



Washington State REALTORS® Score Victory in Edmonds Mayor’s Race

About seven months before the recent mayoral race in Edmonds, Washington, the REALTOR® candidate was trailing by about 11 points in the polls. Reaching out to the Campaign Services department of the NATIONAL ASSOCIATION OF REALTORS®, the state association developed a plan and secured the support they needed. Dave Earling came out victorious in November by more than 65%.

Why Dave Earling? According to Nathan Gorton, the Government Affairs Director of Washington REALTORS®, “There was a unique convergence of circumstances that made Dave the clear choice. As a former REALTOR® and broker who owned a real estate office for about 20 years, he has meaningful experience in our industry. His values are aligned with those of the Edmonds community, and, by extension, REALTORS®. There’s a longstanding record of mutual support between Dave and the industry throughout his service on the City Council. Add to this the fact that his opponent was not what you’d call ‘a friend to REALTORS®,’ and it was really a no-brainer.”

“NAR was great,” he continues. “They helped us mount an independent campaign on behalf of our endorsed candidate.” That began with the early polling data, which enabled Gorton and a consultant funded by NAR to determine what the best winning campaign strategy would be. “They didn’t start with a budget and then back us in to it,” he says. “They priced it out, and we got what we needed.”

What they needed, according to the polling data, was to strengthen the candidate’s position with senior women, in particular. NAR supported a very specific multi-layered strategy, involving three direct mail pieces about Dave, all targeted toward senior women voters. There was also a targeted email campaign, and general advertising in online newspapers, as well as on Facebook and other social media. Finally, the campaign placed targeted, live “ballot-chase” phone calls, to contact and engage registered voters. Gorton appreciated all the resources that NAR made available, as well as the flexibility it gave in choosing to use those resources, or not. “NAR has a contract with a big direct-mail advertising firm,” he says, by way of example, “and admittedly, I was a little skeptical about using a mammoth, out-of-state operation. But they turned out to be just awesome – responsive, open to feedback, and timely. They used terrific local photographs, and produced a truly effective, Edmonds-specific, direct-mail campaign for us.”

The Washington REALTORS® campaign focused on quality of life in the idyllic town on Puget Sound with a view of both the Olympic Mountains and the Cascade Range, including references to its schools, parks, and transportation. “The message was all positive,” says Gorton, “about why it’s great to live in Edmonds, Washington, and how Dave Earling would protect and enhance all those reasons.”

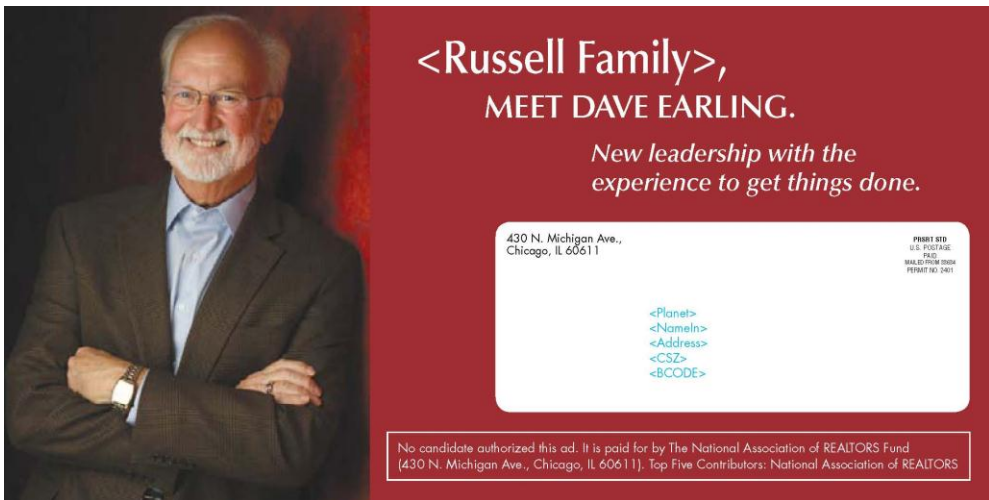
In the end, Earling’s opponent’s campaign was hurt by an internal matter, which helped to secure a victory for the REALTOR® candidate. “But you can never count on an

opponent blowing himself up,” Gorton notes wryly, “so it was critical that we had the campaign support that we did from NAR.”

Gorton says that his colleagues in Edmonds couldn’t be happier with the change so far -- as much a change in atmosphere, as any specific accomplishment or policy coming from the new mayor’s office. “The former mayor had a confrontational relationship with the City Council, and now the tension is gone. Dave makes the dialogue productive. This is obviously a much better breeding ground for success on all issues – including REALTOR® issues.”

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Front and back of one of three direct-mail campaign post cards provided by NAR’s Campaign Services:



<Russell Family>, MEET DAVE EARLING.

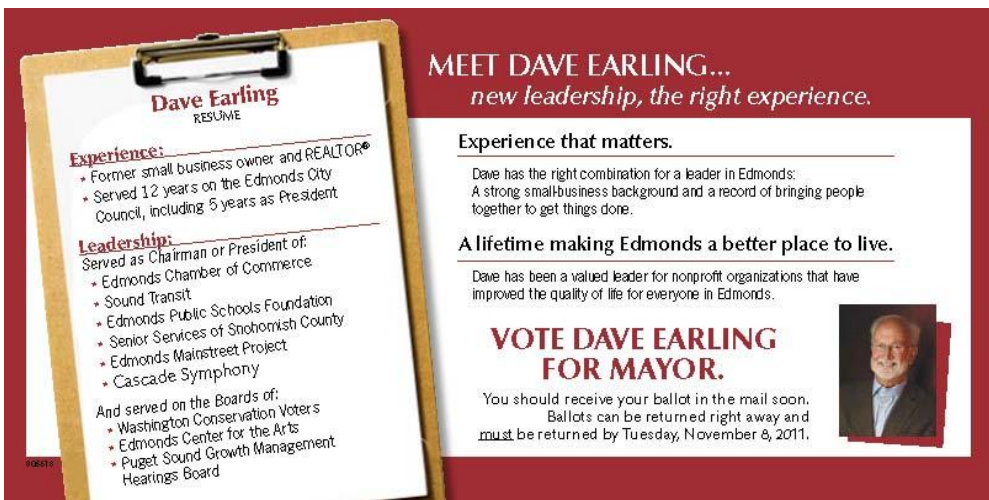
New leadership with the experience to get things done.

430 N. Michigan Ave.,
Chicago, IL 60611

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MEET DAVE EARLING...
new leadership, the right experience.

Experience that matters.

Dave has the right combination for a leader in Edmonds:
A strong small-business background and a record of bringing people together to get things done.

A lifetime making Edmonds a better place to live.

Dave has been a valued leader for nonprofit organizations that have improved the quality of life for everyone in Edmonds.

VOTE DAVE EARLING FOR MAYOR.

You should receive your ballot in the mail soon.
Ballots can be returned right away and must be returned by Tuesday, November 8, 2011.

Dave Earling RESUME

Experience:

- Former small business owner and REALTOR®
- Served 12 years on the Edmonds City Council, including 5 years as President

Leadership:

- Served as Chairman or President of:
 - Edmonds Chamber of Commerce
 - Sound Transit
 - Edmonds Public Schools Foundation
 - Senior Services of Snohomish County
 - Edmonds Mainstreet Project
 - Cascade Symphony
- And served on the Boards of:
 - Washington Conservation Voters
 - Edmonds Center for the Arts
 - Puget Sound Growth Management Hearings Board