



Kentucky REALTORS® Help Elect Three Champions to the State House; Put Polling to Use in Tax Reform Battle – April 2013

Twice last fall, three REALTOR®-friendly candidates running to keep their seats in the Kentucky State House found happy surprises in their mailboxes: direct mail pieces endorsing them, but not paid for by their own campaigns. Thanks to Independent Expenditure Grants from the NATIONAL ASSOCIATION OF REALTORS®, the Kentucky Association of REALTORS® (KAR) was able to boost the candidacy of three REALTOR® Champions -- Rick Rand and Tommy Thompson for the state house and Robert Stivers for the state senate. All three won their bids for re-election.

This was KAR's first experience with independent expenditure campaigns. "It wasn't so much that they were hotly contested races," explains Anetha Sanford, the 8,680-member association's Director of Governmental Affairs, "but we knew that we had some tough tax-reform issues coming up this session, and that we'd need their support. This was about making extra-sure they were going to be there for us, and for homeowners." Rand, a REALTOR®, chairs the Kentucky Appropriations and Revenue Committee. Thompson, a REALTOR® and home builder, is the House Majority Whip. Stivers is now president of the state Senate.

"NAR made it so easy, right from the grant application process," says Sanford. "Then they produced all six mail pieces and even handled the mailings, once we'd signed off on them. Having access to these services was awesome, and allowed us to provide much more support than we could have with our own resources."

KAR had been braced for a tax-reform battle for several years, and had been in touch with NAR's political consultants about how to handle various tax threats to property owners. Last year, when the governor appointed a Tax Reform Commission, KAR presented testimony at every one of its meetings. Among the Commission's final recommendations, released at the end of the year, was a tax on itemized deductions – including Mortgage Interest Deductions.

KAR sprang to action and tapped further into REALTOR® Party resources. In January, its polling services gathered data on tax-payer response to the Commission's report; not surprisingly, eliminating property related deductions is hugely unpopular, and voters also reject expanding state sales tax to select professional services. Then, during KAR's Legislative and Business Committee meetings in February, NAR's veteran political consultants provided intensive one-on-one counsel to members preparing for a 'Hill Visit' with their legislators, complete with talking points.

KAR President John May's vision for a large REALTOR® event at the Kentucky Capitol came true and maximized the meetings' political focus. On February 12th, in the capitol rotunda, KAR held its first-ever *Rally for Home Owners*, attended by over 200 members. They made a big impression, sporting "big R" t-shirts, the sale of which netted \$2,280 for RPAC. At May's invitation, Rand and Thompson addressed the lively crowd of their fellow KAR members; Senator Stivers, unable to attend, had his Majority Floor Leader



speaking in his absence. "Our members loved it!" says Sanford. During the same week, a handful of members considering political candidacy themselves, took advantage of the REALTOR® Training Academy offered by KAR; the consultants and materials for this specialized program are provided by NAR.

The tax-reform issue has been tabled for now, but the Governor is expected to call a special session later this spring to re-visit it – and KAR will be ready. Notes Sanford, "Our members who met with the legislators were so impressed by the impact NAR's resources helped them to make. The feedback we got from them was that it was one of the most productive and successful Hill Visits, ever."

To learn more about Kentucky's campaign success and political prowess, contact Anetha Sanford, the Kentucky Association of REALTORS®' Government Affairs Director; anethad@kar.com or 800.264.2185.

Mailers for three REALTOR®-Champions

Senator Robert Stivers fights for us in Frankfort.

Building a stronger economy
 Senator Robert Stivers knows a tough economy puts pressure on families. He fights for small businesses to promote economic growth and create good new jobs. Senator Stivers is a strong voice for us in Frankfort.

Effective leadership
 Senator Stivers is a proven leader. As our Senator and Majority Floor Leader, he stands up for our priorities and gets things done.

The Right Choice for Kentucky:



Sen. Robert Stivers
 District 25

Vote Early Oct. 22 – Nov. 3, OR at the polls on Nov. 6.

Paid for by the National Association of REALTORS® Fund, 430 N. Michigan Ave., Chicago, IL 60611

State Rep. Tommy Thompson fights for us in Frankfort.

Building a stronger economy
 State Rep. Tommy Thompson knows a tough economy puts pressure on families. That's why he fights to make sure we invest in jobs and education for a stronger economic future. He's a voice for us in Frankfort.

Effective leadership
 State Rep. Tommy Thompson is a proven leader. From his commitment to helping small businesses succeed in our community, to fighting for job creation, Tommy Thompson stands up for what matters to us and he gets things done.

The Right Choice for Kentucky:



State Rep. Tommy Thompson
 House District 14

Vote Nov. 6.

State Rep. Rick Rand fights for us in Frankfort.

Building a stronger economy
 State Rep. Rick Rand knows a tough economy puts pressure on families. That's why Rick fights to make sure we invest in jobs and education for a stronger economic future. He's a voice for us in Frankfort.

Effective leadership
 State Rep. Rick Rand is a proven leader. From sponsoring budget legislation that rears in spending to investing in education through projects like the new facility for the Jefferson County Community & Technical College Rick stands up for what matters and he gets things done.

The Right Choice for Kentucky:



State Rep. Rick Rand
 House District 47

Vote Nov. 6.



KAR's Rally for Home Owners at the State Capitol

