



No Buyer's Remorse with the REALTORS® Political Action Committee (RPAC) – September 2015

“The morning after I wrote my first check to RPAC I called the state association to ask for it back,” admits Sara Lipnitz, a Birmingham, Mich. REALTOR®. REALTORS® understand buyer's remorse when it comes to clients, but you do not expect to hear this from a Women's Council of REALTORS® (WCR) member who is a Golden R, RPAC President's Circle member and now serves as the WCR REALTOR® Party Liaison.



Sara Lipnitz, E-Pro, SFR, PMN

So what turned Sara around and allowed her state association to keep her check? “Accepting an invitation to spend a day at the state capitol with the association CEO and lobbyists was all it took,” says Lipnitz. “Watching them in action and working on my behalf to make sure I have a sustainable source of income for my business and my family... I was forever changed.” For Sara and many other Council members, RPAC fosters a strong real estate market that allows REALTORS® to earn a living.

Not everyone has the opportunity to spend a day watching their association in action. Lipnitz offers her insights and experiences as to why Women's Council members should invest in RPAC.

1. **Politics are everywhere.** Whether you are paying attention or not, local, state and national politics affect your day-to-day business. It is hard to stay on top of it all while managing your business. Investing in the REALTOR® Party helps to ensure someone is always advocating on your behalf.
2. **The boomerang effect.** Your investment in RPAC keeps coming back to you. For example, it is easy to assume that mortgage interest deductibility will always be there. Think again. Issues such as national debt, economic recovery and the complexity of the tax code have kept tax reform high on Congress' agenda. The ongoing debate has put a variety of tax laws, including those affecting our industry, under increased scrutiny. How many sales might you lose without a strong REALTOR® Party fighting to keep mortgage interest deductibility? The same efforts are being made for credit availability, mortgage debt cancellation tax relief, FHA single-family mortgage programs, 1031 exchanges and many others that advocate for homeownership and property interests.
3. **Let clients know you are worth that commission *and more!*** Investing in and promoting RPAC is a great way to demonstrate your value to your clients. Give back so your clients can purchase a home. Give back to help build the strong communities in which you and your clients live. Give back to protect your clients' investment in private property.



The Women’s Council Connection

Beyond the inherent value all REALTORS® receive from investing in RPAC and the REALTOR® Party, when you invest, you invest in a stronger relationship with NAR. “Supporting the REALTOR® Party builds a two-way bridge between NAR and WCR that serves both groups equally,” says Lipnitz.

“People think they know what the Women’s Council is about,” says Lipnitz. “We are a dynamic group of leaders with excessive talent and stewardship. We are professional women—and men—who give back because it is the right thing to do and help to make our industry stronger.”

Women’s Council members, as a percentage, represent one of the largest groups of participants in RPAC with a 48 percent participation rate. While its 11,000 members represent just 1 percent of NAR’s membership, WCR participation percentage rate, by comparison, is supersized. Among the WCR ranks are 375 Major Investors, 199 President’s Circle members and 92 RPAC Hall of Fame members.

“At the Women’s Council, we have an 80-year legacy of developing leaders in business, in the community and within the REALTOR® family,” said Jeff Hornberger, Women’s Council of REALTORS® executive vice president. “RPAC is an integral part of our strategy of building upon that history, and passionate Women’s Council members like Sara Lipnitz make our organization proud. They embody involved and committed leaders who not only invest in their industry, profession, and livelihood, but also inspire others to do so.”

As the WCR REALTOR® Party Liaison, Lipnitz wants to make sure every person who comes in contact with the council knows how much talent is within the group. She wrote her first RPAC check because someone asked, and then continued to give because someone showed her the power of her investment. She wishes she could reach out individually to every council member to talk about the power of investing and offer a day of watching REALTOR® Party advocacy in action.

Join Sara and thousands of other Women’s Council members in working to maintain a long-term, sustainable and profitable marketplace, and to keep council members among the forefront of industry leaders and stewards with increased access to the larger REALTOR® family.

Invest in RPAC today!