

# **RPAC: *BUILT FOR MOMENTS THAT MATTER***

**BUILDING POLITICAL POWER TODAY FOR  
TOMORROW'S FIGHT**

**YOU CAN'T BUILD RPAC  
THE DAY YOU NEED IT**

# OUR POLITICAL MUSCLE

## RPAC's Fundraising Ecosystem



### POLITICAL AND ISSUE ADVOCACY

RPAC's Political Advocacy Fund and NAR Issues Fund support opportunity races, ballot campaigns and issue advocacy. They can raise unlimited funds from individuals and corporations.



### CANDIDATE AND PARTY CONTRIBUTIONS

Supported by over 500,000 NAR members, RPAC makes contributions to candidates for office, letting them know REALTORS® stand with them.



### PRESIDENT'S CIRCLE AND THE PRO-PROPERTY PLATFORM

Both programs let NAR members contribute directly to candidates, maximizing REALTOR® impact and helping re-elect champions and allies.

# SHARPENING ADVOCACY'S **IMPACT**

PRO-PROPERTY  
**PLATFORM**  
POWERED BY RPAC



# A SHELTER BEFORE THE STORM

## **You can't build RPAC the day you need it**

We don't start fundraising when we need RPAC to have our backs. We invest early to ensure we have the resources and relationships in place the day we need them.

## **Political preparedness means being ready *before* the crisis hits**

REALTORS® strength relies on our influence and relationships – the Platform is a new way to support our friends in Congress while strengthening our industry.

## **The Platform is one more way we reinforce REALTOR® leadership.**

The Platform gives our members the tools to act early, speak clearly, and support candidates who will stand with us when it counts. It's not just about contributing; it's about building political strength before we need to use it.

PRO-PROPERTY  
**PLATFORM**  
POWERED BY RPAC



 NATIONAL  
ASSOCIATION OF  
REALTORS®



# ONE PROTECTS, ONE PROJECTS



## **RPAC:**

***Protects our Industry*** - defense, credibility, influence, and prestige.

## **THE PLATFORM:**

***Projects our Power*** - offense, targeted support, collective strength.

## **TOGETHER:**

Building REALTOR® strength in Congress.

# WHAT IS THE PLATFORM?

- **A voluntary, direct to candidate giving platform** approved by RPAC Trustees.
- **Enables REALTORS®, affiliates, and the public to contribute** to REALTOR® Party champions and congressional leaders with the best ability to advance NAR's advocacy agenda.
- **Amplifies our impact** – tagging contributions as pro-REALTOR® and pro-property rights – helping us clearly communicate our advocacy priorities in Washington.

|                                                                                                                                                                                           |                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Katherine Clark<br>U.S. House (MA-05)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>MAX \$7,000          | <br>Kathy Castor<br>U.S. House (FL-14)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>MAX \$7,000              |
| <br>Ken Calvert<br>U.S. House (R-CA-41)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>LEARN MORE MAX \$7,000 | <br>Kevin Hern<br>U.S. House (R-OK-01)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>LEARN MORE MAX \$7,000   |
| <br>Kevin Kiley<br>U.S. House (R-CA-03)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>LEARN MORE MAX \$7,000 | <br>Kevin Mullin<br>U.S. House (CA-15)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>MAX \$7,000              |
| <br>Kim Schrier<br>U.S. House (WA-08)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>MAX \$7,000            | <br>Kweisi Mfume<br>U.S. House (MD-07)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>MAX \$7,000            |
| <br>Lance Gooden<br>U.S. House (TX-05)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>MAX \$7,000           | <br>Laurel Lee<br>U.S. House (R-FL-15)<br>\$25 \$50 \$100<br>\$250 \$500 \$<br>LEARN MORE MAX \$7,000 |

