

TEXAS REALTORS® PARTY AND LEADERSHIP SUMMIT

GOVERNMENTAL AFFAIRS ADVOCACY GUIDE | 2027

TREPAC

TEXAS REALTORS

TEXAS REALTORS® ISSUES PAC

SAVE THE DATE

APRIL 7, 2027

REALTOR® DAY
AT THE TEXAS CAPITOL

★ 90TH LEGISLATIVE SESSION ★

YOUR VOICE MATTERS.
REALTORS® from across Texas will come together to advocate for the real estate industry and private property rights.

MEET YOUR LAWMAKERS.
Build relationships, share your expertise, and help shape policies that impact homeownership and property rights.

GREAT CONVERSATIONS. GREAT BARBECUE.
Enjoy Texas hospitality, meaningful connections, and some of the best barbecue around!

MAKE PLANS NOW
Contact your local association to sign up.

TEXAS REALTORS®
THE VOICE FOR REAL ESTATE IN TEXAS



WELCOME!

Welcome to the Governmental Affairs Advocacy Guide!

Texas REALTORS® advocacy wins for real estate are the result of steady, coordinated work by the Governmental Affairs team which protects and advances REALTOR® priorities by tracking legislation, shaping policy, supporting REALTOR®-friendly candidates and issues, and helping members engage with elected officials. That work is carried out through Political Affairs, Public Policy, TREPAC, TRIP, and Field Operations.

> "If you're not at the table, you're probably on the menu."

Political Affairs

Like real estate, politics depends on relationships. Texas REALTORS® offers Political Affairs initiatives designed to build relationships with elected officials by developing mutual trust and open communication.

The programs also aim to create and maintain a culture of political activism among Texas REALTORS®.

Public Policy

The Texas Legislature makes laws that govern the way you do business. Having your interests represented at the Texas Capitol is the best way to ensure Texas remains a great place to buy, sell, own, and lease all kinds of real estate.

Texas REALTORS® is one of the most experienced and respected voices at the Texas Capitol.

TREPAC

Friendly faces at every level of government are integral to success in the political process.

The Texas REALTORS® Political Action Committee (TREPAC) backs local, state, and national candidates with a proven track record of protecting private property rights, preserving the dream of homeownership, and supporting the vitality of the real estate industry.

TRIP (Formerly Issues Mobilization)

Local governments create ordinances—such as zoning restrictions, short-term rental regulations, or rental registrations—that can directly affect property rights and your business.

But don't worry, the Texas REALTORS® Issues Political Action Committee (TRIP) helps ensure that local leaders don't squash real estate by supporting local associations with a combination of political expertise, strategic guidance, research, marketing collateral, and funding.

Field Operations

Within Governmental Affairs, the Field Operations team serves as a liaison between the association and regions around the state. Each field representative works within their designated region. They are your local connection and help to identify and recruit volunteers, conduct grassroots efforts to promote legislation, to provide information, educate local association staff and connect members with association resources and support.

ADVOCACY GUIDE 2027

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TREPAC GENERAL INFORMATION

Mission Statement

The mission of TREPAC/Texas REALTORS® Political Action Committee is to raise and disburse funds to promote homeownership, protect real property rights, and increase political awareness.

History of TREPAC

In the late 1960s, the leadership of Texas REALTORS® launched a major new initiative designed to increase the association's influence with elected officials at all levels of state and local government.

The association created a statewide committee to meet with candidates for office and elected officials to discuss issues important to REALTORS®. Simultaneously, the association urged local associations to form breakfast clubs with the same objective. Texas REALTORS® were asked to send investments to a state fund for candidate assistance. The first year of this fundraising effort produced less than $1,000 raised at the state level. However, local boards had considerably more success raising funds for their breakfast clubs.

In 1972, acting on the fundraising successes of many local boards, Texas REALTORS® formed TREPAC in coordination with the local committees. TREPAC raised $17,250 from 923 investors in that first year of operation.

In 1974, due to possible conflicts in laws governing political activity by a tax-exempt corporation, the association's governing body approved the formation of TREPAC as a separate organization. TREPAC, as we know it today, has evolved into Texas' largest and most successful trade association PAC. Furthermore, the National Association of REALTORS® considers TREPAC a model PAC for the entire nation.

Frequently Asked Questions

Texas REALTORS® will want to know about TREPAC before they invest financially. The following questions and answers will provide information on how to respond to their inquiries.

WHAT IS TREPAC?

TREPAC is a voluntary, nonprofit, unincorporated group whose membership consists of REALTORS® and others interested in protecting the rights of property owners in Texas. As a political action committee, TREPAC complies with all federal and state campaign finance laws. The voluntary investments TREPAC receives are used to support candidates for federal, state, and local offices who demonstrate their support for the preservation of real property rights and the real estate profession.

WHO SPONSORS TREPAC?

Texas REALTORS® sponsors TREPAC. The association provides the professional staff and office facilities required to support TREPAC's programs and initiatives.

TREPAC was formed in 1972 with fewer than 1,000 investors. Today, TREPAC is the largest grassroots political action committee in the state.

WHO ADMINISTERS TREPAC?

The TREPAC board of trustees is responsible for all TREPAC operations and financial disbursements. TREPAC consists of 42 trustees elected from each of the state association regions; five additional trustees serve as TREPAC Chairman, TREPAC First Vice-chair, TREPAC Second Vice-chair, and the immediate-past TREPAC Chairman; and the Texas REALTORS® Chairman of the Board also serves as a TREPAC trustee. There is also an Association Executive (AE) appointee, a Governmental Affairs Director (GAD) appointee, and At-Large Trustees appointed by the TREPAC Chairman each year. The general trustee body must approve each elected Trustee.

WHO MAY JOIN TREPAC?

TREPAC membership is open to members who wish to invest financially in good public policy promoting homeownership and the free enterprise system. It is important to note, however, that members of the public may not be solicited for TREPAC investments using corporate dollars or corporate resources.

WHERE DO TREPAC DOLLARS GO?

All funds eligible to be invested in candidates in political races are expended for that purpose. Thirty percent of the annual non-corporate investments received by TREPAC, until the quota is achieved, are forwarded to NAR's REALTORS® Political Action Committee (RPAC) for use in federal campaigns in Texas and throughout the country. In this manner, TREPAC participates in the political process at the national level, where a multitude of legislative issues threaten private property rights and the real estate industry.

Texas REALTORS® continue to reach new numbers in TREPAC fundraising and participation every year!

TREPAC PROVIDES FINANCIAL SUPPORT TO CANDIDATES; SO, DOES TREPAC ALSO ENDORSE CANDIDATES?

No. Only the state association (Texas REALTORS®) can formally endorse a candidate.

WHO DECIDES WHICH CANDIDATES RECEIVE TREPAC SUPPORT?

Local REALTOR® boards and associations throughout the state interview candidates and recommend which candidates should receive campaign contributions from TREPAC. These recommendations are reviewed and acted upon by the TREPAC board of trustees. No single person can ever commit TREPAC to a candidate. TREPAC supports candidates who share our concerns for preserving the free enterprise system, protecting the rights of real-property owners, and keeping the real estate industry strong.

DOES TREPAC INVEST IN SEVERAL CANDIDATES IN THE SAME RACE?

No. Investing in more than one candidate for the same office dilutes the strength of the contribution and sends a confusing message to voters. It is not uncommon for TREPAC to remain neutral in open (non-incumbent) races when a distinction cannot be drawn between candidates regarding REALTOR® issues.

WHICH POLITICAL PARTY DOES TREPAC SUPPORT?

TREPAC is not affiliated with any political party; we are the REALTOR® Party. The program and platform of the individual candidates, board recommendations, and ultimate action by TREPAC trustees determine who TREPAC supports—not the candidate's party affiliation.

HOW ARE TREPAC INVESTMENTS DELIVERED TO CANDIDATES?

After a TREPAC check has been generated at the state association, the check is sent to the TREPAC trustee who has jurisdiction over the region where the candidate is seeking public office.

Campaigns are becoming more complex; therefore, more resources are always needed to remain competitive.

> *"It's not a RED problem. It's not a BLUE problem. It's a PURPLE solution!"*
>
> *—Ben Rodriguez,*
> 2023 TREPAC Chairman

Simultaneously with the mailing of the check, an email is generated to inform impacted PAC trustees, association executives, and other governmental affairs leaders in the district. They will be asked to participate in a check presentation organized by the local association whenever possible.

See appendix H.

IS TREPAC A SUCCESS?

Yes. TREPAC has a proven track record. Since its inception in 1972, TREPAC has supported thousands of local, state, and federal* candidates identified as friendly to the REALTOR® mission. TREPAC is now the largest trade association general-purpose political action committee in Texas.

**All federal candidates (i.e., U.S. Congress & U.S. Senate) receive funds from RPAC based on TREPAC Trustee recommendations.*

IS TREPAC A GRASSROOTS EFFORT?

Yes. TREPAC is a grassroots-driven organization; decisions to support candidates originate locally from involved REALTORS®. TREPAC Trustees are all active in real estate, but they volunteer their time to make these decisions on behalf of all Texas REALTORS®. TREPAC affords & allows individuals REALTORS® to be involved in their association's political activities and, as a result, helps shape the political landscape and public policies.

WHAT CAN YOU DO ABOUT THE GOVERNMENT'S EXPANDING RESTRICTIONS ON YOUR BUSINESS?

Get involved in the political/legislative process. TREPAC and Texas REALTORS® effectively coordinate their respective efforts by actively participating in political campaigns and maintaining a successful lobbying effort.

The government's role in the real estate industry has steadily increased at every level. To maintain a healthy climate for the real estate industry in Texas and preserve real property rights as they exist today, Texas REALTORS® must participate in the political process through TREPAC. REALTOR® lobbying efforts in Austin, Texas, and Washington, D.C. cannot be effective unless individuals who share REALTOR® concerns are elected to public office.

Every candidate needs financial assistance to get their message before the voting public. Therefore, TREPAC was formed—to help elect candidates who support the REALTOR® mission.

Texas REALTORS® all benefit from the efforts of TREPAC. Therefore, they each have a vested interest in participating in the political process by investing in TREPAC.

Local Association Goals

Each local association's TREPAC goal is $35 per member using membership totals from September 30 of the previous year. Thus, each plan is set by multiplying $35 times the number of members of each local association.

TREPAC encourages each association to meet its goal each year. To ensure that local members' investments are accounted for, each association should appoint a local TREPAC chair to organize a committee. The committee will help to ensure the association reaches its annual TREPAC goals.

See the section on creating a committee starting on page 21.

Corporate Versus Non-Corporate Investments

1. Corporate Investments

When TREPAC investments are given to local associations from a member's incorporated business account or affiliate members, they are considered corporate funds. Corporate funds may only be used to pay for the administrative costs associated with running TREPAC's operations, which include education and fundraising

activities.

Local associations may obtain their allocated corporate funds with the approval of expenditures by TREPAC and proof of expense for fundraising efforts. Each association must provide receipts for fundraising expenses and complete a required reimbursement form within 3-5 days of holding the event to obtain any designated corporate monies. Local associations with their own local political action committees will receive total percentages automatically allotted every month.

Local corporate dollars can only be used to cover administrative and fundraising costs.

Local non-corporate funds are used to support candidates seeking local office.

