



Presented by the Michigan Realtors®  
Public Policy Department

# What is a PAC?

- Political Action Committee
- Promotes transparency and disclosure
- Keeps the playing field level

# Why do we need a PAC?

- Like it or not government has a major influence over your business and our industry. Remember 2020?
- Vet and support candidates that know and understand our issues (or at least willing to learn them).
- Running for office is not easy or cheap. Finances are needed to get a candidate's message out to the public and rise above the noise.
- Opposing interests have them and use them.

# Solicitable RPAC Accounts and Classes

## RPAC 1

Hard dollar account. Direct money from Realtor® members and affiliates, their spouses, and association staff. Money goes directly to candidates.

## RPAC 2

Soft-dollar account. Direct money from Realtor® members and affiliates, their spouses, association staff, corporate affiliates and brokerages, and local associations. Money used for ballot measures and issues advocacy.

# Three-way Agreement

- 30% National RPAC
- 60% State Association
- 10 % Local Association (eligible up to 20% if association has met their goal in the past 2 years)

## **RPAC Investment Recognition (State and National)**

\$15 – Investor counting towards NAR participation total

\$100 – Century Circle Investor

\$250 – Silver Circle Investor

\$500 – Gold Circle Investor

\$1,000 – Sterling R Investor

\$2,500 – Crystal R Investor

\$5,000 – Golden R Investor

\$10,000 – Platinum R Investor

\$25,000 Lifetime – RPAC Hall of Fame (Tiered at every \$25,000)

\$2,000 to NAR selected candidates – President's Circle



# MAIN RPAC Awards

- NAR Presidents Cup
- NAR Triple Crown
- Michigan Realtors Awards
  - Greatest Over Goal
  - Highest Participation
  - Most Improved

# Fundraising





# Main RPAC Fundraising Activities

- Dues billing
- RPAC Major Investor Events
- RPAC Silent and Live Auction at Convention
- RPAC Participation Events
- Year-long E-mail Campaign
- Last Chance Virtual Major Investor Event
- Ask, Ask, Ask

# Local RPAC Fundraising Resources

## **NAR RPAC Partnership Grant**

NAR reimburses event expenses while all attendee and sponsor investment goes to RPAC

## **Michigan RPAC Major Investor Event Grant**

The state association will work to cover out the door event expenses of around \$85 per attendee (no reimbursement above \$100/head) while all investment goes to RPAC

*Using these Grants is the best way to use resources in support of local and state investment and participation goals, assure local and membership recognition, and avoid campaign compliance and RPAC policy headaches.*

*Contact Michigan Realtors® Government Affairs Team at least six weeks prior to an event to review logistics and start requesting Grant resources.*

# RPAC Fundraising Compliance

## Games of Skill and Chance

- **Games of Chance** (raffles, drawings, poker, etc.) are prohibited when raising money for RPAC.
- **Games of Skill** (bag toss, putt-putt challenges, fashion contests, basketball tournaments, etc.) are all okay and provide friendly competition among members.
- **Note:** A combination of skill and chance is prohibited. For instance, a winner of skill challenge was given given a reward that featured an element of chance. Rely on Michigan Realtors® to review a proposed fundraising model. The earlier, the better!

# RPAC and Social Media

- Be very careful when posting about RPAC on social media! Remember, you **cannot solicit the public**.
- Recognition of RPAC investors is good.
- Education about RPAC can be OK.
- **Soliciting RPAC investment through social media is a problem! Off-limits words: donate, participate, give, join, invest.**

# RPAC and Social Media

 **Bob Jones**  
Today at 6:00pm · 🌐

I just became an RPAC major investor, and you should too! #GoldenR

 Like     Comment     Share

  David and 15 others

 Write a comment...    

 **Bob Jones**  
Today at 6:00pm · 🌐

Great RPAC event tonight! We recruited 15 new Major Investors and raised over \$15k! Way to go Local Board!

 Like     Comment     Share

  David and 21 others

 Write a comment...    

# RPAC Spending



# RPAC Spending

- Candidate Committees to Elect (RPAC 1)
- Leadership Funds (RPAC 1)
- Legislative Caucus Campaign Committees (RPAC 1)
- Legislative Issues Funds (RPAC 2)
- Issues Advocacy Funds (RPAC 2)
- Ballot Question Committees (RPAC 2)

# Campaign Contribution Limits

- House - \$12,250
- Senate - \$24,500
- Governor - \$83,250
- Secretary of State - \$83,250
- Attorney General - \$83,250
- Supreme Court - \$83,250
- Caucus Campaign Committees - \$48,875 per calendar year
- U.S. House - \$5000 Primary/\$5000 General
- U.S. Senate-\$5000 House/\$5000 General



# RPAC Endorsement Process

- **State Representative/ State Senator**

- Local association conducts candidate interviews and makes a recommendation to the RPAC Trustees for approval.

- **US House**

- Local association conducts candidate interviews and makes a recommendation to the RPAC Trustees for approval. Michigan Realtors® Trustees recommend to NAR Trustees for their approval.

- **US Senate**

- MR RPAC Trustees interview and recommend to NAR Trustees for their approval.

- **State Constitutional Offices and Supreme Court**

- MR RPAC Trustees interview

- **Ballot Issues**

- Michigan Realtors® Public Policy Committee reviews and develops a position and makes recommendation to RPAC Trustees.

# Candidate Interviews

## State House and Senate Elections:

- Local Associations work with their respective Michigan Realtors® Field Staff each election year to reach out to those candidates that have filed for office inviting them to an interview with their Government Affairs Committee.
- The candidate questionnaires are prepared by Michigan Realtors® Public Policy Staff with a focus on real estate and the economy.
- Local Associations can often spend weeks completing the interview process through initial candidate outreach/scheduling interviews/hosting the interviews/making a recommendation to the Michigan Realtors® RPAC Trustees.

# Local RPAC Endorsement Process

- Local associations have the opportunity to weigh in on races being held locally.
  - Examples would include: Mayoral, City Council and County Commissioner.
- Local Associations have an allotment available to them based on their two years RPAC fundraising average. If the local achieves 100% of their goal, they can utilize 20% of this towards local endorsements. If they do not achieve 100% of goal, their allotment is 10%.
- If interested in participating in the local endorsement process, please reach out to your respective Michigan Realtors® Field Staff.

# RPAC Trustee Approval

- Upon completing their interview process, local associations will make a recommendation to the RPAC Trustees for their approval.
- Trustees review and approve “endorsement” of candidates.
- Trustees are required to approve any expenditure over \$1000 from either RPAC 1 or RPAC 2.

# RPAC & Advocacy



# 2023-2024 Advocacy Initiatives

- Expansion of the Elliott-Larsen Civil Rights Act
- Continued work on incentives to promote housing supply
- Including a fair housing requirement for real estate continuing education
- Defining tenancy in post-closing occupancy agreements
- Short-term rental protections
- Uniform Partition of Heirs Property Act
- Statewide Septic Code

# RIDING WITH THE BRAND

**Statewide Capitol Day - June 6, 2023**

This in-person event will combine advocacy on current Michigan Realtors initiatives before the legislature with NAR's Riding with the Brand Campaign, promoting the Realtor® brand and the work of Realtors® across the state to strengthen their communities.

**Questions?**





# Contact Info

## Field Staff

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