

Best Practices for hosting your next

MAJOR INVESTOR EVENT



*A practical guide
to achieve success*

Mark your Calendar—Save the dates

- Pick 2-3 dates to host your event. Check trepac.com/events and the Texas REALTORS® calendar to avoid scheduling conflicts.
- Contact your RPAC Major Investor Council (MIC) representative to schedule events (Contact info is found on the last page)
- Contact Andrea Friedman at afriedman@texasrealtors.com for help completing the grant application.
- Submit the RPAC Major Investor grant application to NAR, allowing 6-8 weeks for in-person event execution; virtual events require less lead time (realtorparty.realtor/rpac) Note: Travel restrictions may apply for both NAR & TREPAC speakers
- Select your preferred RPAC Speaker. Based on schedule and availability, a member of the TREPAC leadership team and a Texas MIC member will also attend your planned event.
- Once approved, contact venues with potential dates. Do not confirm with the venue unless NAR approves the grant application confirming the final event date.
- To help plan or promote your TREPAC event, contact the TREPAC Fundraising & Events Coordinator at trepac@texasrealtors.com. They're here to assist!

Let's Get Busy—Planning

- Create target invite lists
 - Top Producers
 - Texas REALTORS® Leadership Program (TRLP) graduates
 - Past Major Investors
 - Brokers/Managers
 - Board of Directors
 - Young Professionals Network (YPN) members
 - Move-up investors (\$500 to \$999)
 - Affiliates
 - Other potential Major Investors
- The invite list should be 3x the intended audience
- Keep in mind your event should be intimate, with fewer than 30-35 guests
- Set expected fundraising goals. Aim for at least \$500 per person at your MI event.
- Consider co-hosting a Major Investor event or conducting during a Texas REALTORS® 360 meeting for smaller associations
- Create an event-planning timeline
- Create a marketing plan. Let the TREPAC Fundraising & Events Coordinator give you a hand!
- Help your attendees learn about TREPAC and pledge easily! Order TREPAC-branded pledge cards and other promotional materials.
- Create eye-catching email invitations
- Provide and create personalized phone scripts
- Make personal phone calls to invite attendees (ask for investment commitment over the phone)
- Utilize current Major Investors to be the host committee for your event

Note

This is not an appreciation event. When utilizing Major Investor Grant Funding, RPAC requests at least \$500 in new money from each attendee. As part of the reimbursement process, you will be asked to provide details about funds raised and pledged at your event.

Your TREPAC investment supports REALTOR® Champions—elected officials who know the value of real estate to Texas' economy in the fight for REALTOR® and consumer issues. TREPAC-supported candidates had a 98.94% Success Rate in a past election.



Show me the Money-Event Costs

- Determine food and venue costs based on attendee count.
- RPAC will reimburse up to \$150 per person for Major Investor events.
- Use other resources like affiliate sponsorships and available corporate TREPAC dollars. Always keep the 1/3 rule in mind.

It's Show Time—Event logistics

- Event email reminders and personal phone calls
- Set up agenda
- Provide podium manual or talking points (don't wing it!)
- Make it easy for people to donate! Put pledge cards, TREPAC calculators, and President's Circle info on the tables. Use the TREPAC-branded pledge cards with QR codes so attendees can log their pledges in their member portal.
- Go over event details and agenda with speakers/special guests
- Always use the term "TREPAC," but let attendees know RPAC is the same thing
- Make sure attendees get their pledges in! Have PAC trustees and host committee members with iPads ready to help at each table.
- Have a few planted Major Investors at your event
- Highlight Major Investor benefits and RPAC President's Circle Conference
- Inviting elected officials to your TREPAC Major Investor events is a good way to have them engage with attendees and help connect the dots. However, to ensure legal compliance, elected officials will need to leave the event before any solicitation for TREPAC investments is made.
- No auctions, please
- Make the ask
- Have fun!

Keep in touch—Post-event follow-up

- Send thank you notes and follow-up with attendees
- Send a "sorry we missed you" note to those who could not attend, asking them to consider becoming a Major Investor
- Submit receipts and costs to TREPAC staff for RPAC grant reimbursement promptly
- Follow-up on pledges using the pledge report found in your Tangilla board portal.
- Ensure all Major Investor money is submitted within 10 days of receipt.