2. Non-Corporate Investments

Investments given to local associations from an individual's personal account are considered non-corporate funds. The local association's portion of non-corporate funds is held in a designated account by TREPAC for local associations and is only used in local races. It cannot be used for federal or state candidates. Local association allocations may be given to a candidate (for a local office only) as approved by a majority vote of the local association's board of directors and requested by completing the required forms.

Suppose the local association has established its own political action committee. In that case, the non-corporate allocation may be given directly to that PAC and administered locally, provided it only invests in candidates not seeking federal or state office.

TREPAC Money Allocation

1. Corporate & Non-Corporate Funds

A portion of funds raised is reserved for each local association to use locally at its discretion. The remainder is allocated to TREPAC and RPAC.

Before each local association reaches 75% of its assigned annual quota, all eligible funds are divided into two categories:

- 20% of each dollar raised is reserved for local association use for either fundraising or local candidate support.
- 80% of each dollar raised is used by the State/National associations. Of this, 30% of each dollar raised is sent to NAR RPAC until Texas meets its annual state RPAC Disbursement Goal. After Texas meets its annual RPAC goal, all funds are used for statewide fundraising and statewide candidate support.

After each local association reaches 75% of its assigned annual quota, all eligible funds are divided into two categories:

- 60% of each dollar raised is reserved for local association use for either fundraising or local candidate support.
- 40% of each dollar raised is used by the State/National associations. Of this, 30% of each dollar raised is sent to NAR RPAC until Texas meets its annual state RPAC Disbursement Goal. After Texas meets its annual RPAC goal, all funds are used for statewide fundraising and statewide candidate support.

Note: Local association allocations for corporate and non-corporate funds are held in the association's name for three years. Any third-year allocations not requested by the local association will be released to the TREPAC general fund on November 30th of each year.

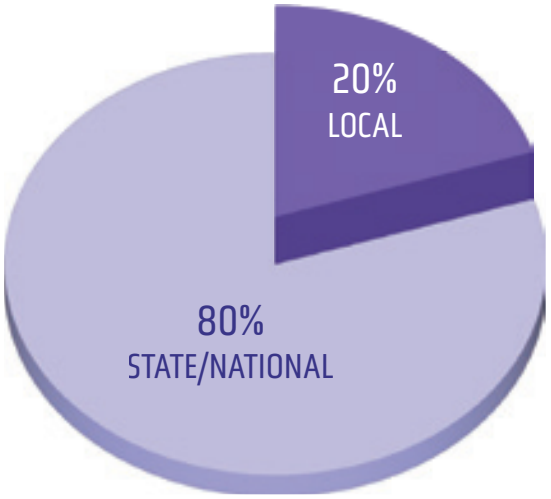
Investment Reporting Guidelines

State and federal laws mandate that TREPAC report investments from members promptly, accurately, and in a detailed manner. Local associations can easily report investments using TREPAC reporting forms, which enable TREPAC to comply with state and federal authorities and avoid civil penalties.

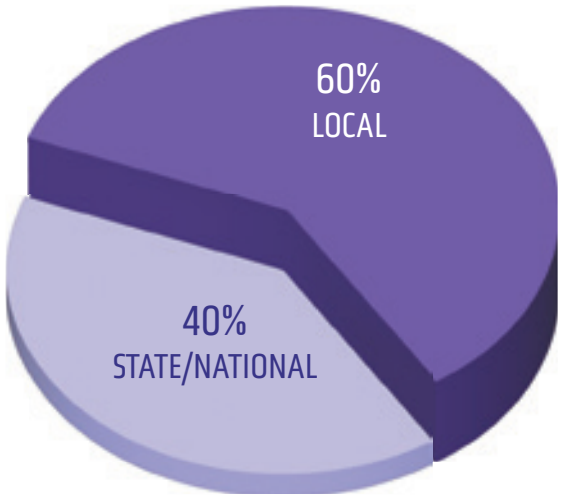
When using the investment reporting forms, please report non-corporate investments on the non-corporate form and corporate investments on the corporate form. Suppose you do not have a trust account. In that case, we ask that you gather all the checks from members, separate them into non-corporate and corporate stacks, and enclose the grouped checks in the corporate/non-corporate investment reporting envelopes

TREPAC Money Allocation

BEFORE 75% of Quota is reached



AFTER 75% of Quota is reached



M1 numbers must be assigned for all TREPAC investors. Complete information including legal name, address, employer name, and occupation is required for all TREPAC investors.

provided to you throughout the year at no additional cost. Additional envelopes can be ordered using the TREPAC Merchandise Order Form, which can be downloaded on texasrealestate.com/trepac. See the section on dues billing on page 23.

The key to determining what type of investment is being made comes from the original source. In most cases, this will be a check or credit card. Use the printed name on the check drawer regardless of who signs it and remember to always track its origination.

State law requires TREPAC to report every investor's:

- Full legal name
- Occupation
- Address, and
- Employer

This applies whether the investment is from a REALTOR®, an affiliate member, staff of the state/local association, or a member of the public.

The Federal Election Campaign Act (FECA) also requires that if the investment amount is more than $50, it must be forwarded to TREPAC within ten days of the check date. If the investment is $50 or less, it must be sent within 30 days. To simplify the forwarding procedure, it is highly recommended that all TREPAC investments be forwarded at least once a week to ensure timely reporting and award recognition. Using the TREPAC reporting forms helps us abide by the law.

For additional guidelines and clarification, contact TREPAC staff at trepac@texastrealtors.com.



BUILDING A PAC CULTURE

Building a TREPAC culture is our most challenging task, but it is essential to creating and maintaining a successful PAC. The challenge becomes planting the seed once we learn how to raise money properly and effectively. As fundraisers, we are concerned that we may "tap" people dry—in other words, solicit them so much that they refuse to give money down the road. Another concern might be when the economy is down and the real estate business is hurting. For these reasons, we need to work hard at building a PAC culture so that TREPAC can continue to thrive no matter the circumstances. But where do we begin?

Building a TREPAC culture will ensure continual success.

Building a TREPAC culture is:

- Essential to the continued success and growth of the real estate industry
- Essential to the profitability of our profession
- Essential to the unified voice of the REALTOR® Party
- Essential to being the #1 PAC in Texas!

If you incorporate any or all of the following programs, you will be on your way to building a culture of Texas REALTORS® who believe in investing in their future.

Planting the Seed

If you want something to grow, you must plant a seed. Without it, there is no hope for growth or development. To begin:

- Start at the top. Ask your board of directors for 100% participation. Start at the $110 level and build from there.
- Spread the TREPAC message throughout the year.
- Educate about issues from all three levels of government, federal, state, and especially local.
- Plant the seed early. Educate new Texas REALTORS® at their orientation about the importance of protecting their industry.
- Promote the REALTOR® Party philosophy, which means we support REALTOR® issues, not individual political parties.
- Recognize investors and remember to celebrate our public policy successes.
- Tailor your presentation and materials to target each group differently.
- You must clearly know the REALTOR® demographics of your association (specialty, years in business, professional designations, etc.).
- Arrange for your association to attend REALTOR® Day at the Texas Capitol in Austin to meet with your elected officials and discuss important issues facing the real estate industry (Learn more on page 91).
- Invite elected officials to speak to your group about issues relevant to the real estate industry.

Participation Programs

Now that you have planted the seed, it's essential that you continue to water it. Develop programs that will reach members to keep them involved and interested.

- Develop programs to promote and educate Texas REALTORS® about Governmental Affairs and public policy issues.
- Develop REALTOR® programs for broker engagement, political engagement, and other target group programs to encourage greater involvement.

1. Target Group Participation Programs

Young Professionals Network (YPN)

- Target your local YPN chapter. If a chapter does not exist within your region or association, work with incoming REALTOR® leaders to get one started. They are the future of our association.
- Develop a YPN buddy system between experienced REALTORS® and the next generation of REALTOR® leaders to encourage REALTOR® involvement.
- Invite YPN members to fundraisers, check presentations, campaign events, and REALTOR® Day at the Texas Capitol so they can see the role TREPAC plays firsthand.

Brokers

- Host broker webinars or luncheons to relay crucial public policy issues affecting their business.

Experience has shown that if a broker invests in TREPAC and explains why they invest, their sales agents will invest, too.

- Set up office visits to speak to agents about the value of TREPAC.
- Participate in TREPAC's broker challenges for 100% office participation.
- Promote the TREPAC-Certified Brokerage Program and the TREPAC for the Busy Broker and Manager Manual.

REALTORS® in Commercial Real Estate

- Educate REALTORS® who practice commercial real estate regarding TREPAC and how TREPAC protects the commercial industry.
- Provide communication pieces on local and state issues affecting commercial real estate.
- Participate in commercial trade expos to help spread the word.

Top Producers

- Identify top producers in your area.
- Host a TREPAC Major Investor event and invite top producers in your market.
- Apply for a NAR grant to cover the costs of the event. Contact NAR early in the year to secure your preferred date. Invite TREPAC leadership to attend your event to speak on behalf of TREPAC.
- Talk to top producers about investing in TREPAC with each real estate transaction.
- Ask top producers to talk to other top producers about the value of TREPAC.

Institutes, Societies, and Councils

There are many other affiliated organizations and councils that are part of the REALTOR® family, like WCR, CRS, CRB, NAHREP, etc. Reach out to these groups to educate their members on the value of TREPAC. This can be an extremely effective way to raise awareness and, ultimately, dollars.

2. Political Participation Programs

Awards Reception with Public Officials

- Invite an elected official to every awards reception. Ask them to address the group and meet

investors. This allows the investors to meet the people whom their contributions are supporting.

- Provide time for a photo opportunity and take-home souvenirs. See the Legal Aspects section on page 37.

Email Requirement

- Encourage new REALTORS® to sign up for the Legislative Liaison e-newsletter.
- Encourage members to sign up for REALTOR® Party Mobile Alerts. Text **txrealtors** to 30644.
- Plan receptions involving elected officials and TREPAC investors. Provide refreshments and time for the elected official to address the group and meet each investor individually. Hold receptions at local Texas REALTOR® offices.
- Send personal event invitations to your Major Investors.

See the Legal Aspects section on page 37.

3. Affiliate Participation Programs

Affiliate Appreciation Luncheon

- Honor TREPAC affiliate members with a luncheon. Affiliate members are eligible to receive state-and national-level recognition awards. To ensure they are honored for their support, hold a luncheon, and invite REALTOR® members and local public officials to address the group. Be sure to promote the TREPAC Certified Affiliate program to show appreciation for all they do!

TREPAC Certified Affiliate Program

Real estate affiliates have a lot of responsibility before, during, and after every real estate transaction. Just like Texas REALTORS®, they advocate heavily for private-property protection.

TREPAC wants to recognize affiliate offices' efforts through the TREPAC Certified Affiliate Program.

REALTOR® Rally and Trade Show

- Host an annual themed event for Texas REALTORS®. Include a TREPAC auction, CE course, and a trade show where affiliates may rent booth space to advertise and promote their products with a contribution to TREPAC.

Affiliate Advertising

- Affiliates may purchase a spot for advertisement signage at meetings and events. The more money they pay, the larger the sign and the better the location. Advertising dollars help offset event expenses, allowing the local association to retain more of its corporate dollars for future fundraising needs. Affiliate advertising money should be considered regular income for the local association, not a TREPAC investment.

