



CALIFORNIA
ASSOCIATION
OF REALTORS®

Federal Political Coordinator Handbook



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ASSOCIATION
OF REALTORS®

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Introduction

Welcome to C.A.R.'s Federal Coordinator program. As a Federal Political Coordinator (FPC), you play a crucial role in the success of the association's federal legislative objectives. It is your mission to develop a positive relationship between your legislator and NAR, C.A.R., and the other local association in your legislator's congressional district. To that end, C.A.R. will provide you with the information and support that you need to fulfill this position.

Please make sure you understand your role as an FPC by reviewing the Responsibilities listed on the following page. And please use this handbook as a reference as it provides useful information and tips on how to best fulfill your FPC responsibilities.

If you have any questions about the Federal Coordinator program, please contact DeAnn Kerr at 1-800-337-9285.

Federal Coordinator Responsibilities

The following responsibilities are set forth by NAR.

A Federal Political Coordinator's most valuable contribution to NAR is the relationship they develop with their Member of Congress. In addition to regular contact with the assigned Member of Congress, there are several specific tasks which are required to fulfill the role of FPC:

- **Respond to ALL NAR Calls for Action.** FPCs are expected to respond to ALL NAR Calls for Action they receive. As NAR's key REALTOR® communicators with Congress, FPCs are looked upon as leaders by their REALTOR® colleagues and should lead by example. After responding to a Call for Action (CFA), FPCs should also encourage their fellow REALTORS® to do the same.
- **Advocate on behalf of all REALTORS® and the REALTOR® Party.** The REALTOR® Party represents the non-partisan approach to moving forward legislation that is of benefit and value to all REALTORS®. FPCs must be able to remain neutral on the issues and remove their personal bias before advocating on any REALTOR® supported issue 100% of the time.
- **Contact assigned Member of Congress at least once per quarter and submit a Field Report.** FPCs should have a minimum of four personal contacts with their Member of Congress (or staff) per year (meetings, RPAC check deliveries, etc.). FPCs are encouraged, however, to not limit that number to four and should communicate with their assigned Member of Congress as often as possible. Filing a field report after each meeting alerts NAR lobbying, policy and RPAC staff (if a check delivery was part of the interaction) as well as state government affairs staff that the meeting occurred and follow up may be required.



- **Participate in training as required.** All FPCs must complete required training either in person or online. Newly appointed FPCs will participate in the semi-annual conference in Washington, DC, and returning veterans can complete their training requirement with various online options. Being familiar with each NAR issue is essential to advocate on behalf of REALTORS® - that issue education will occur in the training modules.
- **Utilize and deliver All RPAC contributions in a timely manner.** FPCs are each allocated In-State Funds that they can use at their discretion to help develop their relationship with their Member of Congress. FPCs are to ensure that these funds are utilized early in the two-year cycle (six-year cycle for Senators). \$1000 is allocated for each Representative and \$2000 for each Senator, per cycle. FPCs are also responsible for delivery of additional RPAC checks as approved by the RPAC National Trustees. They should ensure that each check is delivered in a timely manner.
- **Attend each NAR Mid-Year Meeting.** FPCs are reimbursed up to \$1000 for travel expenses incurred to attend the Mid-Year Meeting. Each FPC should make every effort to attend to lead the issue advocacy in their respective Member of Congress' office. This is the most important Federal meeting of the year and FPC participation is vital.
- **Develop a contact team.** Each FPC should identify REALTORS® in the district that can assist in their duties. The FPC should maintain regular communication with the team on the NAR issues and CFAs. The team should be ready to aid the FPC in check deliveries or facilitate a meeting in the FPC's absence if necessary. Members of the team will be viewed as replacements for the FPC should the time come to step down.
- **Sign and return a pledge form to NAR.** The Pledge is an agreement between the appointed FPC and NAR. By signing the form, the FPC agrees to carry out their duties to the best of their ability and acknowledges they can be removed for failure to fulfill the role.

In addition to the responsibilities assigned by NAR, C.A.R. requires the following:

- Attend at least one training event, sponsored by C.A.R., every year.
- Organize REALTOR® in-district meetings with legislators throughout the year.
- Act as the principal REALTOR® liaison between the local associations, C.A.R., NAR, and members of Congress.
- Assure that Contact Team Members respond to Calls-for-Action.
- Report to C.A.R./NAR any activities between the elected official and REALTORS® within the state using the NAR Action Center Field Reports – at least four field reports should be submitted yearly.
- Establish and maintain a good working relationship with your legislator's staff.
- Provide input to CREPAC Trustees (C.A.R.) or RPAC Trustees (NAR) about the Representative or Senator.
- Attend a reception or other fundraiser in the state for the Senator or Representative. Up to \$1000 per election cycle is available from RPAC for use by FPCs for in-state fundraisers.



- Participate in C.A.R.'s Federal Issues Committee, as a member of the committee.
- Help coordinate RPAC Opportunity Race for your Member of Congress, if necessary.
- Organize a grassroots event for your legislator at least once a year.



First Steps for a New FPC

Call the campaign or fundraising consultant:

- Get on their fundraising list so you will receive invitations to local events.

Call the district office. Arrange to meet with the district director. When you meet:

- This should be an informal meeting.
- Introduce yourself and explain the role you play as FPC.
- Ask for contact info for key staff: the district director, chief of staff, scheduler, and the legislative assistant handling housing.
- Ask if there is anything you can do to help them (i.e., provide data on housing, set up a Real Estate Advisory committee, etc).

If they have an Open House to celebrate the opening of the office, be sure to go.

Follow your legislator on social media. You'll want to follow him or her on any platforms in which they are active. This may include Facebook, Twitter and Instagram. You will want to follow both the campaign account and the official account.

Sign-up for their e-newsletters.

If you will be attending NAR training in Washington, arrange to meet with the Capitol staff.

Create your contact team (see page 16)



Calls-for-Action

RESPONSIBILITY: RESPOND TO ALL NAR CALLS-FOR-ACTION.

Calls-for-Action are sent to FPCs when there is an issue before the U.S. Congress. Most often, you will receive these directly from NAR via e-mail using NAR's Action Center. Occasionally, C.A.R. will follow up with its own Call-for-Action.

CALLS-FOR-ACTION WILL GENERALLY CONTAIN THE FOLLOWING INFORMATION:

- A description of the pending legislation, including the bill title and number;
- An analysis of the impact of the legislation on REALTORS®;
- NAR's position on the legislation;
- The type of action you will be asked to take, and
- The names of targeted legislators.

WHAT TO DO WHEN YOU RECEIVE A CALL-FOR-ACTION:

- **Read the Call-for-Action CAREFULLY.**
- **Complete the specified "Action Item."** This can usually be accomplished by clicking on a link in the e-mailed alert which should take you to NAR's Action Center.
- **Call or text your Member of Congress and have a personal conversation.** If you are unable to reach the legislator, communicate with your staff contact. **BE SURE TO ASK HOW YOUR LEGISLATOR WILL VOTE.**
- **Contact C.A.R.'s Member Mobilization staff with the legislator's response.** This is very important because we use the "intelligence" that you gather to help count votes and to follow up on any specific legislator questions.
- **Follow-up with a brief note or letter to your legislator.** Send a copy to your staff contact and to C.A.R.



Submitting Field Reports

RESPONSIBILITY: SUBMITTING FIELD REPORTS AT LEAST ONCE A QUARTER.

NAR requires Federal Political Coordinators to submit Field Reports using the Action Center every time they have made a substantive contact with their Member of Congress or his or her staff. Field Reports are the single most important resource that you can provide to help keep NAR abreast of the activity being conducted nationwide on behalf of REALTORS®. These reports provide valuable information to the NAR grassroots team, lobbyists, and policy staff on the issues important to the real estate industry and help them make the most out of the significant work you are doing in the district. You are the ones on the ground and usually the first to know if a legislator has changed his or her mind on an issue or perhaps is co-sponsoring a piece of legislation critical to our public policy goals. These reports do not go into a vacuum. They are sent to your lobbyist, political director, grassroots team, policy staff, RPMIC representative, and Government Affairs Director.

The following will help you navigate the field report submission process step by step.

