



SouthEast Valley (AZ) REALTORS® Use Poll to Study Local Growth Policies More Become RPAC Major Investors

Sometimes a voter poll is worth more than a person would think. REALTORS® in Mesa and Chandler Arizona found that out when they tapped NAR's polling services to gather information about some pressing local growth issues.

The South East Valley Regional Association of REALTORS® (SEVRAR) used NAR's polling services to gather voter opinion on growth issues in four Arizona cities – Mesa, Chandler, Gilbert and Tempe.

“At a time when our area is facing a number of economic and growth related challenges, policy-makers here found this polling information critical to formulating wise plans for our future,” said Andy Fegley, SEVRAR's Government Affairs Director. “We were able to share valuable information with our civic leaders who could not have funded such a poll themselves,” Fegley said.

“The best part, was that it really solidified our role as stakeholders in the community,” he added.

Fegley explained that his 10-000-member association used the polling information and the report they prepared as the basis for meetings with local leaders. One of the most important findings was that 97 percent of the residents felt that the real estate industry is key to the economic recovery of the area, he said.

The association also used the polling results to meet with large brokers and gather information from them on how local REALTORS® could be more involved in local growth and development issues.

Fegley said the polling information is helping their association target their political support for local mayor and city council seats.

Another positive to come out of this polling project was that members developed a better understanding of the useful role their association plays in their business lives, Fegley said. “And, they better understand why it's important for us to be involved in public policy issues.”

In fact, after releasing the polling information and meeting with local government officials, SEVRAR held a membership lunch and called for investments in the REALTORS® Political Action Committee. “At that lunch, we went from one RPAC Major Donor to 22. Today, we're up to 37,” Fegley said.