TREPAC Family Tree

Each year, a new set of association officers are installed with their own priorities. TREPAC should be on everyone's agenda all year, every year. The way to help accomplish this is to ensure that all incoming officers are familiar with and understand the importance of the PAC. What better way to understand the importance of the PAC and political participation than by serving on a PAC or Governmental Affairs committee?

1. Local Association Team

- Ensure the local president, incoming president, association executive, and other leaders are on board with TREPAC.
- Appoint the incoming president to be the local PAC chair or to serve on the committee. This way, they will clearly understand the importance of getting involved as president the following year.

Your local association team is your local PAC chair, association executive, president, and PAC trustee.

- Ask your local association leadership to help with your TREPAC initiatives.
- Ask your association president to call REALTOR® members, top producers, etc. Your president's time is valuable, so provide a script and use him or her strategically as part of your TREPAC business plan.
- Have your president require 100% TREPAC participation among your board of directors.

2. TREPAC Working With Other Committees

Your Political Involvement Committee (PIC) Connection

Combining our efforts through the Political Involvement Committee members is invaluable to the success of each of our committees and essential to building a TREPAC culture. With the help of your PIC members, you can:

- Promote political affairs programs and goals.
- Educate members on how the two committees can work together.
- Attend PIC activities and participate in grassroots programs like candidate interviews, opportunity races, contact teams, etc.
- Offer opportunities to encourage greater participation in grassroots programs.

Regional Vice-Presidents (RVPs)

Your Regional Vice Presidents are the link between Texas REALTORS® and local associations. You can use them to help carry the message from the local to the state level. Work with your RVPs to help share the TREPAC message and increase awareness among all Texas REALTORS®.

If we work together to accomplish our goals to raise awareness and increase participation, we will build a PAC culture!

Local PAC committees should work with their AEs to create programs appropriate for their area.






TEXAS
1845
The Lone Star State
2004
E PLURIBUS UNUM

SHOW ME THE MONEY

Advocacy & Fundraising Fundamentals

CONTRIBUTING IS INVESTING

If people cannot determine a specific benefit from contributing, they are not likely to invest.

Texas REALTORS® don't "contribute" or "donate" to TREPAC—they invest.

To succeed in fundraising, you must convince members that investing in TREPAC will bring a direct return through better government, the election of better candidates, and effective influence by the real estate industry in the political and legislative processes.

Even a relatively insignificant investment will be considered a waste of money if the investor cannot identify any resulting benefit.

This section considers the motivational aspects of successful fundraising—why people invest money. A better understanding of fundraising basics will help you avoid common failures in raising money and increase your chances of success.

REASONS PEOPLE INVEST

You must understand why people invest in any cause to motivate members to invest. Deciding to give is very personal and can be quite different for everyone. The more you understand the motivation behind giving, the more successful you will be.

They believe in the cause

Most members invest in TREPAC because they believe in its cause: to help elect candidates at the federal, state, and local levels who support the free enterprise system and private property rights.

Many find that the candidates TREPAC supports are the same candidates they would support personally. While some investors may occasionally disagree about particular candidates, they should know about the advantages gained by having Texas REALTORS® speak with one voice through TREPAC, outweighing personal reservations about one or two candidates.

Most members who invest in TREPAC do so because they believe that organized REALTOR® activity in the

Texas REALTORS® invest in TREPAC because:

- ***They believe in the cause,***
- ***They want to help or please the one who asks and/or***
- ***They desire recognition or an award.***

campaign process will result in a better business climate for the real estate industry and create a better government for all.

They want to help or please the one who asks

In fundraising, some members invest simply because they want to help the one asking. For example, a solicitor might tell another member, "Joe, I promised to raise $1,000 for TREPAC, and I still need to raise $200 by tomorrow. Will you help me make my goal by joining the 110 Club level and investing $110?" In this case, the member who invests may be motivated more by the desire to help a friend than by investing in TREPAC.

Similarly, some members invest because they want to please the person asking. If a broker asks her sales agents for an investment, they are less likely to say no than if a stranger asks. After all, they must work with their broker every business day and would want to avoid offending her over something as relatively insignificant as a $35 investment. Keeping their brokers pleased may be a more important motivation than investing in TREPAC.

They desire recognition or reward

Another reason people make investments is the human desire for recognition and reward. A few always prefer to be anonymous investors, but most people respond with a bit of praise and attention.

In fundraising, recognition is an essential element in motivating members to invest. Investments from members must be rewarded appropriately. Handing out too many awards for TREPAC in the fundraising process is almost impossible. Lapel pins, ribbons, certificates, etc., are inexpensive and should be essential to your fundraising drive.

REASONS PEOPLE DO NOT PARTICIPATE

Knowing why they don't participate is as important as understanding what motivates people to invest. On average, less than 40% of all Texas REALTORS® make an annual investment. That means over half of all Texas REALTORS® did not invest one penny toward protecting their business, yet they reaped the benefits of those who did. Few members turn down a TREPAC appeal because they cannot afford to invest. How many members would be pinched financially if they invested $35, $50, or even $110?

You must ask members for their investment.

Members must be asked on every occasion, not just at association meetings. Only a tiny percentage of members regularly attend national and state association meetings. Some do not even attend their local association meetings. Therefore, general appeals for TREPAC investments at such meetings only reach some members.

A fundraising drive can be a great way to solicit investments, but it's best to design one that reaches most members. Some local associations waste time and energy trying to devise a way to get their members to invest without being asked. Others may conduct a solicitation drive but only go back to the same 10% or 20% who invest year after year instead of tapping into the broad ranks of members who have never invested.

Texas REALTORS® don't participate because:

- ***They are never asked,***
- ***The fundraising appeal is too vague, or***
- ***They don't know how much to invest.***

They are never asked

Raising money must be done the old-fashioned way: You must ask for it. If people are not asked, they will not invest—plain and simple.

The fundraising appeal needs to be more specific

People may decline to invest in a cause because the fundraising appeal is too vague.

Use influencers who know about TREPAC and can articulate an effective appeal.

To succeed, a solicitation must state the case effectively. Any written or verbal solicitation must provide the prospective investor with all the information needed to understand what they are being asked to invest in and why.

Think of it this way ... a potential homebuyer needs to know everything about a house before making an offer. How old is it? How many square feet? How many bedrooms? How much are the property taxes?

A potential investor needs to know more than merely the fact that someone is asking for an investment in TREPAC. There is a need to know where their money will go, how it will be spent, who decides how to spend it, what benefit it has for the investor, and so on.

They don't know how much to invest

Some people do not respond to an appeal for funds because they don't know the appropriate investment amount.

One of the fundamental principles of fundraising is that people are likely to only participate if asked for a specific amount, or at least an amount within a clearly defined range. A "give what you can" or "give what you feel is right" approach does not work in fundraising.

It is no accident that professional fundraising organizations always ask for specific amounts during their fundraising appeals.

Ask for the $35 fair share amount.

COUNTERING OBJECTIONS

You will get some objections as you solicit other members' investments in TREPAC. Here are some of the most common objections and suggested responses that will help you ease a prospect's reluctance and create an understanding of why an investment in TREPAC is essential.

Asking members for money can be a pleasant experience...if you know how to ask correctly.

"I don't believe in giving money to political candidates"

I'm sure you have car, home, and business insurance. Bad legislation passed by Congress, the state legislature, or the city council could be as catastrophic financially as a fire, theft, or storm's loss of your car, home, or business. TREPAC helps elect national, state, and local officials who support the free enterprise system and private-property rights. It's the best insurance against legislation that can hurt the livelihood of Texas REALTORS®.

"I already invest in political candidates on my own"

You should invest directly in the candidates of your choice, but you should also invest in TREPAC. A PAC investment in a candidate represents our entire profession and our views on legislation directly affecting our industry. Also, under the law, RPAC may invest more significant amounts in a federal candidate than an individual. The larger investments can often make the difference between victory and defeat for a candidate who supports the real estate industry.

"I've heard about political action committees—they're just buying votes"

Political action committees are made up of individuals who give a voluntary investment for a cause in which they deeply believe. TREPAC is an effective tool for those individuals who want to participate in the political process at the local, state, and national levels but need help to afford to give thousands of dollars to numerous candidates. The average investment given by a REALTOR® is under $75. TREPAC uses these voluntary investments to help elect individuals who support preserving private-property rights and the real estate profession.

"I don't like the candidates TREPAC supports"

Association members at all levels are active in one political party or another. That makes our presence felt—no matter the candidate's party. TREPAC is nonpartisan in selecting candidates to support; mere party label is not considered. Each candidate's record, program, and quality, plus the recommendations of local and state associations, determine who gets TREPAC support.

Even the RPAC and TREPAC trustees who decide which candidates to support don't always unanimously agree. However, the trustees are provided with information from various sources to help them make their decisions. A member may occasionally disagree about one or two candidates TREPAC supports. Still, the trustees' decisions usually represent the association's and its members' best long-term interests.

"I don't like the association's position on (an issue)"

Supporting candidates gets us a seat at the political table so REALTOR® voices are heard and good public policy is passed. Good candidates need to be elected before good policy can be enacted.

"If TREPAC is already so successful, why should I invest now?"

Protecting real property rights and our ability to do business is an ongoing battle. Those hostile to the real estate industry are constantly working to undermine the right to hold and use private property. While TREPAC has successfully advanced the Texas REALTOR® position, we must remain strong and ready to assist candidates at every level who support our point of view. Some lawmakers have often incurred political risk to support REALTOR®-backed legislation. We can't abandon them when they need help in their campaigns. The best way to support them is through TREPAC.

"TREPAC keeps pushing the same issues yearly when asking for money; that doesn't make me want to invest"

Many issues resurface every time lawmakers meet. Texas REALTORS® must be ready to fight continual threats to our industry.

"I'm only in the real estate business part-time"

If you benefit from your real estate activities, you have something to lose if the wrong candidates are elected, or if unjust laws are passed. We all have an obligation to help protect the industry from which we earn even part of our livelihood. TREPAC is one of the best ways to support our industry.

"I'm busy with my business right now and don't have time to get involved"

You can't afford to not get involved. By making your annual investment during the dues billing period, you are doing your part to help protect your business and the real estate industry.

Texas REALTORS® can use the TREPAC savings calculator at trepac.com/calculate to determine how much TREPAC has saved them.

"I really can't afford to invest because of the economy"

The economy is a product of politics, and we can't afford not to get involved. TREPAC investments help elect public officials who understand our economic situation and will respond to our industry's economic problems. When you think about it, investing in TREPAC is a real bargain.

"TREPAC supports federal candidates; I'm more interested in state and local candidates"

Though 30% of your TREPAC investment may support federal candidates until our RPAC assessment is met, 70% will remain in Texas to support state and local candidates. By investing in TREPAC, you can help support good candidates at all levels of government.

Let's Get Busy—How to Spread the Word

FUNDRAISING BASICS

Many consider fundraising unpleasant because we have been conditioned to think that talking about money, much less asking for it, is indiscreet or objectionable. How often have you heard someone say, "I'll do anything but ask for money?"

Modern campaigns can be expensive. It takes a great deal of money to rise above the noise and effectively reach voters with a candidate's message.