# PRO-PROPERTY PLATFORM: STRATEGY

## Capitalize on Current Political Donors

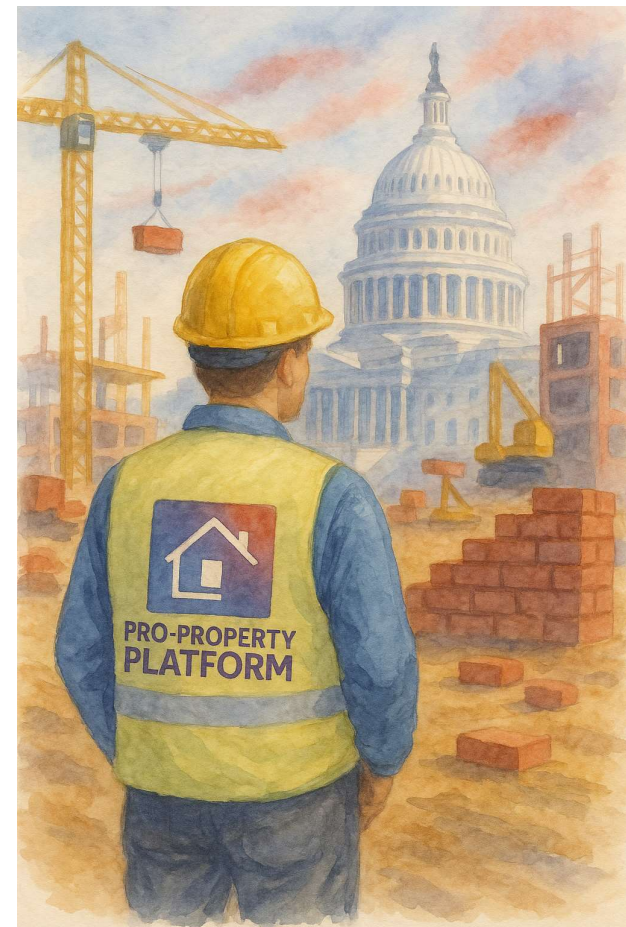
REALTORS® contribute **tens of millions** to federal campaigns every election cycle – but those dollars don't carry a pro-REALTOR message. We want REALTORS®, their clients, and the public to make their contributions using the Platform.

## Identify Candidates and Incumbents as pro-REALTOR®

This public list of candidates is curated by the RPAC Trustees to ensure that only pro-REALTOR, pro-Housing rights candidates are chosen – giving members confidence that they're contributing to REALTOR®-backed candidates.

## Share Credit and Strengthen Ties

REALTOR® members, NAR, State, and Local Associations all share credit when contributions are made using the Platform – sending a powerful message about the strength of our industry.



# CANDIDATE SELECTION

## **Decided similarly to President's Circle:**

- Position in Congress (Leadership, Chair/Ranking, Committee Assignment)
- Voting Record/Co-sponsorship Record
- Real Estate Caucus membership
- REALTOR® Party Champions and ally

## **Approval and Rollout Process:**

- RPAC Federal Disbursement Trustees will approve candidates
- FPCs to be part of roll out
- Trustees and Councils to be part of roll out

## **My Member of Congress Isn't on the List!**

- Candidates will be added on a rolling basis.
- Freshmen will be added in the fall, and only in-cycle Senators are featured.
- MOC's who don't go up can take steps to strengthen ties and support.

# RPAC LEADERS – YOUR ROLE



## **Reinforce It: RPAC is the foundation — this builds on it.**

Directly Supporting your MOC through the Platform builds on your relationship and demonstrates your appreciation for their support.



## **Target It: Explain the strategic impact of giving.**

Ask your colleagues, agents, and friends to give to your MOC through the Platform – bundling your dollars for maximum impact. Ask for your own link and track your progress.



## **Personalize It: "Your money, your message."**

"This is your opportunity to put your name — and your dollars — behind REALTOR® champions."



## **Activate It: Share links, QR codes, stories.**

Use every opportunity — events, emails, one-on-ones — to share the Platform and guide members to take action.

# COMMON QUESTIONS

## **I Already Give to RPAC**

The Platform is an extra tool that gives your RPAC investment a louder voice – tagging your contribution as pro-REALTOR® and sending a message about the strength of our industry.

## **Can't I Just Use the Candidate's Website**

Yes – but using the Platform helps your contribution stand out. It's something candidate's notice and helps us track and show collective support for housing and property rights.

## **This Doesn't Count Towards RPAC Goals**

True – but it does count towards your RPAC lifetime giving – meaning your support for candidates could earn you a place in the Hall of Fame.

## **Why Give to Both Candidates and RPAC?**

They work together. RPAC is the foundation that supports our advocacy efforts at all three levels and ensures our seat at the table. The Platform sends a visible, personal message to lawmakers, and together they strengthen our collective voice to show we're engaged at every level.

# COMMON QUESTIONS

## **Won't this Make People Give Less to RPAC?**

This platform isn't a replacement for RPAC — it's a complement. The two work together to strengthen our influence.

***It's not either or – it's both.*** RPAC remains our core fundraising engine and advocacy tool. This platform simply gives donors an additional way to engage politically and reinforce our message.

***It engages new givers.*** REALTORS® already give directly to candidates. The platform helps us capture that giving under a REALTOR® label and draw more attention to our issues. It can also bring in non-members and first-time givers.

***It complements RPAC*** — and even helps grow it. Contributions made by NAR members through the platform still count toward RPAC lifetime recognition. That means we're supporting RPAC's prestige and encouraging upward movement toward Major Investor and President's Circle.

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