



## **In Close Race, Southwest Riverside (CA) REALTORS® Help Elect Friend to County Supervisor Office —December 2012**

It was going to be a close race. The incumbent had been firmly entrenched in the office of Riverside County Supervisor, 1<sup>st</sup> District, for 20 years. But the challenger was a volunteer fire fighter and small business owner with six years as a California State Assemblyman under his belt. Add to that his excellent name recognition and positive reputation, and his chances looked even better. And, Kevin Jeffries had the support of the Southwest Riverside County Association of REALTORS® (SRCAR.)

“Kevin’s been our Assemblyman for the past six years, now, and has always had time for us,” says Gene Wunderlich, Government Affairs Director of the 3,400-member association. “He’s receptive and responsive, and has always called us to discuss proposed legislation dealing with housing and property rights. And as the owner of a property management company, he understands our industry.”

Wunderlich had long been aware of the NATIONAL ASSOCIATION OF REALTORS® campaign resources, and had been following the new expanded programs of the REALTOR® Party Initiative as they were rolled out over the past year. He saw Kevin Jeffries’ campaign as an ideal opportunity to tap in to the resources available. “NAR did an exceptional job, and made it all so easy for us,” he says. “We told them what we wanted to do, and they took it from there.”

NAR’s seasoned consultants put together a poll, helped analyze the results, and used them as the basis for developing a game plan. A \$53,000 Campaign Services Grant funded the independent expenditure campaign of highly targeted Google and Facebook ads, and three strategic direct mail pieces, all aimed at the district’s most likely, most independent-minded voters.

“NAR produced everything in-house, our state association approved it, and we here at SRCAR gave it the final ok,” Wunderlich explains. Because of the strictly independent nature of independent expenditure Campaigns, the candidate and his campaign were kept completely unaware of SRCAR’s efforts on his behalf.

At the close of Election Day, the race was too close to call – and remained so for three more weeks, as all the outstanding ballots were counted. At last, Kevin Jeffries was able to declare victory, with a margin of just 1,200 votes, less than 1 percent of the total. “I think it’s fair to say we played a role in that outcome,” says Wunderlich. “Thanks to NAR’s funding and expertise, we ousted a 20-year incumbent who was, at best, lukewarm to our issues and replaced him with a great friend and advocate for REALTORS®.

Wunderlich laughs as he points out that SRCAR hasn’t ‘bought’ a candidate, but, rather, a seat at the table. “Kevin might not always agree with us, but he always, always listens. It’s great having such a friend, and knowing his door will continue to be open, now that he’s down here working at the local level.”



To learn more about how the REALTORS® helped bring about this hard-won victory in southern California, contact Gene Wunderlich, Government Affairs Director, Southwest Riverside County Association of REALTORS®, at 951.205.1911 or [GeneWunderlich@srcar.org](mailto:GeneWunderlich@srcar.org).

**Examples of the mail pieces NAR’s Campaign Services helped to produce for the Southwest Riverside County Association**

"We need to stop chasing businesses and jobs away. Let's change the culture and practices within county government and actually WELCOME new jobs to our county!" - Kevin Jeffries, Candidate for Riverside County Supervisor

**KEVIN JEFFRIES for Riverside County Supervisor.**

Paid for by California Real Estate Independent Expenditure Committee  
31951 E. 14th St.  
Riverside, CA 92514

Not authorized by any candidate or a committee controlled by a candidate.

**Small Business Owner. Small Business Advocate.**

**Kevin Jeffries knows that small businesses are the backbone of the economy.**  
A small business owner himself and a forty-year resident of Riverside, Kevin Jeffries knows that when our businesses are successful, our communities are successful. Without the success of small businesses, we can't have the quality of life in Riverside County that we deserve.

**People need good-paying jobs to pay the bills. And small businesses create those jobs.**  
We won't get people back to work until we get government out of the way. On the Board of Supervisors, Kevin will work to keep taxes low and reduce burdensome, job-killing regulations on all businesses.

**KEVIN JEFFRIES for Riverside County Supervisor.**

**KEVIN JEFFRIES Riverside County Supervisor**

**Small Business Person and Public Servant**

A forty-year resident of Riverside County, Kevin Jeffries is a fiscal conservative with the business and community experience we need on the Board of Supervisors. Kevin has run his own small business for almost 30 years, meeting a payroll and balancing a budget. That experience will allow him to help shape county policy to benefit taxpayers and businesses alike.

**A plan for Riverside County's future.**

- ✓ Maintain a sound fiscal budget and keep taxes down
- ✓ Ensure that county government stays accountable
- ✓ Attract new business development to provide good jobs
- ✓ Help keep our neighborhoods safe and livable

**Vote absentee or on November 6<sup>th</sup>.**