



2021

RPAC

YOUR BEST INVESTMENT  
IN RESIDENTIAL REAL ESTATE

# RPAC 101

For more than 50 years, the REALTORS® Political Action Committee (RPAC) has been one of the strongest and most successful advocacy organizations in the nation. And there's one reason for that: REALTORS® like you.

RPAC recognizes that an industry that shies away from politics is an industry whose future is unstable and uncertain. Your voluntary investments in RPAC earn us a seat at the table with legislative and policy decision makers on Capitol Hill, statehouses, and city halls across the country. Your continued support and engagement allow us to shape the size, scope, and success of real estate industry for REALTORS® and business, property, and home owners alike. Together, we're protecting the future of real estate in America.

## Your investment makes a difference on the federal, state, and local levels of government and ensures:

1. New and proposed legislation and regulations are evaluated based on how they will impact you, your clients, and homeowners.
2. Government affairs representatives can effectively lobby lawmakers in Washington, D.C., and state legislatures throughout the U.S.
3. We can defend critical real estate-friendly policies like access to credit, tax incentives for homeownership, and construction of affordable housing.
4. Future COVID relief continues to be available to independent contractors, sole proprietors, and the self-employed.
5. Fair housing initiatives make homeownership more available to struggling groups like minorities and millennials.

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**As a REALTOR it took me years to understand RPAC's purpose and I "excused" myself from investing because I am not a "political person". In fact, I know many colleagues and friends that consider politics an ugly word, yet in this industry it is vital. So, if you're like me and don't like to participate in "politics" you have to allow your investment dollars to go to those that champion to build strong communities, and advance policies and candidates that protect private property owner rights.**

**- Holli Woodward // RPAC Participation Council Chair**

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# \$15

All it takes to be an **RPAC** Investor.  
Don't get left out -  
**Invest Today!**



## EVERY INVESTMENT MAKES A DIFFERENCE.

### RPAC MAJOR INVESTORS: \$1,000 & UP

#### MAJOR INVESTOR LEVELS

##### PLATINUM R

\$10,000 (sustain \$5,000)

##### GOLDEN R

\$5,000 (sustain \$2,000)

##### CRYSTAL R

\$2,500 (sustain \$1,500)

##### STERLING R

\$1,000

When RPAC supports REALTOR®-friendly candidates and issues, we give them a leg up. It makes a strong statement for a candidate to have the support of one of the nation's top PACs.

Major Investors are the backbone of RPAC, making up more than one-third of the funds we receive. As such, they receive special benefits and recognition.

### PRESIDENT'S CIRCLE

What really sets REALTORS® apart from any other group on Capitol Hill is the President's Circle program. President's Circle members are RPAC Major Investors who invest an additional \$2,000 directly to candidate and party committees.

PACs are limited to contributing \$5,000 per election to a candidate. The collective strength of the President's Circle program makes us true political players in the nation's capital.

Candidates chosen to receive President's Circle funds have met stringent criteria, and these exceptional leaders are called REALTOR® Champions. President's Circle members are asked to invest in these Champions throughout the year.

In order to fully impact the political process, these investments must be completed by September 30 of each year.

#### PRESIDENT'S CIRCLE MAJOR INVESTOR LEVELS

##### PC PLATINUM R

\$10,000 + \$2,000\*  
(sustain \$5,000 + \$2,000\*)

##### PC GOLDEN R

\$4,000 + \$2,000\*  
(sustain \$1,000 + \$2,000\*)

##### PC CRYSTAL R

\$2,000 + \$2,000\*  
(sustain \$1,000 + \$2,000\*)

##### PC STERLING R

\$1,000 + \$2,000\*

Members also have the option of investing \$500 of their \$2,000 to a party committee on behalf of any Congressional candidate. Likewise, Federal Political Coordinators have the option of investing \$500 directly to the re-election campaign for the Member of Congress they serve.

## PRESIDENT'S CIRCLE CONFERENCE

A long-standing tradition of the President's Circle program is the preeminent President's Circle Conference, which provides an opportunity to network with NAR's top political investors and to engage with prominent political speakers. The three-day conference is held annually at a top hotel; three nights' hotel accommodations, receptions and the full conference program are included in the \$695 registration fee for the President's Circle and/or Platinum R member. One guest is invited per registered attendee.

