



Local Associations in Northwestern Washington State Work Together to Elect Two REALTOR® Champions – April 2014

The REALTORS® of Seattle and King County, Washington know the value of cooperation.

In two especially tight November elections, working closely with two fellow REALTOR® associations, they pushed the campaigns of two proven REALTOR® Champions over the top. When the dust had cleared, Nancy Backus was elected mayor of Auburn, Washington, and Kevin Wallace, a commercial REALTOR® in Bellevue, was re-elected to the city council. "Simply put," says David Crowell, Governmental & Public Affairs Director of the 5,000-member Seattle King County Association of REALTORS® (SKCR), "they could not have won without our collective support, and that of the NATIONAL ASSOCIATION OF REALTORS®."

Local associations within Washington state work cooperatively to tap in to the campaign resources available from NAR, explains Crowell. At the outset of the election cycle, Nathan Gorton, Director of Government Affairs at the state association, meets with local counterparts to consider coordinating efforts on approaching races. "These partnerships ensure that we're not competing for funding," notes Crowell. "The way we see it, we're all REALTORS®, so we're all in it together, regardless of political boundaries."

SKCR had identified both candidates for support early in their respective campaigns. "These are folks who just get it -- they walk the walk, and don't need any coaching on REALTOR® issues," explains Crowell. "Both Nancy and Kevin have helped carry water on their respective city councils for a long time, and have more than earned our confidence and support."

Nancy Backus was deputy mayor and had served for ten years on the city council of Auburn, Washington, whose city limits fall solidly within both King and Pierce Counties. So, having made the maximum allowed direct contribution to her campaign from its own RPAC fund, SKCR teamed up with the neighboring Tacoma Pierce County Association of REALTORS® to apply to NAR for funding for an independent expenditure campaign on her behalf. The phone calls and direct mail piece funded by the REALTORS® were critically important to Backus' narrow victory -- by only 120 votes of 70,000 cast -- states Crowell.

In Bellevue, attorney and commercial REALTOR® Kevin Wallace was running for re-election to the city council. Partnering with the Washington State Commercial REALTORS®, SKCR applied to NAR's Campaign Services division for support. Before waging the independent expenditure campaign, NAR conducted surveys to verify the closeness of the race, and to determine which issues resonated with the voters. Nearly 40,000 votes were cast and Wallace retained his seat by virtue of fewer than two hundred ballots. There is no question, says Crowell, that NAR's two direct mail pieces and social media campaign gave him the winning edge.



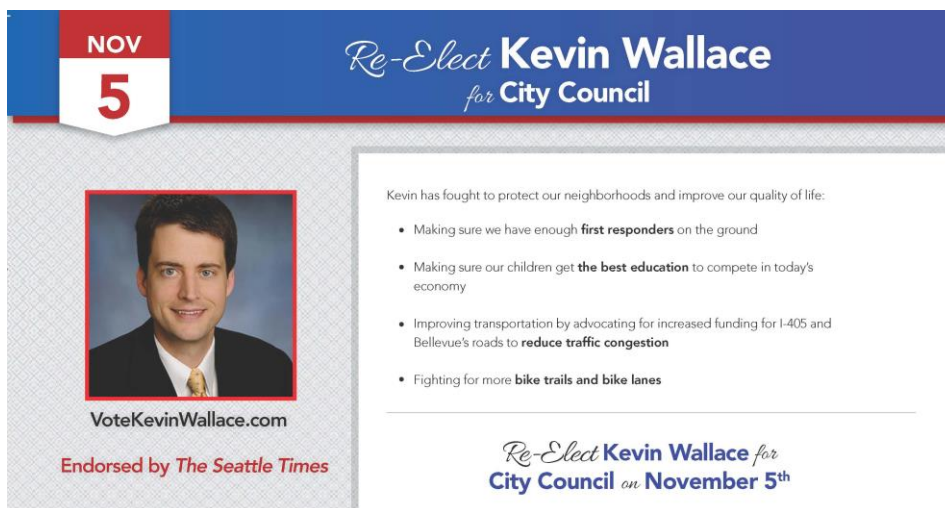
"Election returns here are reported every night as they're counted, and in the Auburn race, which involved two counties, it took about two weeks: talk about suspense. In the Bellevue race, at one point Kevin fell behind, then took the lead again -- very dramatic, and very nerve-wracking! But in all seriousness, it speaks volumes for the importance and the value of NAR's campaign services. There is no way either of these races would have succeeded without them," he concludes.

To learn more about how the Seattle King County REALTORS® made all the difference in the election of two REALTOR® Champions, contact David Crowell, Governmental & Public Affairs Director of the Seattle King County Association of REALTORS®, at dcrowell@nwrealtor.com or 425.974.1011.

Sample Mailers:



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



Kevin has fought to protect our neighborhoods and improve our quality of life:

- Making sure we have enough **first responders** on the ground
- Making sure our children get **the best education** to compete in today's economy
- Improving transportation by advocating for increased funding for I-405 and Bellevue's roads to **reduce traffic congestion**
- Fighting for more **bike trails and bike lanes**

VoteKevinWallace.com

Endorsed by *The Seattle Times*

Re-Elect **Kevin Wallace** for
City Council on **November 5th**



Re-elect Kevin Wallace
for City Council

Making Bellevue Even Better

Photo Credit: JC Winkler

Vote Wallace on November 5th!

CSPI 3259

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430 N. Michigan Ave.,
Chicago IL 60611

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Re-elect **Kevin Wallace** *for*
City Council

VoteKevinWallace.com
Endorsed by *The Seattle Times*

Kevin Wallace has worked tirelessly to make Bellevue even better. His priority has always been to listen, bring people together, and make sure our government is doing everything it can to improve our neighborhoods and quality of life.

"Wallace has recommendations from prominent Democrats and Republicans and deserves another chance to live up to his "outstanding" rating from the Municipal League."
- *The Seattle Times* October 7, 2013

Here are just a few others that believe in Kevin's vision for Bellevue:

<i>Attorney General</i> Bob Ferguson	<i>Former State Representative</i> Deb Eddy
<i>King County Councilmember</i> Rod Dembowski	<i>Bellevue Mayor</i> Conrad Lee
<i>State Representative</i> Cyrus Habib	<i>Bellevue City Councilmember</i> John Stokes

Vote Kevin Wallace *for* City Council *on* November 5th!