



## Texas REALTORS® Put Their Grassroots to Work in Statewide Primaries

***“When Texas REALTORS® vote, Texas REALTORS® win.”*** That’s the slogan on TexasRealtorsSupport.com -- and it’s also exactly what happened in the statewide primaries this year.

In a situation familiar to so many states these days, because of the extensive budget cuts made during Texas’ last legislative session, it was evident that lawmakers would have to come up with new sources of revenue. Recognizing that this would likely be in the form of taxes and fees, the Texas Association of REALTORS® (TAR) leapt to the defense of the real estate industry: their concentrated effort to get real-estate-friendly candidates on the ballots got a big boost from REALTOR® Party funding from the NATIONAL ASSOCIATION OF REALTORS®.

“We were counting on the fact that there is typically a low turnout at the primaries to work to our advantage,” explains Mike Barnett, Political Affairs Director of the 80,000-member association. “We knew that if we could mobilize our membership to vote in the primaries, the REALTORS® could really make a difference at the polls.”

In the early spring, trustees of the Texas Association of REALTORS® Political Action Committee (TREPAC) reviewed the recommendations of the state’s 89 local associations as to which candidates best supported private property rights and a healthy real estate industry. The TREPAC Trustees determined the level of financial support for each candidate, and which of the most hotly contested campaigns would be approved for substantial supplemental REALTOR® Party funding -- known as Opportunity Races.

TAR’s Opportunity Race Program is a grassroots-based effort that encourages REALTORS® to become active in the campaigns of REALTOR® champions. REALTORS® are contacted through direct mail, phone banks, e-mail and other campaign activities and encouraged to support a particular candidate in their state or district. Through this Opportunity Race program TAR is able to go the extra step to help elect pro-REALTOR® candidates.

“When the dust had cleared,” reports Barnett, “we had endorsed 99 candidates statewide, for offices from the U.S. Senate, to the Texas Railroad Commission, to both houses of the Texas legislature, to a couple of seats on the state Supreme Court. We won 70, and have 14 still pending in run-offs.”

Sixteen of those campaigns were Opportunity Races: REALTOR®-endorsed candidates won thirteen of the races, lost two, and one will go to a run-off. “Each one of those victories was significant,” notes Barnett. “In one especially gratifying case, we managed to defeat a veteran incumbent in the Texas House who was not known for his REALTOR®-friendly tendencies...”

How did funding from NAR -- via the REALTOR® Party Initiative’s Campaign Services-- help win the day? The \$100,000 in REALTOR® Party funds was used exclusively for communication. It allowed TAR to reach its members through vigorous direct mail



campaigns, and through live and automated phone calls. It also provided for the development of TexasRealtorsSupport.com, a helpful site where members can see which candidates in their area had been endorsed by the association, simply by typing in their address. In a few select Opportunity Races, the funding also supported highly targeted communication with the general voting public.

“The availability of NAR funding through the REALTOR® Party Campaign Services Program enhanced our communication efforts tremendously, which was the key to winning these races,” says Barnett. We needed to make sure our members were aware that there were tough races going on, involving REALTOR® candidates. They sure did respond at the polls.” He notes that in a continuation of this state-and-national partnership, an additional REALTOR® Party grant of \$33K has been approved for the twenty run-offs still to come at the end of July, six of which are now Opportunity Races.

Although it might have been excused for taking a breather on its laurels, TAR was not content to rest easy after its primary victories in late May. Capitalizing on the timing of its wave of successes, it hosted Housing Opportunity Summits at both of the state political conventions in early June, using a \$4,500 grant from the REALTOR® Party. “It was a key opportunity to follow-up with candidates *and* elected officials, to remind them of the critical importance of affordable housing in the long-term viability of our state’s economy,” explains Barnett.

Now, back to the run-off campaigns – and November is just around the corner....



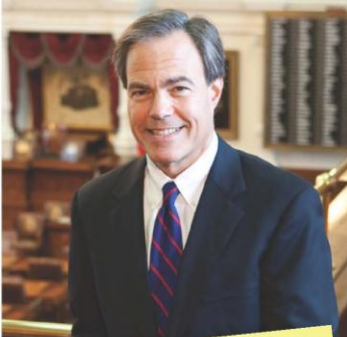
Examples of some of the Texas Mailers:

Effective. Conservative. Leader.

# JOE STRAUS

★

REPUBLICAN STATE REPRESENTATIVE



TREPAC  
P.O. Box 2246  
Austin, TX 78768-2246

Vote Early May 14<sup>th</sup> - May 25<sup>th</sup>  
Election Day Is Tuesday, May 29<sup>th</sup>  
*Re-Elect a leader you can rely on*

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# JOE STRAUS

A Conservative Fighting for Our Values



VOTE EARLY:  
MAY 14TH - MAY 25TH

**A son of San Antonio is getting things done in Austin – and putting conservative reforms to work for all of Texas.**

Joe Straus **promised to reform government** as our Representative, and as the Lone Star State’s Speaker of the House. And he’s done exactly that. By **cutting billions in wasteful spending and reducing unnecessary regulations**, Joe helped turn Texas into the nation’s economic powerhouse.