Field Report Direct Link: <https://realtorparty.realtor/member-consumer/fpc/field-reports.html>

Step 1

Before filing your Field Report, make sure you are logged on to the REALTOR® Party website. If you are not logged in, you will get an error message when trying to file your report.

****Note:** Your password and email are the same as when you are logged into nar.realtor. If you are not logged in, you will get a prompt for your username and password.

Having trouble logging in?

→ To reset your username and password call NAR Member Support Center at 800-874-6500 or email the information services team at contactNAR@realtors.org. They are VERY responsive to email, so please try that if you are having trouble explaining your issue on the phone.

Step 2

→ Go To www.Realtorparty.realtor



Step 3

→ Click **"Tools and Resources"** button at the top of the page.

→ Under **"Member and Consumer Mobilization,"** click **"File FPC Field Report."**

From the File FPC Report Page you will use the link in the bottom left corner to login. From this link there will be a pop-up window to login to the reporting program.

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Campaign Services	Community Outreach	Member & Consumer Mobilization	Calls
Case Studies	Better Block Guide	Broker Involvement Reports	TAKE A
Find Your Elected Official	Community & Transportation Preference Survey	Broker Participation Map	CFA R
GAD Resources	Community Outreach Toolkits	FPC Resources	CFA R
IE Program Map	Diversity Toolkit	File an RPMIC Report	CFA T
REALTOR® Voter Map	Employer-Assisted Housing Guide	File an FPC Report	
	Growth Management Fact Book	REALTOR® Party Mobile Alert (RPMA)	
	Housing Opportunity Resources	RPMA Goals Report	
	Housing Pulse Survey		
	Land Use Memo Database		
	On Common Ground Magazine		
	Walkable Community Resources		
	Workforce Housing Forum Guide		

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Programs & Grants

Field Reports

Thank you for your involvement as a NAR Federal Political Coordinator. Please tell us about your recent interaction with your Member of Congress by filling out the form below.

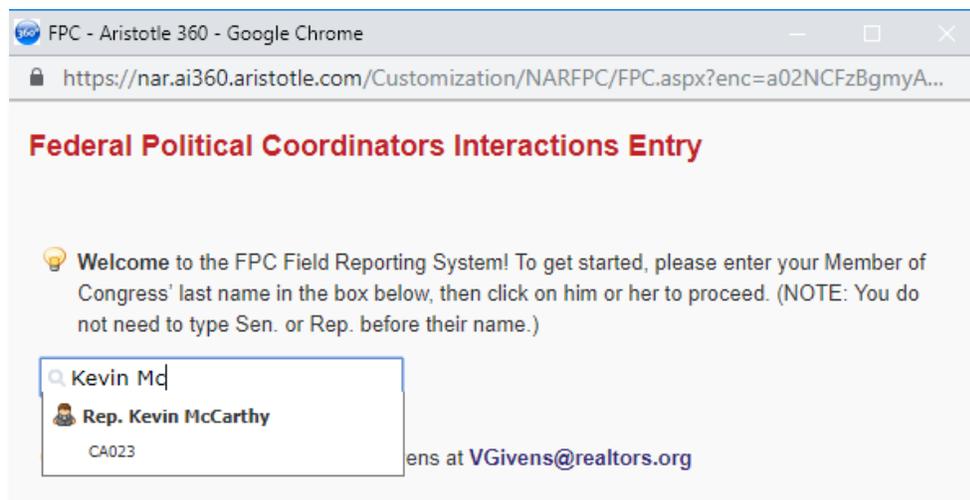
[Click here to file an FPC Field Report](#)



Step 4

→ **Search Legislators:** Type in your member of Congress' full name into the text box provided.

→ **Click your member of Congress' name once it appears.**



Step 5

→ **Click "confirm"** once your information pops up in the FPC box.

Step 6

→ **Write Your Field Report.** Fill in your field report information in the box. Please describe the conversation you had with your member of Congress and any REALTOR® issues or other significant discussion that occurred. It is especially important to note if your member of Congress agreed with the NAR position or if they disagreed as well as any follow up necessary by NAR staff.

Note: *If you are filing a field report for a Member of Congress other than your own assigned legislator (say you filled in for that FPC at a meeting he or she was unable to attend), you can still file the report. Simply click on "Choose Other FPC" and enter your name and email address in the box. Then continue with steps 4 and 5. Team Members can also file a field report for you if you are unable to do so.*

Step 7

→ **Click Submit to Complete!**

It's that simple! You've just filed a field report! And, you'll notice that the report is in the system almost immediately. These reports provide valuable information to NAR staff that cannot otherwise be obtained. NAR Lobbyists and Policy Staff use this information to revise and craft NAR's message on Capitol Hill. Your reports are the "inside scoop."

If you have any questions, please reach out to **Victoria Givens** at vgivens@REALTORS.org or **(202) 383-1021**.

Please find a sample field report on the next page.



SAMPLE FIELD REPORT



Submitted by: FPC

Submitted on: 10/13/2018

*Full name: _____

*Email: _____

*Legislator Name: _____

Interaction Type: In Person Meeting

Interaction Date: 10/11/2018

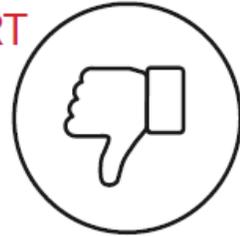
Comments:

I had a meeting with the Congressman before attending his event in New Bedford. Went with two **team members** and had about **15 minutes** with the Congressman prior to the event. He had questions about specifics surrounding our position on flood insurance **and I said I would have one of our lobbyists get in touch with his staff since I wasn't sure** of the answer. Otherwise, he is **inclined to be** supportive. I plan to be working the polls on election day. I have been working with my team on getting a group of Realtors together to hold signs and I have been making phone calls. I will be attending the final event on 10/28/18 in Falmouth, MA. **Follow up is needed by NAR staff.**

**Identifying information has been removed for privacy.*



SAMPLE UNHELPFUL FIELD REPORT



Submitted by: FPC

Submitted on: 9/15/2018 **(LATE)**

*Full name: _____

*Email: _____

*Legislator Name: _____

Interaction Type: In Person Meeting

Interaction Date: 4/11/2018

Comments:

Talked to Congressman on his back deck. We're summer neighbors.

(Missing All Important Details)

**Identifying information has been removed for privacy.*



Presenting RPAC Checks

RESPONSIBILITY: PRESENTING RPAC CONTRIBUTION CHECKS TO THE LEGISLATOR'S CAMPAIGN.

This is the established policy concerning the distribution of checks to be presented to legislators. RPAC sends checks to C.A.R. and we have two weeks from the date on the check to give the check to the campaign. C.A.R. staff will mail checks directly to the FPC. Jackie Colmenares from C.A.R. staff will send an email to the FPC, local Association Executives, and Government Affairs Directors in that particular legislative district letting everyone know who is receiving the check for presentation purposes. **Make sure you submit a current mailing address for C.A.R. staff to have on file so your check is not delayed or must be resubmitted due to a wrong address.**

WHEN YOU RECEIVE AN RPAC CHECK YOU SHOULD DO THE FOLLOWING:

- Arrange to immediately turn over the check to a representative of the legislator's campaign, preferably the treasurer or fundraiser.
- Arrange a meeting to acknowledge RPAC's support. You should ALWAYS include other REALTORS® not only from your association, but also contact the other associations in that legislative district. If there is enough time to arrange it, try to invite your legislator to local association membership events or meetings, and coordinate meetings with your local association staff.
- Please use that money towards seats at a future fundraiser for your legislator.

NEVER, EVER, EVER:

- Present the check in a legislative office or to legislative staff.
- Discuss specific legislation in the same meeting that a check is presented. If there is legislative business to be discussed, arrange another meeting.
- Hold on to a check without delivering it.



NAR Hill Visits

RESPONSIBILITY: ORGANIZING AND ATTENDING NAR'S HILL VISIT DAY IN WASHINGTON, D.C.

It is the FPC's responsibility to arrange the REALTOR® meeting with the Member of Congress, notify C.A.R. and the other local associations of its time and location, attend the California Congressional Issues Briefing beforehand, and lead the delegation to the meeting. This is a very important responsibility. In most cases a congressional district will cover more than one local association area.