Note

Some TREPAC timelines and reporting requirements may differ from RPAC.



3 Ways To Stay Informed

Text TREPAC to
512 951 8923

Follow
@TexasTREPAC
on Twitter

Visit and like facebook.
com/TREPAC

Making a Major Investor pitch to members



FIRST STEP

Identify Your Practice

Which best describes you?



Commercial
REALTOR®?

Residential
REALTOR®?



Your residential REALTOR® goals

“I enjoy Major Investor events because they reinforce the importance of investing in TREPAC by introducing me to other major investors from across the state. If I have a referral for someone in a different market area, I want to send it to someone who values the power of TREPAC.”

—Socar Chatmon-Thomas

“MI events, at the association level, bring together a committed group of leaders in our profession to engage in building a better tomorrow. Recognizing major investors and allowing them to introduce new potential major investors at a smaller, more intimate event builds depth and commitment among the association ranks. An added advantage of an MI event is that as leading professionals are able to network and build better relationships while not engage in a negotiation process.”

—Jodi Warner

Become a TREPAC Major Investor

- Multiply your influence and your voice.
- Demonstrate leadership within the REALTOR® community.
- Invest confidently in the future of your profession.



COMMERCIAL

“Major Investor Events are as important to Commercial practitioners as Residential practitioners. Commercial agents can enjoy MI events with their colleagues while learning about ongoing advocacy wins such as:

- Preserving the 1031 like kind exchange
- Creation and extension of Qualified Opportunity Zones
- Defeating multiple harmful tax measures over the years”

—Adrian Arriaga Jr.

Your goal as a commercial REALTOR® practitioner

Become a Commercial TREPAC Major Investor

- Amplify your voice!
- Protect your clients and investments!
- Lead the future of commercial real estate advocacy!

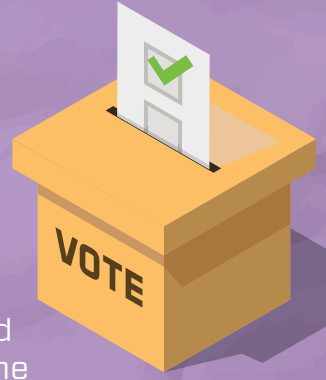


1,133

Texas REALTORS® were Major Investors in 2025.

Help make 2026 even better!

100%



of your TREPAC investment supports REALTOR® Champions—elected officials who know the value of real estate to Texas’s economy and fight for REALTOR® and consumer issues.

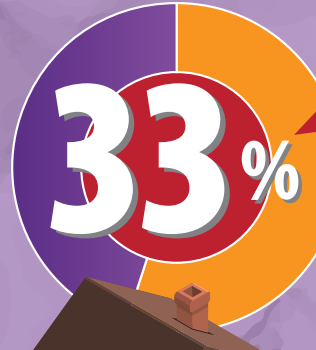


TREPAC is the largest and most successful association PAC in Texas and is a model for REALTOR® PACs across the nation.



50

dedicated TREPAC trustees from across Texas are working for you.



of Texas REALTORS® invested \$5.6 MILLION to protect private-property rights in 2025

1 GOAL

Raise and disburse funds to promote home ownership, protect real-property rights, and increase political awareness.



3

WAYS TO STAY INFORMED



Text TREPAC to 512 957 8923



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84% SUCCESS RATE

TREPAC and RPAC supported 75 contested races, with 57 wins and several candidates advancing to runoffs, for an overall 84% win/runoff rate.

Contributions are not deductible for federal income tax purposes. Contributions to the Texas REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, Texas REALTORS®, and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of Texas REALTORS®.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the Texas REALTORS® political committee administrator at 800-873-9155 to obtain information about your contributions.

FINAL CALL TO ACTION

*No matter your specialty
—Residential or Commercial—
TREPAC is your pathway to:*

- Protection!
- Savings!
- Influence!
- Leadership!

Choose your path:

- Invest intentionally.
- Reach your TREPAC Major Investor goal.



Contact

RPAC Major Investor Council (MIC) members from Texas

**2026 RPAC Major Investor
Council Representative**



Jennifer Wauhob

*jennifer@
thejenniferwauhobteam.com*

**2026 RPAC Major Investor
Council Representative**



Nancy Garcia

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2026 TREPAC Chairman



James E. Martin

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