



## Oklahoma Association Goes Beyond PAC Contributions to Help Elect Two REALTOR® Champions

The Oklahoma Association of REALTORS® (OAR) has long had one of the state's strongest Political Action Committees, and a strong reputation to go with it. But this spring, having received the maximum allowed PAC contributions from OAR, two of its strongest advocates – one in the State House and one in the State Senate - were still faced with especially tough primaries, and needed an extra boost.

Charla Slabotsky, OAR's Senior Vice President of Government Affairs, got on the phone with the NATIONAL ASSOCIATION OF REALTORS®. "It was the first time these incumbents had such strong primary challenges," she explains, "and the primaries were taking place earlier than usual this year, so there was a danger of low voter turn-out. We felt a real sense of urgency, and NAR's responsiveness was amazing."

In fact, Slabotsky made her initial call to NAR's Campaign Services division just the week before NAR's Midyear Meetings, and when she returned from Washington, she was impressed to find that NAR's consultants had already conducted the first round of polling. The polling and two separate mailers for each race were all covered by the \$14,500 Independent Expenditure grant.

Representative Marion Cooksey and Senator Clark Jolley both had strong support among those polled, so the challenge was to raise awareness of the early primary date and get voters to the polls. "Representative Cooksey is a REALTOR® member, herself, so throwing our increased support behind her was a no-brainer," explains Slabotsky. "She is a real champion of our policy agenda, and a House leader on all real estate and private property issues. Numerous REALTOR® members approached me early on in the primary season, wanting to know how we could help her campaign beyond RPAC contributions."

Senator Jolley, Oklahoma's Assistant Majority Floor Leader and Chair of the Senate Appropriations Committee, is also a great friend of the REALTORS®. "Even our members who are strong Democrats had asked me what they could do to help re-elect Senator Jolley," says Slabotsky. "He's been called our 'Poster Boy' for real estate legislation."

The unusual nature of Independent Expenditure efforts means that the campaign itself is supposed to be separate from and unaware of the extra support. "One of my close friends is working on Senator Jolley's campaign – and I couldn't talk to her about it!" said Slabotsky, "But better safe than sorry." OAR gained plenty of political capital, despite the required discretion of its efforts. "We'd see the legislative leadership at fundraisers for both campaigns – these were the two races that house and senate leadership were really pushing – so they knew that the REALTORS® were at work for



them. The direct mail pieces, completely produced by NAR, bore the word REALTOR®, so we gained visibility there, too.”

The Government Affairs team at OAR anxiously watched the results of the primaries and couldn't be more pleased with the results: Representative Cooksey won her race outright in the primary; Senator Jolley will face an Independent in the fall general election, and is expected to win easily.

Steve Reese, OAR's Vice President of Marketing notes that the grant from NAR represented a tangible benefit to his 8,325 members. "It's been a great way for our members to see their NAR dues used at the state level. Whether they happen to support these candidates or not, the fact is that these are the candidates with proven real estate interests at heart."

To learn more about Oklahoma's Independent Expenditure success, contact Charla Slabotsky, OAR Senior Vice President of Government Affairs: Charla@OklahomaRealtors.com

**Marian Cooksey** for Oklahoma State Representative

**Conservative Advocate For Small Business.**

The National Association of REALTORS® Fund  
430 N. Michigan Ave.  
Chicago, IL 60611

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**Marian COOKSEY. Conservative Small Business Advocate.**

**Marian Cooksey knows that small businesses are the backbone of the economy.**  
Cooksey knows that we won't get Oklahomans back to work until we get government out of the way. In the legislature, she has worked to cut taxes for small business and reduce burdensome, job-killing, big-government regulations on all businesses.

**People need good paying jobs and lower taxes to pay the bills.**  
That's why Marian Cooksey has championed legislation to stop frivolous lawsuits, fought for true worker's compensation reform and supported Governor Fallin's plan to reduce the income tax rate and create jobs.

**Vote for Marian Cooksey for State Representative in the Republican Primary on Tuesday, June 26<sup>th</sup>.**

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## A conservative voice for Edmond.



## Clark JOLLEY for State Senate.

The National Association of REALTORS® Fund  
 430 N. Michigan Ave.  
 Chicago, IL 60611

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## Clark JOLLEY for Oklahoma State Senate

Senator Clark Jolley has been a champion for conservative principles in Oklahoma's state government. Whether as the author of major legislation to reduce taxes or protect the lives of the unborn, Clark is a proven conservative leader.

### A Track Record of Conservative Leadership

- ★ Author of the Bill to Phase Out the State Income Tax
- ★ Protecting the Rights of the Unborn
- ★ Led the fight to stop ObamaCare in Oklahoma
- ★ Authored nationally recognized education reform legislation
- ★ Championed legislation to stop frivolous lawsuits
- ★ Fought for true worker's compensation reform
- ★ Cutting Spending and Consolidating Government

In the Republican Primary on Tuesday, June 26<sup>th</sup>, we can return Clark Jolley to the Senate where he can keep fighting for our conservative, Oklahoma values.



## Vote in the Republican Primary, Tuesday, June 26<sup>th</sup>.

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