In Texas, for example, a state Senate race—where you're trying to communicate with a district of almost one million people—can run into the millions of dollars. State House races routinely cost several hundred thousand dollars. Even some local races can approach the low six figures. Without adequate financing, candidates favored by Texas REALTORS® and TREPAC cannot be elected.

These candidates support the free enterprise system and private-property rights; if they lose, we all lose.

Therefore, no Texas REALTOR® should be reluctant to ask another member for participation. The sole purpose of TREPAC is to help elect candidates at the federal, state, and local levels who support the real estate industry. By supporting their own political action committee, they will help elect candidates who will listen to the REALTOR® point of view.

CREATING A COMMITTEE

You must create a TREPAC committee and appoint a PAC chair to get started. This should be done before October's annual TREPAC and Governmental Affairs Orientation. The local board TREPAC chairperson should attend orientation to understand their role for the coming year better.

Obtain a commitment from your local president and association executive to support your TREPAC goals. If you do not have their total commitment, it won't be easy to achieve your TREPAC goals.

The selection and makeup of your committee is critical for success.

CHOOSING A PAC CHAIR

- Create a job description.
- Look for someone who can lead a team and recruit the best and the brightest.
- Select someone who can ask people for money and excite others about TREPAC.
- Ensure your selection knows the issues and can educate others on what's at stake.
- An effective TREPAC chair will think outside the box while preserving the association's core values and purpose.

Recruit the best and the brightest to serve on your local PAC committee.

SELECTING A COMMITTEE

- Select top producers so they can solicit other top producers.
- Select new agents to solicit other new agents; new agents are often enthusiastic and eager to be involved.
- Select a couple of large-office brokers so they can show their support to their company and communicate with other large-office brokers.
- Make sure all geographic areas of your association's jurisdiction are represented.
- Large associations may have subcommittees for each area.
- Select individuals specializing in particular services (e.g., commercial, property management, new-home sales, appraisers, and inspectors).
- Select members who can articulate REALTOR® issues effectively.
- Committee members must work together on planning and executing their TREPAC goals. This includes making sure planned fundraising events net an acceptable rate of return.

FUNCTIONS OF THE COMMITTEE

OK, so you've put your committee together. Now what do you do? The committee's responsibilities are educating, soliciting, fundraising, and recognizing. Encourage your volunteer members to promote participation in TREPAC at the grassroots level.

Educate

You must ensure members are thoroughly educated to effectively use the "cause" motivation. Education is vital to building a great PAC culture. You can't effectively raise money if you don't give them a reason to invest.

The educational effort should be year-round and use various methods, particularly at the local level. Consider one or more of the following methods for your TREPAC educational effort:

- Conduct a TREPAC seminar using TREPAC staff and/or your PAC trustee.
- Give TREPAC presentations or speeches at local meetings about critical legislative issues.
- Offer to speak during brokers' sales meetings.
- Send communications about TREPAC to every member.
- Have plenty of TREPAC materials available at all local association functions. (These items are available on texasrealestate.com)
- Discuss and encourage grassroots participation through political affairs programs.

Solicit

Who you select to do the asking is essential in fundraising drives. This does not mean only brokers or association presidents can be successful TREPAC solicitors. But make sure you tap into the business networks of your strongest supporters. Involve solicitors who have sway among your membership—people to whom it will be challenging to say "no."

Experience has shown that a recognized, successful Texas REALTOR® who is a visible leader in local or state association activities will likely be much more successful soliciting for TREPAC than a new sales agent no one knows. Such essential solicitors might include your association's past and present officers, committee chairpersons, or REALTORS® of the year.

You should involve the right members as solicitors in your fundraising drive to take advantage of people's reluctance to say "no" to someone they want to help or please.

Fundraise

By participating in TREPAC fundraising, you will participate in a necessary process that makes the United States unique. Every American has the constitutional right to participate in our political process. We can do this by voting and making monetary investments in the candidate, political party, or political action committee of our choice.

Although political fundraising is a necessary part of the American political system, people would never claim that raising money for any purpose is easy. Soliciting for TREPAC is no exception. But as you know, many complex tasks become easier and more pleasant when they are met with success. Suppose you have attended your state association convention or local educational programs. In that case, you know that a great deal of effort is put into teaching members how to motivate real estate buyers—the psychology of selling, and many of those tactics translate to fundraising.

If you are going to solicit for TREPAC successfully, you should understand the fundraising basics:

- Start with dues billing.
- Mention TREPAC in every issue of member-only newsletters and at association meetings.
- Implement the A-Team program (see page 34).
- Create two or three different types of special events because one event may not gain the interest of everyone.
- Plan a targeted direct-mail program via mail or email, then follow up with a phone bank.

See Legal Aspects on page 37.

Recognize

Rewarding your members is essential and keeps them motivated! Give recognition to members who stand out as key investors by publishing their names on a password-protected page of the association website or in a member-only newsletter. Recognize TREPAC investors at member luncheons or meetings. Treat them as special guests at TREPAC events and show them their importance to TREPAC.

- Publish the names of all investors in a member-only newsletter.

- Distribute badges or ribbons reading TREPAC Investor, Capitol Club, Lonestar Statesman, or Major Investor.
- Present dedicated and longtime investors with special awards. Such items may be ordered through the TREPAC online store at texasrealestate.com.
- Provide VIP services for Major Investors, such as priority seating or pre-registration for special TREPAC events.

Remember, successful recognition and reward programs not only serve as an incentive for TREPAC investors but will also help build a culture of happy, committed, and systematic investors for years to come.

Each association should schedule a presentation for all TREPAC award recipients to recognize and thank them for their support publicly.

FUNDRAISING METHODS

Several techniques can be used to raise money. Most successful association fundraising plans employ a combination of techniques to solicit investments from members throughout the TREPAC fundraising year. These techniques are implemented during the front-end, middle, or back-end fundraising periods. The most commonly used techniques are dues billing and face-to-face solicitation. The following three techniques generally are the most cost-effective and efficient ways to raise TREPAC funds.

Front-end (dues billing):

Dues billing is the easiest, most successful way to raise money. If you can raise all or most of your TREPAC dollars at the front end, the remainder of the year is not solely reliant on face-to-face solicitations or special events.

Middle (the conversation):

Educating Texas REALTORS® and having a conversation about the critical issues in the real estate industry is how we will begin to build a TREPAC culture. One benefit of building a strong TREPAC culture is that members are more likely to invest in TREPAC during dues billing at the beginning of the year.

Education throughout the year is crucial to maintaining and building a high rate of investments during front-end dues billing campaigns:

- Office visits
- A-Team presentations (See page 37)
- One-on-one solicitation
- Solicitation campaigns
- Phone banks
- Direct mail
- Social media (See page 38)

Back-end (special events):

Many Texas REALTORS® enjoy attending TREPAC events and activities. Below is a list of some of the most successful events around the state. These events should be used to raise additional PAC dollars, not as the sole means.

- Jail and Bail
- REALTORS® Got Talent
- Competitive events, such as bowling, golf, volleyball, and pickleball tournaments, or a 5K run
- Tailgate party
- Chili cook-off
- Movie night
- Top chef
- Cake decorating contest
- Learn-Create-Auction
- Non-event events
- Pink flamingos
- Photo contests

For more information on any of the above events, contact TREPAC staff.

"Do your Dues" billing

Dues billing is billing members for voluntary investments on the association dues statement. This process has proven over the years to be the easiest and most successful method to start your fundraising campaign. The "Do Your Dues" campaign aims to get members to

invest early during the dues-billing cycle. Here are some resources to help you promote it to your members.

- When your local association mails its annual dues billing, each member should have the opportunity to invest in TREPAC on the invoice.
- The minimum voluntary investment level listed should be $35 (TREPAC fair share).
- Brokers or designated REALTORS® should be asked to invest at a higher amount.
- When paying online, encourage members to check the "voluntary investment" box.
- If they uncheck the box, use a pop-up message to encourage them to leave the box checked.
- Bill Texas REALTORS® at the same amount they invested the previous year if it was above the fair share.
- Use an "above-the-line" recommended investment.
- Before billing, publish articles in your association's newsletter about the importance of participating in TREPAC.
- Promote TREPAC successes, issues, the TREPAC calculator, or other educational materials.
- Include a thank-you note from the president pointing out the need for and importance of investing.
- Encourage excitement during the dues-billing cycle by promoting the "Do Your Dues" videos.
- Offer dues-billing challenges for association or MLS dues.
- Tie dues billing to a fundraiser for your local food bank or other charity.
- Always include the TREPAC disclaimer on dues-billing statements.
- Promote TREPAC awards/ incentives for investing.

Visit the "Do your Dues" page on texasrealestate.com for inserts, videos, and other tools and resources.



Direct marketing

Fundraising through direct marketing can serve two purposes: to raise money and member awareness for TREPAC. Direct marketing can be done through email, postal mail, telephone, and even text messaging.

Direct marketing shows the member that TREPAC has a timely, compelling message and should always provide members with a means to act.

- Determine your target audience. Is it members who did not invest with dues billing? Members who invested last year but not this year? Or is your target group the offices that have not yet reached 100% participation?
- To have a great success rate, make sure to incorporate all the following items into your direct marketing package:
  - A concise, timely, and informative message
  - A request for a specific amount of money
  - A means to act (response form, pledge card, link to invest, etc.)
  - Endorsement from an influential Texas REALTOR®

Education

Host a local advocacy day. The program is taught by Texas REALTORS® Governmental Affairs staff and gives an overview of the importance of REALTOR® advocacy and how it affects the real estate profession.

This class is a great way to educate REALTORS® and raise awareness about our industry's critical issues and the value of involvement in the political process.

Another great educational opportunity is enrolling critical leaders in a Texas REALTORS® Leadership Program (TRLP). The Texas REALTORS® Leadership Program educates participants and shows them how to use their talents to make a difference in their professional and personal areas of interest.

The program consists of eight modules, usually presented once per month. It is delivered through our local associations and is not offered at the state level. If you want to participate in a class, please get in touch with your local association to determine when the next class starts.

For more information, visit texasrealestate.com.

Move-up programs

As part of building a TREPAC culture, it is important to keep current investors interested in maintaining their same level of investment or investing more year after year. Implement a "move-up" program for those current investors by offering incentives, such as investor awards, reserved seating, and year-round recognition at the local, state, and national levels. Review the many TREPAC/RPAC incentives to help get you started.

See Appendix C for incentive programs.

Local association challenges

Association vs. Association

This type of challenge is one of the most popular vehicles for local associations to use as a motivational tool to increase membership involvement. Many local associations challenge other associations to show their local spirit.

These challenges can be based on the following:

- Highest percentage over dollar quota
- Highest percentage over participation quota
- Highest number of 110 Club, Lone Star Statesman, or Sterling R members

Office vs. Office

Office challenges are usually the most productive due to the competitive spirit of Texas REALTORS® and their pride in their office. These challenges are generally based on 100% participation of sales agents making investments and going beyond their fair share.

Examples of awards can include:

- The winning broker and sales manager are taken to lunch by the losing broker and sales manager.
- The losing office provides some treat to the winning office.
- All offices obtaining 100% participation receive recognition on the local level.
- The most outstanding office wins a special recognition award from the local association.