## HALL OF FAME

The Hall of Fame recognizes dedicated members whose lifetime RPAC investments total at least \$25,000. Members are inducted at the REALTORS® Legislative Meetings in Washington, D.C. in May, and are recognized with a lapel pin, a plaque on the D.C. NAR building rooftop, and a plaque commemorating installation.

NAR RPAC MAJOR INVESTOR BENEFITS	STERLING R	CRYSTAL R	GOLDEN R	PLATINUM R	PRES. CIRCLE	HALL OF FAME
Major Investor virtual certificate	★	★	★	★		
Major Investor lapel pin	★	★	★	★		
Major Investor social media overlay	★	★	★	★		
Online recognition on RPAC website	★	★	★	★		
Access to the Cook Political Report	★	★	★	★		
Invitation to Major Investor reception at Annual Convention	★	★	★	★		
RPAC Major Investor web button	★	★	★	★		
Section 1 seating for NAR concert/sessions in next calendar year		★	★	★	Sterling R Pres. Circle Only	
Access to RPAC hospitality suite at national meetings			★	★		
Invitation to RPAC President's Circle conference				★	★	
One of the headquarter hotels guaranteed at the national meetings in the next calendar year				★		
VIP Experience at President's Circle Conference in the next calendar year				★		
One of the headquarter hotels by availability at the national meetings in the next calendar year					Golden R Pres. Circle Only	
Lapel pin with President's Circle recognition banner					★	
Invitation to Hall of Fame Induction Ceremony at Midyear meeting						★
Name on Hall of Fame plaque on the DC rooftop						★
Personal Hall of Fame plaque commemorating installation						★
Lapel pin with Hall of Fame recognition banner						★

**NOTE:** You must be a Major Investor in order to enroll in the President's Circle Program.

# ISSUES

## HOW RPAC SUPPORTED YOUR BUSINESS IN 2020



### 2020 PIVOT

On the issues front, NAR jumped into action as trillions of dollars in COVID-19 relief sped through Congress. To protect our members and their businesses, as well as the American economy and consumers, NAR leveraged years of relationships to ensure independent contractors, sole proprietors, and the self-employed had access to a raft of new rescue programs.

Five major relief bills were passed between March and December 2020, and NAR had its imprint on each one.

We sent more than 100 letters to Congressional leadership & worked the phones, email, and Zoom meetings to protect our members.



### COVID SUPPORT

Our efforts helped secure paid sick and family leave, direct stimulus payments, and scores of new tax changes and benefits.

In addition, NAR worked across state lines and with federal agencies to protect real estate as an essential service, keeping transactions moving during lockdowns.

NAR's years-long effort to expand broadband access became a reality with \$6 billion in new funding signed into law in December 2020.



### SMALL BUSINESS ASSISTANCE

Aid for small businesses was unprecedented and critical for the real estate industry.

One in five NAR members reported taking out a Paycheck Protection Program loan. Because of this aid, the residential real estate market remained a rock for the American economy and home prices held steady while many other sectors suffered.

The newly created Economic Injury Disaster Loan program with forgivable grants served as a bridge for many businesses, including REALTORS®.

Once loans began to flow, NAR pushed for simplified forgiveness applications that covered most of our members.

NAR advocacy also resulted in the expansion of PPP eligibility to 501(c)(6) organizations, allowing many state and local associations access much-needed financial assistance.



## NON-COVID ADVOCACY

On top of this once-in-a-century crisis, NAR also made progress on key priorities like fair housing and housing affordability and secured a full fiscal-year extension for the National Flood Insurance Program and transportation projects. This was a great victory as most other government programs only received short-term funding extensions—a testament to NAR’s voice and advocacy effort in Washington.

The collective voice of 1.4 million REALTORS® and the success of RPAC in the 2020 elections got the attention of Congress and showed the power of our unity.



The two best investments a REALTOR® can make are in themselves and in the real estate industry. Investing in RPAC is the most simple, direct and impactful way of ensuring a bright future for our industry and private property rights.

- Krista Clark // RPAC Major Investor Council Chair



For more information, visit [realtorparty.realtor](https://realtorparty.realtor)

**DISCLAIMER:** 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.