

# REALTOR® PARTY

## CORPORATE ALLY PROGRAM

### NAR VOLUNTARY INVESTMENTS:

## SOFT AND HARD DOLLARS

Powerful partnership between the National Association of REALTORS® (NAR) and corporate allies aimed at **protecting, promoting, and strengthening the real estate industry.**

### WHY INVEST IN CAP?

By supporting the program, you join other real estate stakeholders to **protect mutual business interests and help shape and define our industry.**

Your support increases NAR's ability to impact policy and raise funds as a critical revenue source for advocacy efforts at every level of government. **Your contribution will help us fight for political results that favor our industry and its 1.5 million REALTORS®.**

### SOFT DOLLARS

Sources (corporations, associations, and individuals) can make investments in unlimited amounts with fewer restrictions. Most any corporate entity CAN contribute, but those with a stake in the real estate industry are HIGHLY encouraged.

**If you are a part of Multiple Listing Services (MLSs); MLS and NAR vendors, Institutes, Societies and Councils (ISCs); National and Regional Real Estate franchisors; Real Estate Brokerages; State and Local Associations; State and Local Affiliates and Businesses; and local corporate investors; you can invest soft dollars!**

**TWO types of soft dollar voluntary investments fall under the Corporate Ally Program:**

### ISSUES

- » Funds federal advocacy campaigns and measures to support or defeat state and local REALTOR® Party issues
- » **50/50**—50% for national initiatives and 50% for state/local initiatives

### POLITICAL ADVOCACY FUND (PAF)

- » Supports NAR's Opportunity Race Program at the federal level, and meet and greets with Congressional candidates on the state and local level
- » **30/70**—30% for national initiatives and 70% for state/local initiatives

- » Most organizations contribute to the Issues



# REALTORS® POLITICAL ACTION COMMITTEE (RPAC)

Network of affiliated PACs raising voluntary investments used to make direct contributions to national, state, and local candidates.



## WHY INVEST IN RPAC?

Being the only political group in the country organized for REALTORS® and run by REALTORS®, RPAC exists solely to support issues important to REALTORS® regardless of political party affiliation.

RPAC looks to **build the future** by investing dollars to **help advance the interests of REALTORS®**.

## HARD DOLLARS

Contributions from **Individual REALTOR® members** – not corporations – and **qualifying Association Staff and Affiliate members**.

- » Funds REALTOR® Champions running for national, state and local offices.
- » **30/70**—30% goes to federal candidates and 70% to state and local candidates.



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**Disclaimer:** Corporate Ally Program (CAP) investments are not deductible for federal income tax purposes. CAP investments classified as “issues” will assist NAR’s issue related advocacy (50% federal issue advocacy, 50% state or local issue advocacy). CAP investments classified as “Political Advocacy Fund” will fund federal (70%), state/local (30%) advocacy activities.

RPAC contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC and the State PAC in your state. Contact your State Association or PAC for information about the percentages of your contribution provided to National RPAC and to the State PAC. The National RPAC portion is used to support federal candidates and is charged against your limits under 52 U.S.C. 30116.