IT IS THE FPC'S RESPONSIBILITY TO MAKE SURE THAT THE OTHER ASSOCIATIONS ARE NOTIFIED WELL IN ADVANCE OF YOUR MEETING'S TIME, DATE, AND LOCATION. ONLY ONE REALTOR® MEETING WITH EACH MEMBER OF CONGRESS SHOULD BE SCHEDULED.

Here's what you will need to do:

BEFORE THE MEETING:

- **Confer with representatives from the other associations in your congressional district to determine who will be attending the meeting.** A legislator's schedule is often very busy; so, make sure you have plenty of options.
- **Send a letter to your representative requesting a meeting on one of the dates determined by NAR.** Include how many people will be there, which local associations will be represented and provide your name, address, and phone number so that the scheduling assistant can get back to you. PLEASE WAIT UNTIL YOU HAVE BEEN NOTIFIED BY C.A.R. BEFORE SENDING THE LETTER; IT MAY INTERFERE WITH OTHER MEETINGS C.A.R. IS ATTEMPTING TO SCHEDULE.
- **Follow-up with a phone call.** Speak personally with the scheduling assistant. Your Congressman's scheduling assistant will be important to you as an FPC. Get to know him or her so you will get prompt calls back.
- **Confirmation letter.** Once the scheduling assistant has confirmed a time and location for your meeting, send a letter confirming all the details to him or her and send copies to everyone who will be attending the meeting, plus any AEs or GADs who will not.
- **Notify C.A.R.** Notify C.A.R.'s Public Policy staff of the time and location of your meeting so the information can be posted to the C.A.R. web site that will feature all Hill Visit information. Send this to Emmagene Samuel at emmagenes@car.org.
- **Attend the California congressional issues briefing session.** Once in Washington attend the California Congressional Issues Briefing Session. C.A.R. staff will notify you of its time and location beforehand. It is almost always Tuesday morning, so plan to fly in on Monday.



DURING THE MEETING:

- Make introductions.
- Keep the meeting positive and respectful.
- Make sure you address your legislator properly (i.e. Congressman Smith or Senator Smith).
- Get to the point of your visit quickly. Be clear, concise, and brief.
- Focus your discussion on the REALTOR® issues covered in the C.A.R. or NAR talking points. Do not allow others to bring up their own political agenda.
- Give two or three reasons why the issues are good or bad, using your own words. If possible, tell how the measure will affect local REALTORS®, homebuyers, or property owners. Use examples when possible.
- Ask for action. "Please vote NO," or "We would appreciate a Yes vote."
- **DO NOT** discuss political contributions!

AFTER THE MEETING:

- SUBMIT A FIELD REPORT.
- Follow-up with a letter to your legislator, highlighting key points and thanking him or her for the meeting. Send a copy to your staff contact as well.
- Send a thank you note to the scheduler.
- If your legislator votes your way, send a thank you note.
- Return the C.A.R. questionnaire summarizing the visit to Public Policy staff at C.A.R.
- Follow up with C.A.R. using the new online advocacy system. Details to follow.



Hill Visit Checklist

Use the following checklist and the enclosed Legislative District Contact roster to help you arrange your Hill Visits.

FEBRUARY

- ✓ Work with the other associations in your district to determine who will be attending.
- ✓ When C.A.R. gives you the go-ahead, send a letter to your member of Congress requesting an appointment.
- ✓ Speak to your representative's scheduling assistant.
- ✓ Make necessary travel arrangements.

MARCH/APRIL

- ✓ Send a confirmation letter to your legislator after the appointment has been made.
- ✓ E-mail the time and location of your meeting to your contacts at the other associations in your congressional district.
- ✓ E-mail the time and location of your meeting to C.A.R.'s Public Policy staff at emmagenes@car.org so it can be posted to the web site.

MAY

- ✓ In D.C., attend the California Congressional Issues Briefing session. Complete your stipend form at this meeting.
- ✓ Meet with the other REALTORS® attending your legislator meeting to determine who will discuss which issues.
- ✓ ATTEND YOUR LEGISLATOR MEETING – DON'T FORGET TO BE ON TIME!!
- ✓ Attend the C.A.R. Congressional Reception and serve as your representative's host for the evening.
- ✓ SUBMIT A FIELD REPORT!
- ✓ Send a follow-up letter to your member of Congress.
- ✓ Send a thank you note to the scheduling assistant.



Federal Coordinator Teams

RESPONSIBILITY: ASSEMBLING AND COORDINATING AN FPC TEAM CONSISTING OF REALTORS® WITH VARIED PROFESSIONAL SPECIALTIES AND FROM OTHER LOCAL ASSOCIATIONS IN THE DISTRICT.

NAR and C.A.R. strongly encourage FPCs to develop a “team” of other REALTOR® activists to help you with your duties. FPC Team members will help organize and implement grassroots strategies that build a strong relationship with your member of Congress.

RECRUIT FPC TEAM MEMBERS

- Look for individuals who have an established relationship with the legislator, experience in politics, come from different local associations in the districts, and have varied specialties in the real estate industry.
- Ask Association Executives or Governmental Affairs Directors from other associations in your congressional district for recommendations.
- Call these identified individuals to ask for help. Be sure to explain the responsibilities of a Team member. **HOLD AN ORGANIZATIONAL MEETING.**
- AEs and GADs from local associations in the district should be included. For your reference, there is a list of local associations by district in the back of this handbook.

After you have recruited several interested activists, plan an organizational meeting to discuss plans for the coming year. You should cover the rest of the following topics at this meeting and, outside of meetings with your legislator; this could be your only meeting as a group for the rest of the year.

ESTABLISH A COMMUNICATIONS NETWORK

This is important. When you receive a Call-for-Action your team will need to respond quickly. Set up an easy system to make sure that all members of the team have seen the Call-for-Action and are responding appropriately. You may want to use a simple phone tree, group texting, or e-mail.

Make one Team member responsible for maintaining the network. This person should also be responsible for contacting all the local association executives in the district so that other REALTORS® can respond as well.

Please provide a list of your Contact Team members to C.A.R. by e-mailing DeAnn Kerr at deannk@car.org.



DETERMINE GOALS AND PLAN AN EFFECTIVE GRASSROOTS STRATEGY

Your overall goal is to affect legislation important to REALTORS®. You achieve this goal by building a strong relationship with your legislator. You can build and nurture this relationship in any number of ways. You can invite your legislator to speak at your association events, host a small fundraiser, attend his or her town hall meetings, form a REALTOR® Advisory group, work on your legislator's pet project, and volunteer to work on his or her campaign.

When deciding which activities to undertake, your team should discuss the following issues:

- Does your Member of Congress serve on any congressional committees that consider issues of importance to REALTORS®? Does he or she hold positions of leadership?
- Does the legislator understand issues of concern to REALTORS®, or does he or she need to be educated?
- How supportive has the legislator been on legislative and regulatory issues of concern to REALTORS®?
- How accessible has the legislator been to REALTORS® to discuss issues of concern?
- How eager is the legislator to build relationships with REALTORS® and other groups in the community that share our interests?
- How likely is your legislator to be re-elected? Is he or she an entrenched or vulnerable incumbent, or ready to retire?



Organizing In-District Meetings

RESPONSIBILITY: ORGANIZE IN-DISTRICT MEETINGS AS REQUESTED BY C.A.R. OR NAR.

- You should organize in-district meetings at least twice a year, usually early in the year and again in July or August. Please try to book this meeting as soon as possible.
- Include representatives from all the local associations in your legislator's district and contact C.A.R.'s Public Policy department.
- The summer meeting is usually used to discuss a more targeted piece of legislation. This will depend on what is pending before Congress. Please check with C.A.R.'s Member Mobilization staff for details
- You may wish to meet with your legislator at other times. Please call NAR's Political staff or C.A.R.'s Member Mobilization staff a few days in advance in case any of NAR's lobbyists has a message that they would like you to convey to your legislator.
- As always, follow-up with NAR or C.A.R. after your meeting to pass along any helpful information.

