



South Carolina Association Reaps Benefits of Polling in Supporting 11 REALTOR® Champions for State Legislature – October 2013

As any Government Affairs Director can tell you, it's becoming more and more important, in the current political climate, for REALTORS® to identify and support REALTOR®-friendly legislators and elected officials. This past spring, Cashion Drolet, who oversees Government Affairs for the 15,000-member South Carolina Association of REALTORS® (SCR,) made use of the polling services offered by NAR's Campaign Services division to help determine which candidates to back in 11 primary races for the state legislature. Eight of the REALTOR® candidates won.

"NAR's help is so valuable," she says. "We have limited resources, and want to make sure we're spending them in ways that make sense. The polling enabled us to determine what we needed to do to get the right people elected or re-elected; as well as get the 'wrong' people *un*-elected."

The first step, very early in the primary season, involved SCR's legislative and political teams sitting down together and taking a close look at voting records. "We made lists of whom we thought was safe; who might have serious opposition; and whom we wanted to un-seat," Drolet explains. "We took the list to NAR, and they said it was too long. So we went back to the table and whittled it down through more scrutiny of voting records and potential."

Having gotten the list down to 11 races, SCR worked closely with NAR's veteran polling consultants to craft the content and questions for each poll. Due to the strict nature of South Carolina's campaign laws, SCR was not able to communicate directly with any of the candidates. Instead, it revealed the results of the polling and commented on them in a news release. "We wanted our REALTOR® candidates who were strong in the polls to be assured that we had evidence that our funding would be better spent supporting their more vulnerable colleagues," says Drolet.

Thus, SCR was able to allocate its available campaign funding in ways that would be the most targeted and effective. Through direct mail, phone campaigns, and newspaper ads paid for by the state RPAC, together with additional funding from NAR, SCR waged energetic independent expenditure efforts for their chosen candidates.

"One of the candidates we identified and supported, but who didn't win a seat this time, is young and ambitious, and we're confident that SCR's support of him, now, will bode well for South Carolina REALTORS® in the future," notes Drolet. "We've helped to move the ticker forward for him, and he'll remember us as early friends." And with the entire House up for election in 2014, along with all nine state-wide elected offices, she is already anticipating seeking NAR's polling services again before long.

For more about how South Carolina REALTORS® leveraged the resources of NAR's Campaign Services division to support REALTOR®-friendly candidates in the last election, contact Cashion Drolet, Government Affairs Director of the South Carolina Association of REALTORS®, at cashion@screaltors.org or 803.451.2046.



Mailers were one of the methods used by SCR to help elect its REALTOR® Champions

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




Larry Martin

Small Business Advocate. Taxpayer Champion.



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Small Business Advocate. Taxpayer Champion.



Larry Martin knows that small businesses are the backbone of the economy.
Larry Martin knows that when our businesses are successful, our communities are successful. Without the success of small businesses, we can't have the quality of life in South Carolina that we should expect.

**People need good-paying jobs to pay the bills.
And small businesses create those jobs.**
We won't get people back to work until we get government out of the way.
In the State Senate, Larry has worked to cut taxes for small business and reduce burdensome, job-killing, big-government regulations on all businesses.
And if he's re-elected, he'll keep doing the same.

Vote for Larry Martin for South Carolina Senate, District 2.