One-on-one solicitations

Perhaps the most effective technique in almost any kind of fundraising—TREPAC, charity, church, etc.—is a one-on-one solicitation. The No. 1 reason people don't give money is because they were never asked. As the name implies, this involves one member sitting down with another to request a TREPAC investment. One-on-one solicitation is time consuming. Nonetheless, most professional fundraisers agree that, while other techniques may be more productive in raising money from a more significant number of people, one-on-one solicitation is almost always the most effective way to get an investment from any individual. Remember, it's far more effective to use persuasion rather than pressure when trying to change someone's mind. Talk about TREPAC's successes in protecting the REALTOR® profession and the rights of property owners.

Determine who you should target

Every member should invest in TREPAC.

Choose targeted groups such as investors who contributed in 2025 but not in 2026, local association leaders who have not invested, "move-up" investors who are shy of the next award level, etc.

Who can be solicited?

The Federal Election Campaign Act (FECA) stipulates that only the following class can be solicited for TREPAC investments (hereafter "solicitable class"): Texas REALTORS® members (including affiliate members), certain salaried executive and administrative personnel of the association, and the family of both groups. According to the Federal Election Commission (FEC), "family" includes parents and children who live in the same household.

TREPAC investments may still be accepted from a person or entity outside the solicitable class, provided the person or entity was not solicited.

See Legal Aspects on page 37.

Setting up appointments with prospects

- Compile your list of contacts.
- Call your prospect, identify yourself, and briefly describe why you are seeking an appointment.
- Give your prospect enough information to confirm a date and time to get together.
- Set up a convenient time to meet or contact by phone.

THE FIVE RULES OF ONE-ON-ONE SOLICITATION

Once you have agreed to solicit other members for TREPAC, but before you make that first visit, you should learn the five rules for successful one-on-one solicitation:

1. You must have invested in TREPAC yourself

This is called the "put your money where your mouth is" rule, which is unbreakable. You cannot make a compelling case for TREPAC if you have not invested yourself. This is just common sense. You could hardly ask someone to buy a specific product if you admit you did not use it yourself. It would be difficult to ask someone to vote for a particular candidate if you were not planning to vote for him. The first question your prospects will often ask is, "If this is so important, how much money have you invested?"

2. You must state the case for TREPAC effectively

To get an investment for TREPAC from your prospects, you must effectively sell TREPAC. To do that, you must:

- Understand how TREPAC works.
- Know its purpose, objectives, and structure.
- Use persuasion, not pressure.

As you call upon prospects, you know you will get objections to investing in TREPAC. Failure to respond convincingly can leave your prospect believing no satisfactory answer exists. If you don't know the answer to a question one of your prospects asks, admit it and promise to find the answer.

3. You must ask for a specific amount

One of the fundamental principles of fundraising is that people are likely only to invest if asked for a specific amount. A "give what you can" or "give what you feel is right" approach does not work in fundraising and will seriously weaken your one-on-one solicitation efforts.

In deciding how much to ask from each prospect, you should be familiar with the investment categories established by your TREPAC trustees. The TREPAC goal, called a "fair share," is $35 per member per year. To decide how much you will ask from each member, observe the following guidelines:

- Never ask for less than the fair share goal—$35 per member per year.
- Never ask for less than the member invested the year before.
- Attempt to "upgrade" or increase the amount the member invested the year before by informing them about our award-level programs.

4. You must close the sale

As in selling real estate, to be an effective TREPAC solicitor, you must bring your prospects to the decision, "Yes, I will invest in TREPAC."

GUIDELINES TO CLOSE THE SALE:

- Do not ask the yes/no question until you are sure you are close to a deal and have effectively conveyed all the reasons why this investor should contribute to TREPAC.
- When the time is right, ask for their investment directly and confidently: "Mr. Jones, will you invest xx dollars in TREPAC today?" or "Will you write a check to TREPAC today for xx dollars?"
- Wait for a response from the prospect. You are not asking this person for money to put gas in your car. You are asking him to invest in his livelihood.



- If the answer is yes, the next step is to thank the prospect and leave with the check.
- If the response is no, ask for a lesser amount. If you are again met with a negative response, ask if there would be a better time of year or if they would consider an even lesser amount. Also, ask if you can provide information on the benefits of TREPAC by signing them up for the Legislative Liaison e-newsletter.

5. You must follow up

Once you have completed the solicitations, you must:

- Follow up on any questions or requests that may have arisen during your visits.
- Be sure to send thank-you notes (regardless of whether they invested).

Meeting presentation

Members are often asked to speak at a luncheon or sales meeting about TREPAC and need to realize that this can be a fundraising opportunity.

Here are a few ideas to turn your next presentation into a fundraising experience:

- Make sure pledge cards or other materials are on tables for people to fill out.
- Have posters displayed at the entrance of meetings.
- Meet with association leaders ahead of time to discuss pertinent information.
- Read the latest Legislative Liaison e-newsletter for updates.
- Tell your story about why you invest.
- Always close with a push to invest in TREPAC.

Telephone solicitations

Telephone solicitations use local members to call other members to solicit TREPAC investments.

- Select an office location that will permit the use of its phones.

- Provide callers with a list of names to call, including name, phone numbers (both office and home, if possible), and the amount previously invested, if any.
- Target audiences
  - Those who invested $110 or more in the previous year,
  - Those who are known as high-volume producers and would have less reason to refuse to invest, or
  - All members
- Provide a script and other valuable resources that can help address questions.
- Ask Major Investors of the association to call and/or visit someone they know personally and ask them to match the Sterling R investment.
- Recognize those who pledge in your association's publications as soon as possible after the phone bank.
- Encourage competition between offices for 100% investments. Publish the results.

Online investments

It's never been easier or more essential to protect your pocket-book. By investing online at trepac.com/invest, you are doing your part to ensure that the real estate economy thrives and that homeownership remains affordable for all Texans. The best part about investing online is that your investment is applied to your local association but is processed immediately by going directly to TREPAC.

By encouraging Texas REALTORS® to invest online, you are reaching out to all local association members, not just those attending the monthly meetings, fundraisers, and political events. By going online, Texas REALTORS® can make their investment anytime and are more likely to repeat future investments.

Business Plan

A business plan is a tool used to assist in creating an association's fundraising goals. The plan provides a formula to determine the best way to raise money based on the association's success in certain areas, such as dues billing, direct mail, special events, and A-Team presentations.

The plan should include steps for each fundraising method. TREPAC staff prepares the document by incorporating each association's existing data into the plan. The plan is then distributed to local associations to help map out their fundraising objectives for the year.

This plan should be used as a guide throughout the entire fundraising cycle, along with monthly follow-ups to gauge fundraising progress.

Contact trepac@texasrealtors.com for a copy of your association's TREPAC Business Plan.

Fundraising Tools

TREPAC tools for success and fundraising items support an association's fundraising efforts. A local association can purchase pledge cards and brochures for sales meetings and new-member orientations. They are especially effective in an A-Team presentation. For example, when giving an A-Team presentation, put a pledge card on each chair and ask each member to fill out their pledge card and invest in protecting the real estate profession.

Your business plan should be used as your guide throughout the year.

For auctions, prizes, and other fundraising items, we provide TREPAC-branded items, such as iPad cases, laptop bags, golf balls, travel mugs, and jackets. These items can be purchased through the local association and used for fundraising or promotional giveaways. TREPAC and REALTOR® Party branded items are very effective in boosting fundraising efforts.

To access further fundraising tools and resources, visit texasrealestate.com. You may also visit trepac.com, a page that uses social media to spread TREPAC messages to members.

TREPAC SAVINGS CALCULATOR

Texas REALTORS® can go online and see firsthand how TREPAC has helped them save money on real estate transfer taxes, taxes on services, professional fees, and their mixed-use vehicle by simply plugging their numbers into our online calculator. And once they realize how much they have saved, they can invest some of their savings in TREPAC.

See Appendix D to Calculate Your Savings!

TEXTING

Keep on the pulse of what's happening with TREPAC and Texas REALTORS® by texting the word "TREPAC" to 512-957-8923.

By sending this text, you'll be enrolled to receive messages on critical legislative issues, calls for action, and other matters concerning our industry.

Implementing Your Plan

Now that you understand the fundraising basics, have created a fundraising committee, and have developed your fundraising methods, it's time to put them into action! Use your fundraising committee to help assemble your business plan and monitor the success of the chosen methods.

Refer back to the business plan often to ensure you are on track. Certain methods may work better than others depending on your members and the fundraising needs, so it's important to have the fundraising committee meet periodically to discuss successes and what should be modified for next time. How well do your members respond to meeting presentations? Direct marketing campaigns? Are they investing?

Your business plan will help you determine where you are successful and how well your members respond.

Special Events

GUIDELINES FOR SPECIAL EVENTS

Some associations include special events in their fundraising activities. Auctions, dinners, chili cook-offs, etc., can be fun and successful events for TREPAC. Some associations even sell merchandise to benefit TREPAC at these events.

Members involved in fundraising committees are often familiar with special event fundraising through charity or church work, and they believe the same type of activities are appropriate for TREPAC fundraising. In other cases, fundraising committees plan such events because they think they are more fun and will appeal to a larger percentage of their membership.

An association may sponsor social events like dinner parties and receptions to solicit investments. Your association's corporate allocation is available to cover related fundraising costs. Please note that under TREPAC policy, corporate reimbursement is not available for functions that could be interpreted as primarily benefiting a candidate, such as a function that honors specific candidates. More importantly, depending on the circumstances, a function benefiting a candidate may be illegal. See subsections on using corporate funds by a local association in a campaign (page 43) and on hosting meet-and-greet events (page 44).

Whatever the motivation, using special events to sell merchandise to raise TREPAC funds involves practical and legal considerations that should be reviewed before planning such activities. In addition, your association's legal counsel should review all proposed fundraising activities to ensure compliance with current laws. You will want to use the TREPAC disclaimer on all special event invitations for fundraising activities.

The fundraising event must only solicit investments in TREPAC or an affiliated PAC sponsored by the association. The association may not use its funds or resources to support the solicitation of investments directly to a candidate or industry PAC or to otherwise coordinate with any candidate for or against a candidate's campaign.

MUST-READ for special events: section on Legal Aspects on page 37.

RAFFLES

Gambling in Texas is illegal. While exceptions exist for charitable entities, these exceptions do not apply to TREPAC. Therefore, regardless of what it is called—a raffle, sweepstakes, etc.—fundraising events cannot include a scheme that involves payment for a chance to win a prize. For example, you could not award "free" prizes through raffle drawings at a fundraising event if only those that paid admission to attend the event were eligible to win.

You can avoid illegal gambling and still raise TREPAC investments by eliminating chance from the equation. For example, you could charge for entry into a game of skill (rather than chance)—such as a hole-in-one golf challenge or a dart contest—where prizes are awarded based on performance. Please note that card games and fantasy football are not considered games of skill. Another approach to eliminating chance is a TREPAC incentive program that rewards all investors equally for achieving a specific goal.

Alternatively, you could eliminate prizes from the fundraising event. For example, you could host a casino night where you charge for admission and extra chips but do not offer any prizes to the winners. You could recognize the winners with a trophy, certificate, etc., so long as nothing of value is provided to them.

Under specific circumstances, the law allows for private poker tournaments. No tournament money, however, could go to TREPAC.

For more details on Casino night fundraisers, see the Fun Events, Casino Nights section on page 32.