HERE ARE SOME HELPFUL HINTS FOR YOUR MEETING:

BEFORE YOUR MEETING:

- Schedule your meeting several weeks in advance by phoning the legislator's scheduling assistant. Follow-up with a letter confirming the date, time, and location of your meeting.
- Make sure that everyone who is attending the meeting has all the details too, including any issue information provided by C.A.R. or NAR.
- Prepare yourself and others attending by reading any issue information carefully. Make sure you feel comfortable enough with the subject to answer any questions. If you have questions, call Matt Roberts at (213) 739-8284.

DURING THE MEETING:

- Make introductions.
- Keep the meeting positive and respectful.
- Make sure you address your legislator properly (i.e. Congressman Smith or Senator Smith).
- Get to the point of your visit quickly. Be clear, concise, and brief.
- Refer to the next committee in which the bill will be considered (i.e. the Senate Judiciary committee). And know if your legislator is on that committee. If he or she is not, please ask that they work with their colleagues who are.



- Give two or three reasons why the bill is good or bad, using your own words. If possible, tell how the measure will affect local REALTORS®, homebuyers, or property owners. Use examples when possible.
- Ask for action. "Please vote NO," or "We would appreciate a Yes vote."
- Please make sure that several people have an opportunity to speak.
- DO NOT discuss a specific vote when you present an RPAC check.

AFTER THE MEETING:

- Follow-up with a letter to your legislator, highlighting key points and thanking him or her for the meeting. Send a copy to your staff contact as well.
- Send a thank you note to the scheduler.
- If your legislator votes your way, send a thank you note.
- Follow up with C.A.R. using the new online advocacy system. Details to follow.

TRICKS OF THE TRADE

It's a good idea to have the cell phone numbers of those going to the meeting, in case a meeting time or location changes.

FPCs have found it helpful to meet with the REALTORS® attending the meeting briefly beforehand. That way you can decide whom will make key points on which issues. Other members of the delegation may have a relevant anecdote to share. This should all be mapped out before you go in the door.

Occasionally you may encounter a REALTOR® who chooses Hill Visits (or any REALTOR® meeting with a legislator) to share his or her own personal views on matters not related to real estate. Rather than letting the meeting get sidetracked, or worst of all, denigrating to a full-scale debate on controversial issues, we suggest gently and diplomatically shifting the conversation back to real estate. For instance, you might say, "Gee, George (addressing the errant REALTOR®), it might be better if that issue were discussed at another time. Representative Jones, can you please share with us your views on H.R. 1234?"

It is always nice to acknowledge your appreciation to your legislator's staff in person, and it is especially good form to do so in the presence of the legislator.

A GENTLE REMINDER

The objective of Hill Visits and other C.A.R./NAR-sponsored meetings is to promote C.A.R.'s and NAR's legislative agenda. If your group has an issue that may be real estate related, but of local concern, we ask that you schedule a meeting in district to discuss that issue to not distract from the discussion of C.A.R.'s priorities.



Communications

RESPONSIBILITY: ACTING AS THE PRINCIPAL REALTOR® LIAISON BETWEEN THE LOCAL ASSOCIATION(S), C.A.R., NAR, AND MEMBERS OF CONGRESS.

This is crucial. Not only is it an FPC's job to communicate with the legislator, it is also imperative that you communicate with the other associations in your district and with C.A.R.

WHEN YOU HAVE A MEETING WITH YOUR LEGISLATOR IN-DISTRICT

- Invite a small group, including REALTORS® from other associations in the legislator's district, to attend the meeting with you.
- Call C.A.R.'s Public Policy Staff or NAR's Political Representative in advance of your meeting to see if there are any messages that need to be relayed to your legislator.
- If appropriate, write a brief article for your association newsletter about your visit.
- After your meeting, relay any significant comments the legislator may have made to C.A.R. using the new online advocacy system. Details to follow.

WHEN YOU ARE ARRANGING YOUR MEETING FOR THE NAR HILL VISIT IN WASHINGTON, D.C.

- Before you arrange the meeting, touch base with representatives from each of the associations in the district to let them know you are arranging the meeting, and to find out if there are times when they can't be there. PLEASE NOTE: You really are at the mercy of the legislator's schedule. Therefore, you may be forced to make an appointment that is not convenient to the entire group.
- After the meeting time and location have been arranged, notify your association contacts and C.A.R.'s Member Mobilization staff. They will make sure that this information is posted to C.A.R. Online.
- After your meeting, again relay any significant comments to C.A.R. or NAR (via the Field Report on NAR's Action Center). (i.e. Congressman Smith said he would support P.M.I. reform under the following conditions.)

OTHER CONTACTS

You will often attend events that are not designed to be sit-down meetings where public policy is discussed in depth. You may also have personal conversations with your legislator regularly. Even in these situations, if real estate or political issues are discussed that you feel C.A.R. staff needs to be aware, please alert us by using the new online advocacy system. **This kind of "intelligence" is often crucial to our success.**



OTHER RELATIONSHIP BUILDING ACTIVITIES

Look for other opportunities to get to know your legislator or to educate your legislator about the real estate industry. Here are a few options but see page 24 for more ideas.

- Invite him or her to a "site visit" to see how a real estate office really operates.
- Attend your legislator's Town Hall meetings whenever possible.
- Ask your legislator if you can help him or her establish a Real Estate Advisory Committee to provide counsel on issues that affect the real estate industry.
- Arrange a breakfast with potential donors from the real estate industry.
- Participate in the legislator's fundraising efforts.
- Please report these activities and any other contacts you might have with your member of Congress to NAR by completing a field report.



Congressional Staff

RESPONSIBILITY: ESTABLISHING AND MAINTAINING A GOOD WORKING RELATIONSHIP WITH EITHER YOUR SENATOR'S OR REPRESENTATIVE'S KEY STAFF ON ISSUES OF IMPORTANCE TO REALTORS®.

A legislator's staff often plays a crucial role in his or her public policy decisions. It is essential that you get to know his or her staff WELL. Here are a few that will be important to you:

- **CHIEF OF STAFF.** This individual is the legislator's top staff person and often plays the dual role as Legislative Director as well. He or she is responsible for managing the entire legislative office and for advising the legislator on the political and policy significance of specific issues.
- **LEGISLATIVE DIRECTOR.** This person supervises the legislative staff and is responsible for overseeing the Representative's or Senator's legislative agenda.
- **LEGISLATIVE ASSISTANT.** Usually a legislator will have three or four legislative assistants to research and advise him or her on specific topics. There usually will be one legislative assistant responsible for real estate issues.
- **DISTRICT DIRECTOR.** This staff person manages the district office for the legislator and is responsible for keeping the political "pulse" of the district.
- **SCHEDULING ASSISTANT.** The scheduling assistant usually acts as doorkeeper to your legislator and manages his or her schedule.

It is important to establish and maintain a relationship with these staff members. Here are a few tips:

- Send a note or make a call to introduce yourself to the Chief of Staff and to ask which staff member will be responsible for real estate issues.
- Let key staff people know that you would like to be a resource on these issues.
- Offer to establish a Real Estate Advisory Committee for your Representative and his or her staff.
- Invite district staff to a local LGR/Governmental Relations committee so they can be introduced.
- Always speak well of staff to the legislator.
- Always make a point of sending thank you notes to staff after a meeting, especially to the scheduling assistant. This will go a long way when you are trying to arrange the next meeting.



Communicating with C.A.R. and NAR

RESPONSIBILITY: REPORTING TO NAR AND C.A.R. ANY ACTIVITIES BETWEEN YOUR LEGISLATOR AND REALTORS® WITHIN THE STATE.

It is critical that you report any conversation you have with your member of Congress to NAR, no matter how casual or brief it may be. NAR, as part of its new online Action Center, has created Field Reports for FPCs to use to report any conversation or contact they may have with their member of Congress.

In order to keep C.A.R. staff and CREPAC/RPAC trustees up-to-date on your legislator's activities, please routinely email the following to Matt Roberts at matthewr@car.org.

- Newspaper articles referring to your legislator.
- Your legislator's newsletters.
- Copies of invitations to your legislator's fundraisers.
- Copies of notes or letters your legislator has written to you.
- Anything else you think would be useful.

Federal Issues Committee

RESPONSIBILITY: PARTICIPATING IN C.A.R.'S FEDERAL ISSUES COMMITTEE AS A MEMBER OF THE COMMITTEE.