Joe’s **conservative upbringing right here in San Antonio** has shaped him into a strong conservative leader. A leader who has more than earned our vote.

### A Reform-Driven Leader

- A San Antonio native who **worked in the Reagan Administration** and for Texas statesmen like President George H.W. Bush and Senator John Tower
- Enacted over **\$14 billion in real spending cuts** since his election as Speaker
- Helped make Texas a powerhouse state for **job creation in the midst of a recession**

Send a Proven Conservative Leader Back to Austin

Re-Elect **Speaker Joe Straus** for Texas House District 121



## Stand with Texas REALTORS®. Re-Elect **Alma Allen**.

We Need Strong Leaders Who REALTORS® Can Count On For Support.



On May 29<sup>th</sup>, Vote for **Alma Allen** for **Texas House District 131**.

For more info, visit [www.TXRealtorsSupport.com/Allen](http://www.TXRealtorsSupport.com/Allen)

Democratic  
Primary



TEXAS ASSOCIATION OF REALTORS®

P.O. Box 2246  
Austin, TX 78768-2246

Political Advertising authorized by Texas Association of REALTORS®

## Alma Allen Stands With Texas REALTORS®!



We need to send strong leaders to Austin who will listen to and stand by Texas REALTORS®. While our priorities are very clear; we protect private property rights, homeownership and commonsense policies that will keep Texas moving forward – we need leaders who have proven that they will stand with Texas REALTORS® on these issues.

The Texas Association of REALTORS® supports Alma Allen for Texas House District 131 because she is exactly that. She is a trusted, proven leader who fights for our interests.

*Please join fellow Texas REALTORS® and vote for Alma Allen.*

**Learn more about why  
Texas REALTORS® support  
Alma Allen.**

Visit our website at  
[www.TXRealtorsSupport.com/Allen](http://www.TXRealtorsSupport.com/Allen)

*Remember,*

Election Day is May 29<sup>th</sup>  
Early Voting Starts on May 14<sup>th</sup>

For more information on voting  
times and polling locations, visit  
[www.VoteTexas.gov](http://www.VoteTexas.gov)

On May 29th, Vote For A Leader With Our Priorities.  
**Vote Alma Allen for Texas House District 131.**





# Paul Workman – Fighting For Us.

Paul Workman Has Worked Hard in the Texas House to Preserve the Texas Dream for Texas Families.

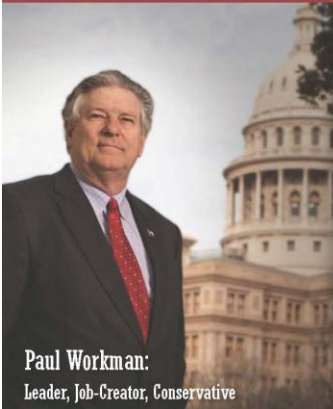
TREPCAC  
P.O. Box 2246  
Austin, TX 78768-2246

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*Re-Elect a leader you can rely on*

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## Creating Jobs and Providing Leadership In Austin.



Paul Workman:  
Leader, Job-Creator, Conservative

Paul Workman understands the Texas Dream. He's managed a family business and started one of his own, **creating jobs** and **improving the quality of life** for folks all across Texas.

Today he's fighting to make sure Texas remains America's top center for jobs, on the strength of low taxes, less intrusive government, and a bold 21<sup>st</sup> century vision for public education.

### About Paul

- Founded a successful construction company based in Austin
- Served in the **U.S. Army Reserves** after studying at Texas A&M
- Supports appraisal reform to ensure property owners are treated fairly
- Opposed tax increases on families and small businesses as part of the effort to **balance the budget** and **grow the Texas economy**



*Paul Workman is an advocate for improving education.*

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*Re-Elect a leader you can rely on*

# Re-Elect **Paul Workman**, Republican for Texas House District 47.



# Vicki Truitt

Proven Conservative Leadership  
for Northeast Tarrant County

TREPAC  
P.O. Box 2246  
Austin, TX 78768-2246

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**“Northeast Tarrant County has been well served by Truitt...”**

*- Star-Telegram, 5/4/12*

## Vicki Truitt

## A Record of Results

### HOMEGROWN CONSERVATIVE LEADER

Vicki never forgets where she came from. As a proud native of Northeast Tarrant County, Vicki has fought for our conservative values.

This past year alone, Vicki voted to **balance the state budget** by cutting \$14 billion in spending with **no new taxes** and under her watch, Texas led the nation in job growth.

Vicki has also been a strong champion for our district. Vicki worked tirelessly to appropriate dollars to meet our transportation needs and grow our economy. With endorsements from all Northeast Tarrant County Mayors, local citizens agree that Vicki Truitt is the proven conservative we need.

### ABOUT VICKI

- » Native of Northeast Tarrant County
- » Small Businesswoman
- » Endorsed by All Northeast Tarrant County Mayors

**Early Voting ends Friday, May 25th**  
**Election Day is Tuesday, May 29th**

*Re-Elect a leader you can rely on*



On May 29th, Re-Elect the proven conservative who fights for us in Austin.

## Re-Elect Vicki Truitt for Texas State House District 98