Using raffles and bingo to raise money for political purposes is illegal in Texas.

AUCTIONS

Some associations conduct auctions to benefit TREPAC. Usually, these consist of donated items or services sold to the highest bidder through a live or silent auction.

Auction items can range from expensive original artwork, such as bronzes or oil paintings, to handmade tablecloths or jewelry. Some local boards put up for bid such things as a week in a member's cabin in the mountains or vacation time at the seaside beach house of a member. Merchandise or services can often be put up for bid at an auction so long as it is desirable or valuable enough to draw bidders' interest. Please note, however, that the auction of heavily regulated items (such as alcohol or guns) is subject to many legal restrictions.

For example, a temporary TABC permit will be necessary if you wish to include alcohol in an auction.

While you should always consult with TREPAC staff before conducting an auction, it is crucial to notify PAC staff immediately if you hope to include heavily regulated items in an auction.

Conducting an auction also demands consideration of several legal aspects, such as:

- Who can donate merchandise or services?
- Who can purchase auction items?
- What restrictions may apply?
- Potential disadvantages?

Who can donate merchandise or services?

Only those who can legally invest in TREPAC, i.e., those in the solicitable class (see page 38), may donate an item for sale at an auction. Associations may also purchase and/or donate items for an auction, subject to the satisfaction of the federal "one-third rule." The one-third rule provides that the maximum cost of auction items, prizes, merchandise, or entertainment that may come from corporate funds or donations—including funds or donations from an incorporated local association—is one-third of the total funds raised by the event.

The organization or person donating an item at auction is reported as making an in-kind contribution in TREPAC in the amount of the fair market value of that item. Please note: The fair market value of an in-kind contribution is not counted toward an individual or entity's annual TREPAC investment total. The investor's full name, mailing address, occupation, and employer must be determined so that the legally required information about the investor can be accurately reported.

Who can purchase items?

Only those who can legally invest in TREPAC, i.e., those in the solicitable class (see page 38), may purchase an item for sale at an auction. The purchaser of an item at an auction is deemed to have invested in TREPAC for the entire purchase price of that item, even when a portion of that price is paid to an artist or other consignor. Therefore, you must

refrain from selling any auction items to an organization or person not permitted to invest in TREPAC or ask an organization or person outside of the solicitable class to bid on or purchase an auction item. As mentioned above, the investor's full name, mailing address, occupation, and employer must be determined so that the legally required information about the investor can be accurately reported.

What restrictions may apply?

What's a silent auction without the perfect silent auction items for your members?

It depends on what your members want and what your budget can secure! There is no secret formula for choosing the perfect items for your auction, and success depends on various factors.

While there is no one "right" answer, there are definitive "wrong" answers that would spell trouble for you and your association. Here's what to avoid:

Prohibited items:

- Cash
- Lottery tickets
- Illegal or stolen items
- Drug paraphernalia
- Hazardous materials or containers

Items that require additional consideration:

- ALCOHOL – Requires a permit from the Texas Alcoholic Beverage Commission (TABC) and a special disclaimer.
- GUNS - Requires special disclaimer and handling.

Contact TREPAC staff for specific information.

Potential disadvantages

Properly organized and conducted auctions can successfully raise TREPAC funds, but several potential disadvantages must be considered.

Insufficient identification with TREPAC

Some auctions draw members more interested in the items being auctioned than in TREPAC. In fact, at some auctions, TREPAC is scarcely mentioned at all. Members attending such auctions can leave knowing as little about TREPAC as they did when they arrived. Therefore, you should ensure you pitch TREPAC itself at such auctions, so members will have a clear idea of where their money will be going and why it is important for them to invest.

Keeping your crowd

You may attract a good crowd initially, but many people wander in and out of auctions, and it's often difficult to hold a crowd for the amount of time it takes to auction off the items. Unless your auctioneer is incredibly gifted in entertaining people and grabbing their attention, or unless you have some particularly sought-after auction items, you may not retain enough active bidders to make your auction a success.

See Legal Aspects on page 37.

BINGO

In Texas, Bingo is highly regulated through the Lottery Commission and is limited to qualified religious societies, volunteer fire departments, volunteer emergency medical services, and qualified nonprofit organizations. Only qualified non-profits qualify for a temporary license; our local organizations (which are primarily under IRC 501(c)(6)) and TREPAC do not qualify.

Additionally, all proceeds must be spent for a charitable purpose. Bingo games conducted unlawfully could result in felony charges.

DINNERS OR OTHER FOOD EVENTS

To many members, fundraising dinners are perhaps the most popular method of raising money. Most of us have been invited to dinners to raise funds for a candidate or political party, charity, community cause, church, etc.

WHO CAN BE SOLICITED TO PURCHASE TICKETS?

Only those who can legally invest in TREPAC, i.e., those in the solicitable class, may be solicited to purchase tickets.

See Legal Aspects on page 37.

WHO MAY PAY THE COSTS?

The association paying to conduct the event is subject to the one-third rule: The maximum cost of auction items, prizes, merchandise, or entertainment that may come from corporate funds or donations—which would include funds or donations from an incorporated local association—is one-third of the total funds raised by the event.

Example: If association funds are used to help pay the cost of a fundraiser where the cost of the auction items, prizes, and entertainment is $1,000, then at least $3,000 must be raised in event proceeds to meet the one-third rule.

The one-third rule does not apply to the amount spent on facilities, food, drink, or advertising expenses. Association funds may be used to pay the total cost of these items without regard to the one-third rule.

Donations of any goods or services used in staging the event may be solicited and accepted only from those persons in the solicitable class, and the fair market value of any such items or services must be included in the determination of the association's cost of staging the event if the items or services come from corporate affiliate members.

It is permissible to utilize the services of corporate vendors to provide food and facilities (e.g., a restaurant owned by a corporation) and services (e.g., an incorporated caterer or food service company) to hold a food-related fundraising event as long as the corporate vendor is paid "within a commercially reasonable time in the amount of the normal and usual" rental or other charges for the food, facilities, and services. If not paid in this manner, there is the risk of an unlawful solicitation and investment in TREPAC regarding the corporate vendor. Therefore, the association holding a dinner must pay the usual rental for the hall or building where the dinner is held and pay the caterer the standard fees for the food services provided.

Fun Events

CASINO NIGHTS

Many associations use casino nights to raise money. These events usually simulate the environment of a gambling casino with card games, table games, and other gaming-related activities that are lots of fun for all but come with several legal restrictions.

Before planning a casino night event, the association's legal counsel and local law enforcement agencies should be consulted to determine whether state and local laws allow such events and what restrictions may apply.

Example – Play for fun, no prizes

- Texas REALTOR® pays admission to attend.
- All admission monies go to TREPAC as investments.
- Attendees can pay for additional chips.
- Include a silent or live auction to raise additional PAC dollars.
- Key to keeping it legal: Absolutely no prizes!

Under the following specific circumstances, the law allows for private poker tournaments:

- **IN A PRIVATE PLACE:** The poker tournament's location cannot be open to the public. Additionally, no matter what, the draft cannot be held in a bar or restaurant. Ideally, it should be physically separate from the fundraising event.
- **PRIVATE TOURNAMENT:** The poker tournament cannot be open to the public; it cannot allow people outside of the solicitable class (see page 38) to participate, no matter how they heard about the tournament.
- **NO REQUIRED INVESTMENT:** Cannot require a person to pay admission to the separate fundraiser event to be eligible to participate in the poker tournament.
- **EQUAL CHANCE OF WINNING:** All participants pay the entry fee ("tournament buy-in") to play in the poker tournament. This is not a TREPAC investment. All participants are given equal amounts of chips, so they have the same chance of winning, except for the advantage of skill and luck. There is no opportunity to buy additional chips.
- Keeping the money separate from the fundraising event: All tournament buy-in money must be kept separate from TREPAC money.
- No cut for TREPAC: 100% of the tournament money (number of

players x tournament buy-in) must be awarded to the poker participants; none of the money can go to TREPAC. TREPAC should not accept investments from the poker tournament winners at the fundraising event.

Consult with TREPAC staff and your local counsel as needed. As indicated above, hosting a poker tournament legally can be complex.

GOLF TOURNAMENTS

Putting together a golf tournament to raise TREPAC dollars can be a lot of fun and a lot of work.

These type of events are great for raising money and participant responses are usually very positive. Here are a few things to remember before planning:

Example 1: Pay to play

- Admission pays green fees to play in the TREPAC golf tournament; admission fees are not investments.
- Include silent or live auctions for TREPAC dollars.
- Pro: This approach avoids applying the one-third rule to green fees, as green fees don't have to be considered under the one-third rule where admission fees are not investments. The high cost of green fees can otherwise make meeting the one-third rule for golf tournament fundraisers difficult.
- Con: Admission fees are not investments. Find other ways to raise TREPAC dollars during the golf tournament.

Example 2: Admission goes to TREPAC

- Texas REALTORS® pay to play in the TREPAC golf tournament; admission fees count as investments.
- Advertisers or local TREPAC dollars cover the overhead. Remember that advertising dollars paid by affiliate members cannot be considered TREPAC investments.
- Additional TREPAC investments allow attendees to enter a closest-to-the-hole or longest-drive competition. Winners receive prizes.
- Include a silent or live auction for additional TREPAC dollars.
- Pro: Potential to raise a lot of money for TREPAC, as admission fees count as investments.
- Con: The high cost of green fees can make it challenging to meet the one-third rule. Multiply the total cost of green fees, prizes, and auction items by three to determine the amount of money that needs to be raised at the golf tournament to satisfy the one-third rule.

For more details on putting on a golf tournament, contact TREPAC staff.

CHARITABLE EVENTS

Local associations can boost TREPAC participation by linking it to charitable giving. Here's how it works:

Associations can use corporate funds to donate to a qualified 501(c)(3) charity that matches or partially matches a member's TREPAC investment.

While these donations aren't tax-deductible for the association, they are a great way to support good causes and encourage TREPAC participation.

Associations should set a clear donation limit based on their available corporate funds. TREPAC will generally pay the charity directly, but if a local association doesn't have a property tax exemption and doesn't plan on getting reimbursed, it can handle the donation itself. This strategy lets associations meaningfully combine their advocacy work with charitable giving.

MAJOR INVESTOR EVENTS

A Major Investor Event-Based Fundraising Program is designed to help educate REALTORS® about the importance of investing in TREPAC and to recruit new Major Investors.

In collaboration with NAR, local associations can host personalized events designed to explain the connection between legislative successes and TREPAC. During these NAR-sponsored events, attendees get a special legislative briefing from TREPAC leadership, NAR staff, GADs, and key REALTOR® volunteers and receive a comprehensive explanation of RPAC Major Investor benefits. Most events are 100% NAR-sponsored.

How are these events structured?

The most successful events are small and personal, with 15 to 20 attendees. Invited guests should include top producers or REALTORS® close to a Major Investor award level. The event is held at a local venue

that is convenient for attendees. Dinner events ordinarily last about two hours and are held at establishments bound to attract potential new Major Investors.

LOCAL ASSOCIATION FUNCTIONS—MEETINGS

Preparation

- Set a timetable for actions.
- Planning for most events should be started at least 45 to 60 days before the event.
- Form a committee.
- Have written guidelines for all committee members.
- Determine what you can spend for overhead costs.
- Who will you invite as your special guests? State Senators, State Representatives, members of Congress, local officials? See subsection on hosting meet-and-greet events, page 44, for limitations regarding candidates during election season.