- All Federal Coordinators will automatically be members of C.A.R.'s Federal Issues committee, which meets three times a year at C.A.R. Directors meetings.
- Being a member of this committee does NOT guarantee funding to travel to C.A.R. Directors Meetings.



Attending Fundraisers

RESPONSIBILITY: ATTENDING A RECEPTION OR OTHER FUNDRAISER FOR THE SENATOR OR REPRESENTATIVE. UP TO \$1,000 PER ELECTION CYCLE (EVERY TWO YEARS) IS AVAILABLE FROM RPAC FOR USE BY FPCS FOR IN-STATE FUNDRAISERS.

- Get in touch with your legislator's campaign office and ask to be added to his or her fundraising list. This will ensure that you get invitations to his or her events.
- As you begin receiving invitations, please look to attend "small donor" events that cost less than \$100. This will enable you to attend more events and possibly allow you to include others as well.
- If you want to attend an event, please get in touch with C.A.R.'s Political Affairs staff. Please give plenty of notice so they can coordinate your request for funds from CREPAC and RPAC.
- At all times REALTORS® are to be given top priority in attending fundraisers. In addition, please try and include REALTORS® from the other Associations in that Legislator's District. Please, no friends or family. The CREPAC Trustees policy is that only REALTORS® who are \$148 contributors may attend fundraisers using RPAC contributions.
- Please let us know when you have attended a fundraiser by submitting a field report.



RESOURCES AND OTHER DETAILS



Travel

Unfortunately, limited financial resources do not allow C.A.R. to provide Key Contacts or Federal Coordinators with funding to travel to Sacramento for Legislative Day or to Washington, D.C. for NAR Hill Visits. NAR offers a stipend of \$1,000 for FPCs traveling to Washington for Hill Visits. Some associations also will help with local IMPAC funds. Please discuss this with your Association Executive or Government Affairs Director. The total amount that the FPC receives between the stipend and local IMPAC or other funds should not exceed the cost of the trip.

Grassroots Activities

Your legislator will welcome opportunities to get to know you and your fellow REALTORS®. He or she will especially appreciate opportunities to get to know more of their constituents and to raise more money for the next campaign. Here are a few simple activities that you and your FPC Contact team can undertake to continue to develop your relationship with your lawmaker. Please remember to complete a Field Report on the NAR Action Center (<https://realtorparty.realtor/member-consumer/fpc/field-reports.html>) when you arrange for your member of Congress to attend one of these events.

LOCAL ASSOCIATION EVENTS

- **Installations.** Invite your legislator to attend your association's next installation dinner.
- **Membership luncheons.** Many local associations still have monthly membership luncheons. Ask your legislator to be your keynote speaker at a membership luncheon. The best times for this will be during the legislative recesses in April and July and after the legislature adjourns for the year.
- **Weekly tour meetings.** Most local associations or MLSs still have weekly tour or marketing meetings. Give your legislator an opportunity to speak for a few minutes at one of these events.

FORM A REAL ESTATE ADVISORY COMMITTEE

Ask your legislator if you can help him or her form a Real Estate Advisory Committee, the nexus of which should be your FPC team. Add REALTORS® with other specialties. If you and your team do mainly residential business, add someone with commercial background and a property manager. You might also want to add a home inspector or lender but be careful that conflicting views on an issue not be aired in the presence of your legislator.

The goal of this group is to be an official resource to your legislator and his or her staff on real estate related issues.



SITE VISITS/OFFICE TOURS

Office visits are a great way for your legislator to learn the ins and outs of your business. Invite him or her to an office's sales meeting, with your broker's approval. Explain what agents do on a daily basis, what they do to represent a buyer, and how to manage listings and represent sellers.

By providing him or her an opportunity to see inside your business, you are providing them with a better understanding of our industry and how laws affect it.

HOST A MEET-AND-GREET

This is a great way to introduce your legislator to more of his or her constituents and strengthen your relationship as well. These should be coordinated through your legislator's campaign. You can offer simple fare of coffee, punch, and cookies, or something more elaborate if you wish. Introduce your legislator to every attendee personally and then give him or her a chance to speak to the group about their legislative priorities. The following are examples of simple meet-and-greets.

- **Block Party.** Hold this event at your office and invite owners and employees of other businesses in your building or on your block.
- **Home Meet-and-Greet.** Host this party at your home. Invite your neighbors and friends.
- **REALTORS® Only.** Again, you can host this event at your office and invite REALTORS® from your local association and from other associations in the district.

ATTEND TOWN HALL MEETINGS

Most legislators hold a series of town hall meetings regularly throughout the year. Make a point of attending the ones in your area and have other members of your team do so as well. The more "face time" you get with your legislator, the better, even if it's in a public forum.

HOST A FUNDRAISER

Helping your legislator raise money for his or her campaign is a great way build political "capital." Work with your legislator's fundraiser on the details. Please contact C.A.R. Political Affairs before attempting to put one of these events together.

BE A CAMPAIGN VOLUNTEER

There are literally dozens of things you can do to help your legislator's campaign efforts. You can serve on a finance committee, walk precincts, work on a phone bank, and put up yard signs and more. Better yet, you can arrange a "REALTOR® Volunteer Day" where local REALTORS® help the campaign out on one project.



Helpful Hints for Legislator Meetings

Use these when preparing other REALTORS® to meet with your legislator.

DO

- Be positive and respectful.
- Make sure you address your legislator properly (i.e. Congressman Smith or Senator Smith).
- Get to the point of your visit immediately. The legislator's schedule is often very busy. Be clear, concise, and brief.
- Be prepared. Know the issue you are discussing and understand the pros and cons.
- Refer to the committee where the bill will next be considered. For example, the Senate Judiciary committee, the House Revenue and Taxation committee, or the Senate floor. When all members of the Senate or the House consider a bill, it is referred to as being, "heard on the floor." NOTE: if a bill is being voted on in a committee, check to see if your legislator is on that committee before your meeting.
- Give two or three reasons why the bill is good or bad, using your own words. Discuss the practical impact this legislation will have on REALTORS®.
- Ask for action. "Please vote NO" or "I would appreciate a Yes vote."
- When a legislator votes your way, or voices support for your position, thank him or her.

DON'T

- Be rude, threatening, or intimidating.
- Lie to your legislator.
- Make claims that you cannot back up.
- Do not speak ill of a lawmaker to his or her colleagues.
- Take pictures or video unless given permission to do so.



Storytelling: Using Anecdotes to Illustrate Your Point

You are often provided with data to help persuade a legislator to support C.A.R.'s position on legislation. However, your argument will be stronger if you can pair the data with an example of how pending legislation may impact a real person or family.

For instance, you may tell a legislator that x number of families won't be able to afford to buy a home if a certain bill is passed. But then you tell your legislator a story about your buyers, a young couple with two children, who live in a rented condo in your town. If this legislation becomes law, they won't be able to afford to purchase a home. By sharing the details about this family, you are making the effects of the bill real and personal.

Here's How to Tell an Impactful Story:

- **Only tell a story if it relates DIRECTLY to the legislation being discussed.** If you have to stretch to make it fit, it's not the right story to tell.
- **Keep it real.** Use a story that has actually occurred or would occur if the legislation passes. If you don't have one, ask others (your team, members of your LGR committee, other agents).
- **Own it.** If you don't have a real client's story to use but can easily see how this would affect a potential client, use an "if, then" story and keep it general. You don't want to give them impression that you lied to your legislator.
- **Keep it short.** If this story drags on, your audience will quickly lose interest.
- **Make it personal.** If this is a "real" story, give specifics to make it "real" to your audience.
- **Outline the story** before you use it. (see below)
- **Practice telling the story a few times** and bring the outline with you as notes.



CREATING A STORY ARC

This is the same process you would use if you were writing a short story.

- **Identify your protagonist.** This would be your client. Are they a young family, seniors, or investment property owners?
- **Where do they start?** Are they living in an apartment? Have the seniors been living in the same home for decades? Are they landlords? Are they a family with aging parents?
- **What changes in their lives?** Is the young couple expecting a child and wanting to buy their first home? Are the seniors hoping to downsize? Do the landlords want to go out of business? Does the family with aging parents need to build an ADU to house them?
- **What obstacles do they face?** This could be a problem the pending legislation solves and one that would be created by the legislation.
- **What is the turning point?** This will always be the bill being discussed.
- **What happens as a result?** What potentially happens if the bill passes or fails?
- **What is the final resolution?** Can the couple buy the house? Can the landlord go out of business? Can the couple afford to downsize? Can the family with aging parents build suitable accommodations for them?



