, with participation high and an impressive roster of guest speakers. This past fall, the Reading-Berks (PA) Association of REALTORS® hosted twenty-five participants, many intending to run for local or state office in the coming years, and others with an interest in getting REALTOR® Champions elected; during the lunch segment, they heard all three of their County Commissioners speak about their own roads to public office.

Earlier in the year, the Reno-Sparks (NV) Association of REALTORS® sponsored the Training Academy for thirty-five participants, in partnership with its local Chamber of Commerce and the local builders association. The planners of this program decided to incorporate a number of guest speakers into the agenda: two local councilwomen spoke in the morning, and a state senator and state assemblywoman addressed the group in



the afternoon. Two members of the Capital Press Corps provided a valuable media perspective during lunch.

There is an added benefit of the program, notes Kyle Lambert-London, who administers the program for NAR, and who attended the Reno-Sparks Association training. “The REALTORS clearly stood out in the eyes of their state and local decision makers, including the press representatives,” she says. “There is no doubt that the REALTORS® are key players in the state’s politics. I would bet that after this session, they will be regarded even more highly.”

*To learn more about the REALTOR® Candidate Training Academy, please visit [www.realtoractioncenter.com/candidate](http://www.realtoractioncenter.com/candidate), or contact Kyle Lambert-London, Project Manager of Campaign Services at the NATIONAL ASSOCIATION OF REALTORS®, at 202-383-1203 or [klambertlondon@realtors.org](mailto:klambertlondon@realtors.org)*

Reading-Berks Association  
Candidate Training



