



West Maricopa (AZ) REALTORS® Put Campaign Training to the Test and Get One of Their Own Elected to City Council – February 2015

When Super Bowl LXIX lights up the University of Phoenix Stadium in Glendale, Arizona on February 1st, new councilmember Lauren Tolmachoff can take pride in how smoothly parking, security, and other matters of municipal hospitality are running. The West Maricopa Association of REALTORS® (WeMAR,) in turn, can take pride in her election to the Glendale City Council.

With grants and guidance from the REALTOR® Party, augmented by contributions from the REALTORS® of Arizona Political Action Committee (RAPAC), WeMAR supported its REALTOR® Champion Tolmachoff in both the primary and general elections of 2014, securing a big win in November. "Lauren was a terrific candidate, and ran a strong, smart campaign," says WeMAR CEO Roger Nelson. "But I believe it was the time, effort, and energy that the team at the National Association of REALTORS® put into it, that put her over the top."

When Tolmachoff tossed her hat into the proverbial ring for a seat on the Glendale City Council, she was already well known to WeMAR. After a successful career in banking, she had been an active REALTOR® for over a decade, and served with dedication on WeMAR's Government Affairs Committee, explains the 6,000-member association's Government Affairs Assistant, Myrna Flood. "The City Council was ready for some new blood, and we knew Lauren would be a hardworking, talented advocate for property rights issues," says Flood. "It was the first time WeMAR had chosen to back someone from within its own ranks, and we couldn't be more thrilled -- or more grateful to the Campaign Services team at NAR."

Even before the primary, adds Nelson, NAR provided analysis and insight as to how Tolmachoff might fare in the race. "The fact was, none of the candidates for the seat had much name recognition, so it made sense to do all we could for our REALTOR® Champion," he says. In June, he and Flood took advantage of NAR's Campaign Management Training program, where they learned from an expert team all the nuts-and-bolts of running an independent expenditures campaign. This new program of the REALTOR® Party Initiative is designed for association executives and government affairs directors, to help them take their candidate and issues campaigns to new levels of success; Flood and Nelson agree that the experience was invaluable.

Armed with this newfound expertise, and with a grant from NAR, WeMAR was able to mount a successful campaign for Tolmachoff in the primary using direct mail, phone calls, and online advertising. Of four candidates, she won the most votes, but still faced the hurdle of a general election run-off against a competitor who had secured the backing of the popular U.S. Representative for Arizona's 8th congressional district. Again, NAR provided strategy, funding, and services for an energetic independent expenditures campaign. "We worked hard for her, but no one worked harder than Lauren, herself," says Nelson. "She never stopped going door-to-door. She worked like the successful REALTOR® she is!" He also notes that the REALTOR® Champion and NAR ran strictly positive campaigns, maintaining a high ground that appealed to Glendale voters.



When the votes were counted, Tolmachoff had garnered over 56%, the biggest win of any race in the election. She was sworn in on December 9, making Super Bowl preparations a priority. REALTORS® will be well served with Tolmachoff as a councilmember far into the future, says Flood. With intensive budget scrutiny and issues like property annexation in the air, she says, "Having a REALTOR® on the Council benefits not just other REALTORS®, but all property owners, and the community as a whole, especially with respect to taxes."

Nelson adds, "I would strongly urge state and local REALTOR® associations to take advantage of NAR's Campaign Management Training if they possibly can. It's an eye-opening experience, and a powerful opportunity to learn what you need to know if you are at all interested in political advocacy -- as we all should be!"

To learn more about how the West Maricopa County Regional Association of REALTORS® helped to put one of its own on the Glendale City Council using NAR's Campaign Management Training and two NAR Campaign Services Grants, contact Chief Executive Officer Roger Nelson at RNelson@wemar.org or 623-931-9294.

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LAUREN TOLMACHOFF



ElectLaurenTolmachoff.com

Lauren Tolmachoff will be a strong voice for the Cholla District on our City Council. She will work hard to create a prosperous future and a better quality of life for all Glendale residents.

- **Supporting Economic Growth** – Encouraging new business growth and expansion to bring good paying jobs to residents.
- **Improving Public Safety** - Strengthening our fire and police departments while opposing the proposed reduction of public safety jobs.
- **Working For Taxpayers** - Insisting on a fair and balanced City Budget that reduces the tax burden facing Glendale citizens.

Election Day is Tuesday, November 4


Vote Lauren Tolmachoff for Glendale City Council

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

Paid for by the National Association of REALTORS® Fund. Not authorized by any candidate or candidate's committee.

Vote for LAUREN TOLMACHOFF

Strong, honest leadership for Glendale City Council




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

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Vote Lauren Tolmachoff for Glendale City Council



ElectLaurenTolmachoff.com

Lauren Tolmachoff understands what it takes to keep Glendale on a path to prosperity. On the City Council, she will work hard to improve our economy and our quality of life.

- **Supporting Economic Growth** – Encouraging new business growth and expansion to bring good paying jobs to residents.
- **Protecting Our Community** - Strengthening our police and fire departments and fighting against cuts to public safety.
- **Putting Taxpayers First** – Advocating for a balanced, transparent budget that lowers the tax burden facing Glendale residents.

Early Voting is Now Available

On November 4, Vote Lauren Tolmachoff for Glendale City Council, Cholla District