Twitter

Twitter is great for legislative-focused content and engagement, as well as peer-to-peer. Twitter is the primary social media platform that lawmakers and staff utilize to monitor legislative and policy-related issues.

BEGINNER: NEW TO TWITTER

1. **Create a Twitter account** – go to www.twitter.com/signup and you will be prompted through a guided sign up experience
 - a. Create a username (your name works great!) – ex: @JohnSmith
 - b. Add a profile picture – preferably a professional headshot
 - c. Add a short bio to tell people about yourself – ex: REALTOR® in Sacramento, dad, avid reader, runner in my spare time
 - d. Follow several accounts to start seeing tweets on your timeline (think local news outlets, local lawmakers, fellow REALTORS®, real estate accounts, etc.)

2. **Follow @CARGovAffairs** [on Twitter here](#)

← **C.A.R. Gov Affairs**
1,038 Tweets

C.A.R. Gov Affairs
@CARGovAffairs

C.A.R. Gov Affairs
@CAREALTORS Government Affairs. You fight for your clients, we fight for you.
Sacramento, CA housingforcalifornia.com Joined February 2015

392 Following 1,189 Followers

Followed by Nancy Skinner, Tim Grayson, and 21 others you follow

Tweets Tweets & replies Media Likes

C.A.R. Gov Affairs @CARGovAffairs · Dec 4
"California needs 3.5 million new homes by 2025 to close the housing gap. To achieve that, construction crews would have to build 500,000 new homes per year in a state that has only built 80,000 new homes on average annually in the past decade." #caleg



3. **Like and retweet @CARGovAffairs tweets** as much as possible – it’s the best way to spread the reach of C.A.R.’s Government Affairs Team



- a. A **retweet** shares the tweet directly to your followers ([learn more](#))
- b. A **retweet with comment** allows you to add a comment with the original tweet attached ([learn more](#))
- c. A **like** adds the tweet to your Likes tab on your profile and can be seen by others ([learn more](#))

4. **Comment on @CARGovAffairs tweets** to activate your fellow REALTORS®

- a. Click the retweet button (see above) and then click “retweet with a comment” and add your own comment. Example:
YOUR COMMENT: Who’s looking forward to this year’s @CAREALTORS Legislative Day?





C.A.R. Gov Affairs @CARgovaffairs · Feb 25

This year's Legislative Day is May 1, 2019. REALTORS®, don't miss the biggest advocacy event of the year. Find out more: bit.ly/2oGvxcC



5. Follow and engage with local lawmakers.

- a. Follow your Assemblymember and Senator as well as other local elected officials (i.e. city mayors, councilmembers, county supervisors, etc.)
- b. Engage with their tweets on housing and other topics by liking, retweeting and replying as appropriate (tip: always be positive!)

ADVANCED: EXPERIENCED WITH TWITTER

1. **Follow @CARGovAffairs** [on Twitter here](#)
2. **Like and retweet @CARGovAffairs tweets** as much as possible – especially on Red Alerts
3. **Quote tweet relevant @CARGovAffairs tweets** with local impacts or other comments ([How do I quote tweet?](#)).

Example:

Here in [REGION], housing prices are up [%%] since [YEAR].





C.A.R. Gov Affairs @CARgovaffairs · Feb 21

Housing still costs a fortune in California. Will Gavin Newsom's plan fix that?
bit.ly/2NrgDTP via @sacbee_news



Housing still costs a fortune in California. Will Gavin Newsom's plan ...
California Gov. Gavin Newsom has proposed increased spending to build more affordable housing in his 2019 budget plan. He also wants to make i...
sacbee.com

Example:

Who's looking forward to this year's @CAREALTORS Legislative Day?



C.A.R. Gov Affairs @CARgovaffairs · Feb 25

This year's Legislative Day is May 1, 2019. REALTORS®, don't miss the biggest advocacy event of the year. Find out more: bit.ly/2oGvxcC



4. Follow and engage with local lawmakers.

- c. Follow your Assemblymember and Senator as well as other local elected officials (i.e. city mayors, councilmembers, county supervisors, etc.)
- d. Engage with their tweets on housing and other topics by liking, retweeting and replying as appropriate (tip: always be positive!)



5. Tweet topics:

- a. Housing news (local, statewide and national)
- b. Real estate trends (follow @CAREALTORS, @nardotrealtor and NAR_Research for good articles)
- c. Local Association updates (meetings, etc.)

6. Hashtags:

- a. When tweeting about bills in the legislature, use a hashtag for the bill number (i.e. #SB50) and use #caleg
- b. Hashtag relevant words in the tweet like #housing, #housingcrisis, a location (#Sacramento), etc.

7. Share C.A.R. policy positions from www.housingforCalifornia.com

- a. *Example:* As REALTORS®, we support #SB50 because it will help solve the #housingcrisis by boosting development in high-density areas. Learn more: www.housingforCalifornia.com #caleg

TWITTER BEST PRACTICES

- When tweeting at lawmakers, be respectful and avoid using all caps and exclamation points
- Always maintain a positive tone with your tweets
- Only use two to three hashtags at a time
- Develop a “voice” authentic to you – don’t be too stiff or robotic
- Use proper grammar and correct spelling
- Remember that your Twitter account is an extension of your business





California Lawmakers on Twitter

HOUSE OF REPRESENTATIVES

District	Representative	Twitter	District	Representative	Twitter
1	Doug LaMalfa	@RepLaMalfa	28	Adam Schiff	@RepAdamSchiff
2	Jared Huffman	@JaredHuffman	29	Tony Cardenas	@RepCardenas
3	John Garamendi	@RepGaramendi	30	Brad Sherman	@BradSherman
4	Tom McClintock	@RepMcClintock	31	Pete Aguilar	@RepPeteAguilar
5	Mike Thompson	@RepThompson	32	Grace Napolitano	@gracenapolitano
6	Doris Matsui	@DorisMatsui	33	Ted Lieu	@RepTedLieu
7	Ami Bera	@RepBera	34	Jimmy Gomez	@RepJimmyGomez
8	Paul Cook	@RepPaulCook	35	Norma Torres	@NormaJTorres
9	Jerry McNeerney	@RepMcNeerney	36	Raul Ruiz	@CongressmanRuiz
10	Josh Harder	@RepJoshHarder	37	Karen Bass	@RepKarenBass
11	Mark DeSaulnier	@RepDeSaulnier	38	Linda Sanchez	@RepLindaSanchez
12	Nancy Pelosi	@NancyPelosi	39	Gil Cisneros	@RepGilCisneros
13	Barbara Lee	@RepBarbaraLee	40	Lucille Roybal-Allard	@RepRoybalAllard
14	Jackie Speier	@RepSpeier	41	Mark Takano	@RepMarkTakano
15	Eric Swalwell	@RepSwalwell	42	Ken Calvert	@KenCalvert
16	Jim Costa	@RepJimCosta	43	Maxine Waters	@RepMaxineWaters
17	Ro Khanna	@RepRoKhanna	44	Nanette Diaz Barragán	@RepBarragan
18	Anna Eshoo	@RepAnnaEshoo	45	Katie Porter	@katieporteroc
19	Zoe Lofgren	@RepZoeLofgren	46	Lou Correa	@RepLouCorrea
20	Jimmy Panetta	@RepJimmyPanetta	47	Alan Lowenthal	@RepLowenthal
21	TJ Cox	@RepTjCox	48	Harley Rouda	@RepHarley
22	Devin Nunes	@RepDevinNunes	49	Mike Levin	@RepMikeLevin
23	Kevin McCarthy	@GOPLeader	50	VACANT	
24	Salud Carbajal	@RepCarbajal	51	Juan Vargas	@RepJuanVargas
25	VACANT		52	Scott Peters	@RepScottPeters
26	Julia Brownley	@JuliaBrownley26	53	Susan Davis	@RepSusanDavis
27	Judy Chu	@RepJudyChu			

SENATE

US1	Dianne Feinstein	@SenFeinstein	US2	Kamala Harris	@KamalaHarris
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Instagram

Instagram is a great way to share updates with fellow REALTORS® and encourage C.A.R. members to engage with Government Affairs content on Twitter. While lawmakers may be active on the platform, Twitter is still the most effective platform to engage with lawmakers on policy and legislative-related issues.

