



Virginia Association Helps Keep REALTOR® Champion in General Assembly – September 2013

Delegate Rosalyn Dance (D-Petersburg) is that especially skilled and valuable kind of politician who can get things done even when the other party controls the game. This happens to be her situation, in the Republican-controlled Virginia General Assembly, where she has served since 2005. She is also a long-time friend to REALTORS®. So, when Dance, a member of the Housing Commission and a patron of past legislation supported by the 29,000-member Virginia Association of REALTORS® (VAR,) was challenged in the Democratic primary this spring, she found the support of the REALTORS® behind her.

“Delegate Dance has always been a terrific advocate for us,” explains Heidi Schlicher, VAR’s Director of Political Operations. “She always consults us on housing issues, and we can bring our concerns and ideas to her and know she’ll listen.” VAR’s membership wholeheartedly endorsed Dance as the best candidate for Virginia’s 63rd District. The local associations in her District were extremely enthusiastic about helping her get re-elected; in fact, the RPAC Trustees of VAR, the Southside Virginia Association of REALTORS®, and the Richmond Association of REALTORS® had already committed a total of \$4,000 to her campaign, when Schlicher called the NATIONAL ASSOCIATION OF REALTORS® for additional backing.

“It was the first time Delegate Dance had been challenged in a primary for her seat. We saw her as likely to win, but still vulnerable,” says Schlicher. “She needed all the help she could get, making sure her message was delivered to voters and ensuring that voters came to the polls on Election Day.”

VAR is in the unique situation of being able to coordinate independent expenditure campaigns with the candidate it is supporting, a practice strictly prohibited by other states. So when Schlicher arranged a conference call between representatives of the two local associations in Dance’s district and NAR’s Campaign Services Division, the candidate herself was on the line. It meant that as NAR’s seasoned campaign consultants put together a plan worth just over \$20,000 that included live polling calls, personalized “get out the vote” robo-calls, and a direct mail piece, they were also able to craft a Tele-Town Hall Meeting for the candidate. This 45-minute phone call that took place a few weeks before the election made use of recent technology to allow about 700 constituents to tap in from home and hear from Delegate Dance on issues that mattered most to them. It also provided helpful feedback to the candidate in her campaign’s homestretch.

The race was tight, but Dance retained her seat in the Assembly by a solid 264 votes. “She’ll tell you that she couldn’t have done it without us, that we ‘saved’ her,” says Schlicher. “She believes that our support pushed her over the top, and we couldn’t be more thrilled. For the next session, Virginia REALTORS® will continue to have a great friend in the General Assembly, and the people of the 63rd District will have a proven representative in Delegate Dance.”



To learn more about how the Virginia Association of REALTORS® championed one of its Champions, contact Heidi Schlicher, Director of Political Operations, at heidi@varealtor.com or 804-249-5718.

Front and Back of Campaign Mailer:



Paid for by the National Association of REALTORS® Fund.
Authorized by Rosalyn Dance, candidate for Virginia House of Delegates 63rd District.
CSP1334