Advertisers

- What is the cost of being an advertiser for this event?
- Do you want multilevel advertisers (Golden, Crystal, and Sterling)?
- Set a goal for the PAC committee. Example: We need 20 advertisers and ten committee members, so each member needs to recruit two advertisers each.

Invite notifications

- Send a notification to potential advertisers—must be in the solicitable class (see page 38).
- Send a notification to your special guests inviting them to attend.
- Determine what type of invitation you will need for your event.
- All advertiser names should be listed on the invitations.
- Invitations should be sent out two weeks before the event.

Attendees

- What are you going to charge individuals to attend the reception?
- Have a display board with all the advertisers' names listed at the event entrance.
- Name-badge ribbons for your hosts are an additional form of recognition for their commitment.
- Introduce and thank all elected officials or special guests for attending.

Remember: This is a fundraiser and not a thank-you party. The goal is to raise funds for TREPAC, and costs should be covered like any other special event with advertisers.

A-Team Approach & Sample Presentation

WHAT YOU NEED TO KNOW

Each program has equally important goals and objectives designed to help us speak with a strong, unified voice for the real estate industry.

To conduct an A-Team presentation for your association, follow the model using TREPAC, public policy, political affairs, and the Texas REALTORS® Issues Political Action Committee.

Please provide a brief presentation on each of the four programs, then discuss how they are all equally important in the success of achieving the association's goals.

This section will help you prepare for an A-Team presentation, including sample scripts.

Preparation

- Schedule time with area brokers and office managers to speak to agents.
- Arrive early enough to set up the room.
- Place pledge cards and other PAC materials at each seat.
- Get a list of agents in attendance to follow up.

Presentation

- Determine who will discuss which topic (in some cases, one person may do the entire presentation).
- Make sure to be prepared and well-versed in your presentation.
- Do not read from your notes. Use talking points as a guide to keep you on point.
- Speak from your heart and tell your story about why TREPAC is essential to you and why it should be important to them.
- Know that you may only have 5-10 minutes to speak.

Follow up

- In front of the agents, ask the broker/manager whether you can put posters in the break room.
- Send a thank-you letter to the broker/manager.
- Send a thank-you letter to your TREPAC contact.

A-TEAM INTRODUCTION

TREPAC's ability to raise funds enables us to invest in candidates running for office who share our priorities in protecting the rights of property owners in Texas and keeping the real estate industry strong.

Our TREPAC efforts, combined with our political affairs, public policy, consumer advocacy, and focus on local issues efforts, help us engage with and motivate Texas REALTORS® to take part and assist with campaigns through significant grassroots efforts on the campaign trail and at the Capitol.

Review recent legislative successes in Appendix F.

We need your support in electing the right candidates for office. A strong TREPAC will allow us to continue these efforts for the good of Texas REALTORS®.

ADVOCACY OVERVIEW: POLICY AND POLITICAL AFFAIRS

Policy

Each session of the Texas Legislature brings about opportunities for successful campaigns and advocacy for Texas real estate consumers and real property rights.

Your association reads and analyzes every bill that is filed to ensure the interests of Texas REALTORS® and real estate consumers are protected. We also monitor bills with the potential to affect the Texas real estate industry directly or indirectly.

Your association works hard to educate lawmakers on the negative outcomes some of their ideas would bring. We often oppose bills and legislation that would have a negative outcome for Texas property owners. Your fervent advocacy helps to stop harmful bills from advancing.

Thanks to your grassroots advocacy efforts at events such as REALTOR® Day at the Texas Capitol and timely response to calls for action, Texas REALTORS® can gain significant legislative victories in each Legislative Session.

For a breakdown of legislative successes in the last legislative session and previous one, please refer to Appendix F and G.

Keep TREPAC Strong

Texas REALTORS® is still one of the most influential groups at the Capitol. We enjoy overwhelming successes during legislative sessions which are a direct result of your advocacy and help. These successes would not be possible without a strong TREPAC.

The threats to our industry are ever present and constantly changing. That is why keeping a strong TREPAC is more important than ever. Your investments help elect lawmakers who are proven friends of the real estate industry – and having friends in the right places makes all the difference.

POLITICAL AFFAIRS

The Texas state government operates on a two-year cycle: Odd-numbered years are legislative sessions, and even-numbered years are election years. But the grassroots activism of Texas REALTORS®—the core of the association's political advocacy efforts—never stops.

The association focuses on grassroots political programs, which seek to accomplish four main goals:

- Establish and solidify relationships with elected officials, candidates, and legislative staff.
- Create REALTOR® Champions at all levels of government.
- Keep Texas REALTORS® informed and engaged.
- Ensure candidates and elected officials know Texas REALTORS® are involved and paying attention—from before candidates run for office until after they place a final vote.

Remember those four goals as we review programs implemented during either legislative or election years.

Reasons Why You Should Invest in TREPAC

Protecting Property Rights:

TREPAC works tirelessly to safeguard real property rights. Recent legislative sessions have seen various proposals that could negatively affect property owners and the real estate market. Your investment helps ensure that we have a strong voice at the Texas Capitol to defend these rights.





Promoting a Healthy Real Estate Market:

TREPAC supports candidates and elected officials who understand the importance of a robust real estate market. By investing, you help elect leaders who will champion policies that foster economic growth, reduce regulatory burdens, and create a favorable environment for real estate transactions.

Influencing Legislation and Regulations:

Our industry is heavily influenced by laws and regulations at both the state and local levels. TREPAC actively engages in the legislative process, advocating for fair and effective policies. Your support empowers us to continue this crucial work, ensuring that our industry's interests are well-represented.





Promoting a Healthy Real Estate Market:

Real estate professionals are integral to the growth and development of our communities. By investing in TREPAC, you help promote policies that enhance community development, improve infrastructure, and create opportunities for homeownership and investment.

Ensuring Our Future:

Investing in TREPAC is an investment in the future of our profession. It ensures that we have the resources to address current challenges and seize future opportunities. Your investment today helps secure a thriving real estate industry for years to come. Sound policies supported today bolsters the foundation for a strong real estate market in the future.



WHEN IT'S YOUR TURN TO PRESENT: SAMPLE PRESENTATION

Having a ready to go process and approach makes advocating simpler and effective. Below is a sample approach to help you build your message and your "why." Be sure to research your issue, audience, and the stakeholders well.

Sample presentation

Introduction:

I am reaching out to share an opportunity that significantly affects the future of real estate in Texas. As a fellow real estate professional, I know you understand the vital role that legislation and regulations play in our industry.

Today, I want to discuss the importance of investing in the Texas REALTORS® Political Action Committee (TREPAC) and how your support can make the difference in our industry.

Statement of the Need:

TREPAC is a non-partisan political action committee dedicated to protecting and promoting the interests of Texas REALTORS and property owners. TREPAC advocates for policies that ensure a healthy real estate market, protect property rights, and promote a strong economy.

The influence our members have made is a direct result of TREPAC support, Texas REALTORS® staff and local issues engagement and support is astronomical. We have been able to protect our rights to ownership, help our businesses exist, grow, and help protect property owners with a strong effort around property taxation. Here are a few areas where your participation in TREPAC and engagement in advocacy can be the difference.

1. Protecting Property Rights
2. Promoting a Healthy Real Estate Market
3. Influencing Legislation and Regulations
4. Building Stronger Communities
5. Ensuring Our Future

My Why – Share your personal "why" here by sharing your story and why you give to TREPAC and the resulting benefit you have seen personally, professionally, and perhaps across your local community.

Solution:

Your financial support is crucial: Investments in TREPAC enable us to support candidates who align with our values, goals, and priorities. Even a small donation amount can have a significant impact to support a local issues campaign which can make the difference in an area that Texas REALTORS® care about.

What could the future look like? Share what the future looks like when we succeed:

- ✓ Affordability and accessibility of housing for low- and middle-income households
- ✓ Home ownership becomes within reach for younger adults
- ✓ Real Estate Business professionals maintain their freedom to work without onerous regulations or further taxation
- ✓ A stronger economy and communities as a direct result of keeping the real estate industry and its professionals supported
- ✓ More people engaged and involved in supporting TREPAC as a resource for the advocacy efforts to continue
- ✓ A thriving economy thanks to real estate professionals

SO, WHAT'S NEXT?

Ask for support and engagement.

To invest, visit TREPAC at trepac.com/invest or contact me directly at [your contact details].

Together we can continue to advocate and defend a strong, vibrant, and sustainable real estate industry in the great state of Texas! Thank you for considering this important request. Your support promotes and protects real property rights in Texas.

Legal Aspects

INTRODUCTION

Political activities, including fundraising, involve important legal considerations. Local associations and individual members of Texas REALTORS® should thoroughly understand the legal limitations,

procedures, and consequences of these activities.

This section describes how federal and state election law affects fundraising conducted by associations as well as other political activities by associations, such as campaign expenditures, political advertising, and candidate meet-and-greet events. This section should not be considered a substitute for legal counsel. Election laws, rules and regulations can change frequently.

WHO CAN BE SOLICITED FOR TREPAC FUNDS?

Due to limitations under state and federal law, only certain individuals and firms can be solicited for TREPAC investments as part of a fundraiser conducted by a local association. Association members and staff should only solicit investments from the solicitable class, which includes: Texas REALTORS® members (including affiliate members), certain salaried executive and administrative personnel of the association, and the family of both groups. According to the Federal Election Commission (FEC), a "family" includes a father, mother, sons, and daughters who live in the same household.

TREPAC investments may still be accepted from a person or entity outside of the solicitable class, provided the person or entity was not solicited and was not informed that unsolicited investments are acceptable.

Only individuals in the restricted class can be solicited using corporate dollars and corporate resources.

WHAT IS A SOLICITATION?

Because of the restrictions on who can be solicited, the question of what constitutes a solicitation becomes very important. The FEC has a broad interpretation of "solicitation." In addition to a straightforward request for investments, a solicitation includes any communication that encourages support of TREPAC or provides information on how to contribute to TREPAC (e.g., providing an address to which a contribution may be sent or a link to where an investor may contribute online).

The issue of what constitutes a solicitation most often arises when an organization publishes articles about its PAC or reproduces investment forms in the organization's newsletter, magazines, or other periodicals, some of which may go to individuals not in the solicitable class. The question can also arise when items such as PAC jackets, posters, coffee mugs, caps, or other items are displayed and offered for sale to benefit a PAC at conventions or meetings where individuals who cannot be solicited are present.

As noted earlier, your local association may only solicit investments from certain people. This includes solicitations for TREPAC funds or donating fundraising event items (e.g., food for the event, auction items). To avoid improper solicitation, your local association should not publish TREPAC articles in media that will be distributed to persons outside the solicitable class. Additionally, your local association should be cautious of TREPAC promotion in the presence of persons outside the solicitable class.

Information about a PAC fundraising event does not constitute a solicitation and can be publicly available if it consists of nothing more than details about when or where the event will be held. However, information that expressly encourages attendance and/or TREPAC investments at such an event or about where to send a TREPAC investment constitutes a solicitation.