1. **Follow @CAREALTORS** [on Instagram here](#)
2. **Like @CAREALTORS posts** as much as possible – especially on Red Alerts
3. **Watch @CAREALTORS stories**
4. **Download the Repost for Instagram app** (free on [iOS](#) and [Google Play](#)) to share @CAREALTORS posts to your Instagram followers (this helps spread the word!)
5. **Post your own Instagram stories** about how the housing crisis impacts your job as a REALTOR® and how you see the impacts to your clients



Web Sites

The following are some helpful web sites.

REAL ESTATE

- **NAR ACTION CENTER:** This is NAR's online grassroots headquarters. This site will provide you with issue information and with resources for completing your FPC responsibilities. <https://realtorparty.realtor/member-consumer/fpc/field-reports.html>
- **C.A.R. KEY CONTACT/FPC PAGE:** C.A.R. has its own page of resources just for you! www.car.org/governmentaffairs/getinvolved/keycontactandfpc
- **C.A.R. ONLINE:** C.A.R. Online provides you with all kinds of helpful information about C.A.R. and its member services. Among other things it boasts a comprehensive section containing political and legislative information. Please note, C.A.R. has established a special web page just for Key Contacts and Federal Coordinators. You can get there by logging on to www.car.org and going to the Governmental Affairs homepage.
- **NAR ONLINE:** This is NAR's official web site for REALTORS®. <https://realtorparty.realtor/>

CALIFORNIA POLITICAL AND LEGISLATIVE NEWS

- **ROUGH AND TUMBLE:** Jack Kavanaugh, the host of a widely respected television show on California politics, is the editor of this web site. It contains links to the day's most important political headlines and columns. www.rtumble.com
- **CAPITOL ALERT:** Compiled by the staff of the Sacramento Bee, this site is well designed, easy to use, and contains a lot of good information. www.capitolalert.com

U.S. POLITICAL AND LEGISLATIVE NEWS:

- **THE HILL:** www.thehill.com
- **ROLL CALL:** www.rollcall.com
- **POLITICO:** www.politico.com
- **REALCLEAR POLITICS:** www.realclearpolitics.com



Key Contact & Federal Coordinator Web Page

THIS PAGE INCLUDES:

- Red Alerts and Calls-for-Action
- Website links
- Updated lists and rosters
- Volunteer handbooks
- Resources for Legislative Day and Hill Visits
- Resources for in-district meetings
- Key Contact and Legislative Liaison newsletters
- Staff contacts

Key Contact and Federal Coordinators

HOME > MAKE A DIFFERENCE > GET INVOLVED > KEY CONTACT AND FEDERAL COORDINATORS

[PRINT](#) | [EMAIL](#) [SHARE](#) 

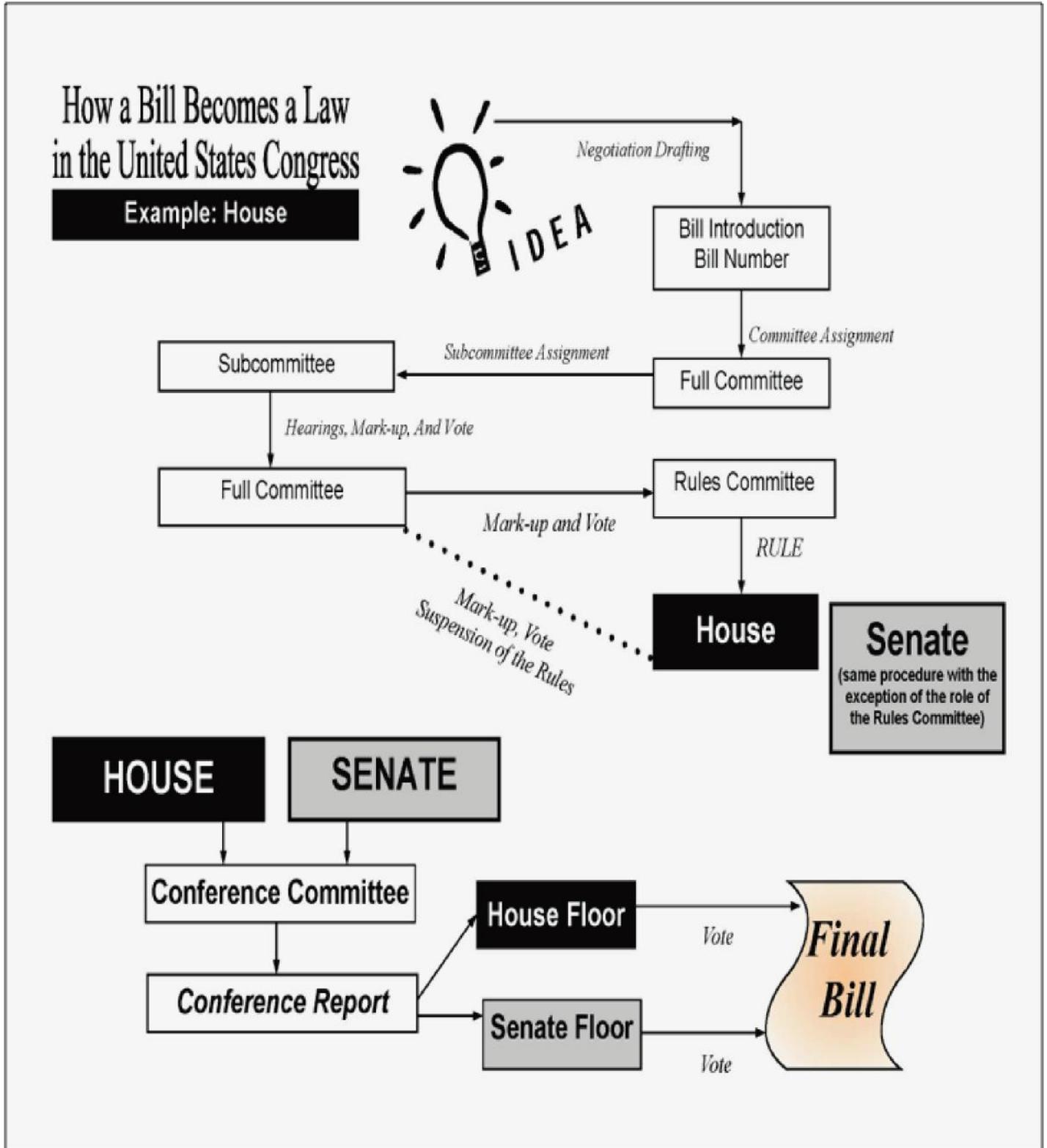
Key Contact Responsibilities
Key Contact Field Reporting Form
Federal Coordinator Responsibilities
Federal Coordinator Reporting Form
Key -FPC Contact Request Funding Form -New (1-13-16)
Rules for Attending Fundraisers, Distribution of Tickets and Setting Up Presentations

HANDBOOKS & RESOURCES FOR KEY CONTACTS & FEDERAL COORDINATORS

Key Contact Handbook 
2017 Key Contact Calendar and Staff Contact 
Federal Coordinator Handbook 
2017 FPC Calendar and Staff Contact Info
Sample Scheduling Letter - In-District or Other (Please feel free to copy and paste the language included in this link into your own Legislative Day appointment request letter. Please remember to use your own letterhead and to fill in properly all the appropriate areas.)



How a Bill Becomes Law



Grounds for Volunteer Dismissal

C.A.R. hopes it's never necessary to remove a volunteer from his or her position. However, occasionally circumstances have required it.

VERY IMPORTANT: NAR may and will remove an FPC if on THREE occasions during their two-year term an FPC **fails** to:

- Respond to a Call-for-Action before the end of the campaign;
- Submit a field report during any given quarter; or
- Attend Hill Visit without informing NAR of the absence.

