



New York State Association Helps Elect One its Own to State Senate— *December 2014*

Two years ago, when one of the 49,800 members of the New York State Association of REALTORS® (NYSAR) was defeated in his bid for the state Senate by just 18 votes, his supporters immediately began planning for a rematch. They got it in the 2014 general election; and with the help of an Independent Expenditure Campaign by his state REALTOR® association, this time, George Amedore (R) was victorious -- by 11,000 votes.

Besides being an active REALTOR®, Amedore is a homebuilder in New York's Capital District, and served as a Representative to the State Assembly from 2007-2012. "We're excited to have a card-carrying REALTOR® member in office," says Mike Kelly, NYSAR's Director of Government Affairs. "But our RPAC Trustees were glad to back George Amedore for his track record in office, not just because he's one of us," he said. "He is knowledgeable about our REALTOR® issues, and he has proven himself to be a strong advocate for lower taxes, property rights and homeownership."

The race was closely watched and attracted multiple Independent Expenditure Campaigns, as political control of the state Senate hung in the balance.

NYSAR worked with the NATIONAL ASSOCIATION OF REALTORS® to conduct initial polling, through which they determined the most important points of constituent interest, and which voters they should be targeting. With a grant from NAR, NYSAR mounted a major Independent Expenditure Campaign focused on the key issues of the race: job creation, reducing taxes, education, and the cost of health care. The campaign, operating by law without any contact with its candidate, made use of direct mail pieces, radio advertising, a "Get-Out-the-Vote" online video, and Internet advertising, as well as a door-to-door field effort in New York's 46th District, encompassing the Greater Capital Region. Kelly notes that all of NYSAR's campaign pieces were positive, and that, in fact, its policy is simply not to mention the opponent at all. "We recognize voter frustration with negative campaigning, and we make sure that we're not a part of it. Our campaign did a great job of staying on target, and on message," he adds. "We didn't let up on the gas pedal because we couldn't take anything for granted."

The state association also coordinated a powerful grassroots effort, working in conjunction with local boards to encourage members via email and newsletters to vote in the general election for George Amedore. A "boots on the ground" Get-Out-the-Vote initiative brought local REALTOR® members to the polls.




Amedore's was a high-stakes race, but it wasn't the only one in which NYSAR was invested. Utilizing additional funding from NAR, it had also mounted Independent Expenditure Campaigns for two other state senate races, one on Long Island and one in Buffalo. "NAR's investment via these Independent Expenditure Campaigns played a significant role in the ultimate success of all three candidates," says NYSAR Chief Executive Officer Duncan Mackenzie. "The funds were critical and the team at NAR was with us every step of the way, with exceptional coordination, communication, and timing."

When the new legislative session starts in early January, there will be a host of REALTOR® issues looming large, says Kelly. "We're always concerned with issues that make it easier or more difficult for our members to help clients buy or sell houses. With strong relationships in both houses of the legislature, as well as in the governor's office, we're fortunate to get a fair hearing on all our issues. We're very excited that George Amedore is now in elected office, and one of those relationships."

To learn more about how the REALTORS® of New York State helped one of their own in to elected office, contact Duncan MacKenzie, CEO of the state association, at dmackenzie@nysar.com or 518.463.0300 x300; or Mike Kelly, its Director of Government Affairs, at mkelly@nsar.com or 518.463.0300 x215.

Some sample mailers from NSAR's successful campaign to elect REALTOR® Champion George Amedore to the New York State Senate



GEORGE AMEDORE will bring common sense principles to the state legislature.		New York State Association of REALTORS® Fund 130 Washington Avenue Albany, NY 12210
 <small>GeorgeAmedore.com</small>	<small>As a father and a husband, George Amedore wants Upstate New York families to succeed. In the State Senate, he will work hard to support our communities so they can thrive by:</small> <ul style="list-style-type: none"> • Standing strong against new taxes that drive away jobs and burden hard working families. • Jumpstarting our economy by encouraging innovative entrepreneurs to bring their ideas to life. • Expanding vocational and job skills programs in our public schools so students can be prepared for today's job market. • Opposing the new Common Core education standards in favor of a local, common sense approach to our children's education. 	
On Election Day, Vote Republican George Amedore		Paid for by the New York State Association of REALTORS® Fund. This communication was not expressly authorized or requested by any candidate or by any candidate's political committee or any of its agents.



Vote for George Amedore
A Proven Leader for Upstate New York

New York State Association of REALTORS® Fund
 130 Washington Avenue
 Albany, NY 12210

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Elect George Amedore for New York State Senate

George Amedore is a father, husband, and local businessman.
 He understands our communities and what it takes to keep our economy growing. While serving in the State Assembly, he put New York families first.

- Fought for a property tax cap to protect citizens from continuous tax increases that make homeownership out of reach for many.
- Worked with legislators on both sides of the aisle to bring real tax relief to New Yorkers.
- Opposed numerous tax increases that created obstacles to home ownership.
- Voted against proposals that would unnecessarily increase state regulations.

★★★★★★

Vote On November 4, Vote for George Amedore and elect a proven leader for Upstate New York.

GeorgeAmedore.com
 Election Day is November 4

Upstate New York Deserves Better

ELECT GEORGE AMEDORE FOR STATE SENATE

VOTE FOR BETTER SCHOOLS AND A STRONGER ECONOMY

George Amedore

New York State Association of REALTORS® Fund
 130 Washington Avenue
 Albany, NY 12210

GeorgeAmedore.com

George knows we must have world-class schools and a well-trained workforce to create a strong, sustainable economy. He'll never lose sight of these priorities in the Senate.

- Expand vocational and job skills programs in our public schools so students can be prepared for today's job market.
- Support local, common sense approaches to improving our schools while increasing accountability.
- Stand strong against new taxes that drive away jobs and burden hard working middle class families.
- Encourage innovative entrepreneurs to bring their ideas to life in Upstate New York.

On November 4, Vote **George Amedore** for State Senate

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