Here are reasons that C.A.R. may ask for an FPC's resignation:

- **If he or she gives even the smallest impression to a legislator that a particular vote is expected in return for a political contribution.** This damages C.A.R.'s relationship with the legislator and is ILLEGAL. To be safe, never mention specific legislation while presenting a check or discussing a political contribution.
- **If he or she expresses an opinion to a legislator or his/her staff that is contrary to NAR or C.A.R. policy.** IF YOUR LEGISLATOR ASKS YOU TO TESTIFY IN SUPPORT OF OR OPPOSITION TO A BILL, YOU **MUST** NOTIFY NAR AND C.A.R.'S PUBLIC POLICY STAFF IMMEDIATELY.
- **If he or she refuses to stay on message** or discusses issues that are not real estate-related during legislator meetings.
- **If he or she acts inappropriately during a meeting with a legislator.** This may include arguing with a legislator, being intoxicated during the meeting, or any other unreasonable act that results in an ineffective meeting.
- **Holds private meetings** without including REALTORS® from the other associations in the congressional district during Hill Visits.
- **Doesn't respond to Calls-for-Action** or calls from C.A.R. or NAR staff.
- **Fails to regularly attend previously planned events with the legislator.** This would include in-district meetings, fundraisers, and Hill Visits.
- **Fails to communicate with or involve the other associations in the congressional district.**



Staff Contacts

C.A.R. STAFF

DeAnn Kerr, Member Mobilization Consultant

1-800-337-9285

Email: deannk@car.org

Call DeAnn with questions about FPC appointments, Calls-for-Action, training, and Hill Visits.

Kevin Rodgers, Political Affairs Coordinator

916-492-5210

Email: kevinr@car.org

Call Kevin with check requests and information concerning your legislator's fundraisers.

Matt Roberts, Public Policy Director

(213) 739-8284

Email: matthewr@car.org

Call Matt with questions on federal issues.

NAR STAFF

Victoria Givens

Manager, REALTOR Mobilization Programs

Email: vgivens@realtors.org

(202) 383-1021



Dates to Remember

IMPORTANT CONGRESSIONAL DATES – 2020

January 7 th	House Convene (House)
TBD	Senate Convene (Senate)
January 21 st – 24 th	District Work Period (House)
February 18 th – 21 st	State Work Period (Senate)
February 18 th – 21 st	State Work Period (House)
March 16 th – 20 th	State Work Period (House)
March 16 th – 20 th	State Work Period (Senate)
April 6 th – 17 th	District Work Period (House)
April 6 th – 17 th	State Work Period (Senate)
May 13th – May 14th	NAR Hill Visits – Washington, D.C.
May 26 th – 29 th	District Work Period (House)
May 26 th – 29 th	State Work Period (Senate)
July 13 th – 17 th	District Work Period (House)
July 13 th – 17 th	State Work Period (Senate)
August 10 th – September 4 th	August Recess (House)
October 13 th – 17 th	District Work Period (House)
October 13 th – 17 th	State Work Period (Senate)
November 23 rd – 25 th	District Work Period (House)
November 23 rd – 25 th	State Work Period (Senate)
November 26 th	Holiday
December 11 th – 24 th	District Work Period (House)
December 16 th - December 31 st	State Work Period (Senate)



Local Associations by Congressional District

CD 1 – Doug La Malfa

Lassen, Nevada County, Oroville, Paradise, Plumas, Shasta, Sierra North Valley, Siskiyou, Tahoe-Sierra, Tehama County

CD 2 – Jared Huffman

Coastal Mendocino, Del Norte, Humboldt, Marin, North Bay, Trinity County

CD 3 – John Garamendi

Lake County, Northern Solano County, Sacramento, Sutter-Yuba, Yolo County

CD 4 – Tom McClintock

Amador County, Calaveras County, El Dorado County, Fresno, Mariposa County, Placer County, South Tahoe, Tahoe Sierra BOR, Tuolumne County

CD 5 – Mike Thompson

Lake County, North Bay, Solano

CD 6 – Doris Matsui

Sacramento, Yolo County

CD 7 – Ami Bera

Sacramento

CD 8 – Paul Cook

Big Bear, California Desert, High Desert, Inland Valleys, Joshua Tree Gateway, Mammoth Lakes, Rim O' The World

CD 9 – Jerry McNerney

Central Valley, Delta, Lodi

CD 10 – Josh Harder

Central Valley

CD 11 – Mark DeSaulnier

Bay East, Contra Costa, Delta

CD 12 – Nancy Pelosi

San Francisco

CD 13 – Barbara Lee

Bay East, Oakland/Berkeley

CD 14 – Jackie Speier

San Francisco, San Mateo, Silicon Valley

CD 15 – Eric Swalwell

Bay East

CD 16 – Jim Costa

Fresno, Madera County, Merced County

CD 17 – Ro Khanna

Bay East, Santa Clara County

CD 18 – Anna Eshoo

San Mateo, Santa Clara, Santa Cruz County, Silicon Valley

CD 19 – Zoe Lofgren

Santa Clara County

CD 20 – Jimmy Panetta

Monterey County, North San Luis Obispo, Pajaro Valley, San Benito, Santa Cruz County

CD 21 – TJ Cox

Bakersfield, Fresno, Kings County, North San Luis Obispo

CD 22 – Devin Nunes

Fresno, Tulare County

CD 23 – Kevin McCarthy

Bakersfield, Greater Antelope Valley, Kern River-Lake Isabella, Ridgecrest Area, Tehachapi, Tulare

CD 24 – Salud Carbajal

Lompoc Valley, North San Luis Obispo, Pismo Coast, San Luis Obispo, Santa Barbara, Santa Maria, Santa Ynez Valley, Scenic Coast

CD 25 – Vacant

Conejo Simi Moorpark, Greater Antelope Valley, Southland Regional

CD 26 – Julia Brownley

Ojai Valley, Ventura County Coastal

CD 27 – Judy Chu

Arcadia, Citrus Valley, Pasadena-Foothills, West San Gabriel Valley

CD 28 – Adam Schiff

Beverly Hills/Greater LA, Burbank, Glendale, Pasadena-Foothills, Southland Regional

CD 29 – Tony Cardenas

Burbank, Southland Regional

CD 30 – Brad Sherman

Burbank, Southland Regional

CD 31 – Pete Aguilar

Citrus Valley, East Valley, Inland Valleys

CD 32 – Grace Napolitano

Arcadia, Citrus Valley, West San Gabriel

CD 33 – Ted Lieu

Beverly Hills/Greater LA, Malibu, Palos Verde Peninsula, South Bay, Southland Regional

D 34 – Jimmy Gomez

Beverly Hills/Greater LA, Glendale, Pasadena-Foothills



CD 35 – Norma Torres

Citrus Valley, Inland Valleys

CD 36 – Raul Ruiz

California Desert, Idyllwild, Inland Valleys, Joshua Tree Gateway, Palm Springs

CD 37 – Karen Bass

Beverly Hills/Greater LA, Southwest LA

CD 38 – Linda Sanchez

Downey, Montebello District, Pacific West, Rancho Southeast

CD 39 – Gil Cisneros

Citrus Valley, Inland Valleys, Pacific West, Tri-Counties

CD 40 – Lucille Roybal-Allard

Big Bear, Downey, Montebello District, Rancho Southeast

CD 41 – Mark Takano

Inland Valleys

CD 42 – Ken Calvert

Southwest Riverside, The Inland Gateway

CD 43 – Maxine Waters

Beverly Hills/Greater LA, Inglewood, South Bay, Southwest LA

CD 44 – Nanette Diaz Barragán

Pacific West, Rancho Southeast, South Bay

CD 45 – Katie Porter

Laguna, Orange County, Pacific West

CD 46 – Lou Correa

Orange County, Pacific West

CD 47 – Alan Lowenthal

Pacific West

CD 48 – Harley Rouda

Laguna, Newport Beach, Orange County

CD 49 – Mike Levin

North San Diego, Orange County

CD 50 – Vacant

Greater San Diego, North San Diego, Southwest Riverside, Pacific Southwest

CD 51 – Juan Vargas

Imperial County, Pacific Southwest

CD 52 – Scott Peters

Greater San Diego

CD 53 – Susan Davis

San Diego, Pacific Southwest