SOLICITATION AND SOCIAL MEDIA

Many REALTOR® associations are embracing social media tools such as Facebook, X, and YouTube and integrating these tools into their day-to-day activities. This sometimes includes using those tools in connection with TREPAC activities. The following discussion reminds association members and staff that TREPAC-related pages on social media sites are subject to federal and state election laws and may require the association to regulate access to certain portions of the site.

The following Q&A outlines some of the issues raised by associations' use of social media for TREPAC activities and some suggestions on how associations may address these issues.

Can my local association use social media sites for TREPAC?

Subject to the restrictions noted in the following section, yes. The association may make certain TREPAC informational pages available to the public, such as posting meeting times and basic information about TREPAC. However, because TREPAC investments may only be solicited from the solicitable class, encouraging support for TREPAC or asking for a TREPAC investment can occur only behind a password-protected website.

What TREPAC information can be placed on a local association's public social media pages?

- General information about TREPAC, such as staff contact information
- General information about TREPAC activities, such as a calendar of TREPAC events
- TREPAC financial information, such as how much had been contributed or the number of contributors to TREPAC in a given period
- A description of the restrictions under which TREPAC operates, such as that only members of the solicitable class may contribute to TREPAC or who determines which candidates will receive TREPAC support
- Copies of the campaign finance reports filed with regulators like the Federal Election Commission or its state counterpart, setting forth the contributions received or disbursements made by TREPAC
- Information about TREPAC's legislative priorities and accomplishments

Associations must carefully monitor the content of their site if it includes TREPAC information that goes beyond simply providing factual information and constitutes a solicitation for TREPAC investments. For example, the FEC has determined that a PAC communication constituted a solicitation when the chair of the PAC commended the enthusiasm of employees who participated in the PAC by making investments because the communication indicated their awareness of the connection between their welfare and government policies toward the business.

Messages encouraging investments in TREPAC may only be placed behind a members-only access page and a password-protected portion of the site. Such a message would include, for example, posting the names of contributors and the amounts contributed, particularly if those having made such investments are favorably commended.

What type of disclaimer must we use when posting general information about TREPAC or a TREPAC fundraiser event on our social media site?

Federal and state laws limit the association's ability to solicit investments outside the solicitable class. In acknowledgment of this limitation, the following disclaimer should be used when posting general information about TREPAC or TREPAC fundraising activities on the social media site of a local association:

> Disclaimer: Information disseminated in the public domain about TREPAC might be considered a solicitation. Therefore contributions received from persons that are not members of Texas REALTORS® through this posting will be returned.

You can't ask for money when posting about a fundraiser on social media.

What information needs to be behind member-access-only password protection?

All communications that constitute a "solicitation" need to be password protected.

What other issues should local associations consider when using their social media sites for TREPAC?

Your local association must ensure that there is a member-only, password-protected feature on the sections of the social media site that may include a TREPAC solicitation. Additionally, the site administrator must devise and implement a process to terminate a member's access once that person is no longer a member of Texas REALTORS®.

The association must decide whether to allow others to post messages in the public area of its social media site and, if so, must ensure that messages from others do not contain solicitations for TREPAC investments.

If an association allows such postings, it should include a disclaimer on the public page reminding members that any TREPAC-related messages may only contain general information and may not solicit TREPAC investments or provide information about making or encouraging contributions to the PAC.

REQUIRED DISCLAIMER

Political action committees such as TREPAC are prohibited from obtaining investments through physical force, job discrimination, financial reprisals, or from dues, fees, or other monies required as a condition of membership in the sponsoring organization. TREPAC investments are voluntary.

To ensure that no type of pressure or duress is used in soliciting and collecting TREPAC investments, federal law requires that all TREPAC solicitation materials include a notice that informs those solicited of the political purpose of TREPAC. Texas REALTORS® requires that the following disclaimer be used in all solicitation materials:

> "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."

PROHIBITED INVESTMENTS

Everyone involved in fundraising should be aware that federal or state laws prohibit several types of investments. These are:

Investments from corporations for non-corporate purposes

Federal law prohibits corporate contributions to federal candidates. Therefore, no percentage of investments TREPAC receives from corporate entities is sent to RPAC. Instead, the amount that would have gone to RPAC is forwarded to the National Association of REALTORS® Political Advocacy Fund, where NAR may use it for independent expenditures or other lawful purposes.

An independent expenditure is expressly advocating the election or defeat of a candidate that is not made in concert or cooperation with, or at the suggestion of a candidate, a

candidate's PAC, or a political party's PAC.

Under state law, corporate funds may only be used to pay for the administrative costs associated with running TREPAC's operations and solicitation costs concerning the solicitable class. Therefore, TREPAC is careful only to use corporate funds for these lawful purposes and not for campaign contributions to state or local candidates.

Investments made in the name of another

Federal law explicitly prohibits making an investment to a political action committee in the name of another. It is also against the law for anyone to knowingly permit their name to be used in making such investment or to knowingly accept investments made by one person in the name of another. This law aims to ensure that the actual source of every investment in a federal campaign can be determined and that money is not "laundered" from one person through another.

Example of prohibited investments made in the name of another:

Salesperson Mary is prohibited from investing $35 in TREPAC and claiming it is actually from Salesperson Sam, who was hindering the fulfillment of a firm's "100% participation" pledge by refusing to invest in TREPAC.

Cash investments

TREPAC can accept cash investments, but only up to a total of $100 from any member at one time. Any part of a cash investment over $100 must be returned. All cash investments must be converted to a cashier's check or money order locally before being transmitted to the state. Check with TREPAC staff or local legal counsel to determine how best to handle excess cash investments.

Example of prohibited cash investment over $100:

A member attending a TREPAC breakfast may not give the local chair $150 in cash. Only $100 of that investment may be accepted. The remaining $50 must be either returned to the investor or disposed of in a manner consistent with federal and state law.

Anonymous investments

Although federal election law allows some anonymous investments in limited circumstances, it is the policy of TREPAC trustees not to accept any anonymous investments in the fundraising process. Anonymous investments received during fundraising must be disposed of in a manner consistent with federal and state law. Check with TREPAC staff or local legal counsel to determine how to dispose of anonymous investments.

Example of prohibited anonymous investment:

It is a prohibited anonymous investment for an unidentified member to leave any cash amount in a collection plate or hat passed around a local association meeting to collect TREPAC investments.

Investments from minors

RPAC policy prohibits investments from minors under the age of 18; therefore, TREPAC should not accept investments from these individuals.

Investments from federal contractors

Individuals and entities under contract with the federal government to provide goods and services, including the leasing or selling of land or other real property or interests in real property, are prohibited from investing in TREPAC during both the negotiation phase and the contract term.

Remember to use the TREPAC disclaimer for all fundraising activity, invitations, and mailers.

An individual associated with a separate legal entity can still make an investment from personal funds if it is the entity, rather than the individual, under contract with the federal government. For instance, a partner could invest her own personal funds in TREPAC even though her partnership holds contracts with the federal government.

A member who owns a sole proprietorship with federal contracts would be prohibited from making an investment from either personal or business funds, as a sole proprietorship is not considered a separate legal entity apart from the individual. However, that member's spouse could invest from family funds.

Examples of prohibited investments from federal contractors:

Smith & Davidson Realty, a partnership with property leased to the Federal Bureau of Land Management, is prohibited from making an investment from partnership funds.

REALTOR® Bob Jones, a sole proprietor with a contract to sell an old post office owned by the federal government, is prohibited from investing using personal or business funds.

Investments from foreign nationals

Under federal law, no person can solicit, accept, or receive, either directly or through any other person, an investment from a foreign national in connection with a campaign for any federal, state, or local public office. A foreign national is a person who is not a U.S. citizen and is not lawfully admitted for permanent residence. Non-citizens who have been granted permanent residence status are not foreign and may invest.

Examples of prohibited corporate investments from foreign nationals:

A Mexican citizen with significant U.S. land holdings, even though he does business with REALTORS® in this country, is prohibited from investing.

A member of an international affiliate of the National Association of REALTORS® from Ottawa, Canada, attending a state association convention as a guest speaker, is prohibited from bidding for and buying an item at an auction.

Investment limitation for federal candidates

Under FECA, an individual may invest no more than $5,000 per year in a multi-candidate federal PAC such as RPAC. Persons in the solicitable class for purposes of RPAC fundraising may therefore invest up to $5,000 in RPAC in any one calendar year.

> Note: This limitation applies only to the portion of the investment that is provided to FedPAC (which later makes contributions to RPAC). There is not an investment limit for state or local candidates.

Reminder: This is for individuals only—local associations are prohibited from sending money directly to RPAC.

INVESTOR INFORMATION REQUIRED

Federal and state law requires that certain information be gathered about PAC investors. To comply with this, TREPAC keeps a record of each investment (i.e., date and amount; the investor's full name, including first name, middle name or initial, and last name; mailing address; occupation; and employer).

You should always collect every investor's full name, mailing address, occupation, and employer for federal and state campaign finance reporting purposes.

Solicitors need to gather all required information when they collect investments from anyone. An

investment should only be accepted if this required information is present.

LEGAL TIME LIMITS FOR TRANSMITTING TREPAC INVESTMENTS

There are specific time limits under federal law in which a collecting agent must transmit investments to a federal PAC.

Investments of more than $50 must be transmitted to the federal PAC within ten days of the date of receipt.

Investments of more than $50 must be sent to TREPAC staff within ten days of receipt.

Investments of $50 or less must be transmitted to the federal PAC within 30 days of the date of receipt.

For this purpose, a local association is a collecting agent for TAR FedPAC. Since a portion of each investment goes to TAR FedPAC until TREPAC meets its annual RPAC quota, local associations must comply with these time limits for transmitting investments.

USE OF CORPORATE FUNDS BY A LOCAL ASSOCIATION IN A CAMPAIGN

Under federal and state law, it is illegal for any corporation to make campaign contributions to candidates. This means that incorporated local associations may not issue checks to federal, statewide, or local candidates from corporate funds. Furthermore, incorporated local associations may not use their corporate funds or corporate resources to coordinate with any candidate for or against a candidate's campaign.

Examples of prohibited coordination include: offering a candidate's official campaign materials (e.g., signs, T-shirts, etc., from the candidate's PAC) at the local association; purchasing political advertising in support of a candidate at the request of that candidate; and hosting a local association event to support the election of a candidate where the candidate attends the event.

However, there are limited political expenditures by corporations that are legal. The U.S. Supreme Court decided in the Citizens United case that a corporation may legally make independent expenditures from corporate funds.

An independent expenditure (similar to a "direct campaign expenditure" under Texas law) is an expenditure expressly advocating the election or defeat of a candidate that is not made in concert or cooperation with or at the suggestion of, a candidate, a candidate's PAC, or a political party's PAC.

An example of an independent expenditure might include a local association designing fliers in support of a local candidate that are made available at the association, provided that the flier was not created or offered in cooperation with, or at the suggestion of, the candidate, the candidate's PAC, or a political party.

It is strongly recommended that you check with your local counsel to ensure legal compliance before pursuing such expenditures.

Note: A local association that makes independent expenditures can trigger reporting requirements with the Texas Ethics Commission.

Local REALTOR® associations may not use their corporate money to coordinate with candidates or TREPAC.

POLITICAL ADVERTISING

Under Texas law, political advertising is any communication that supports or opposes a candidate or a measure on a ballot that:

- Appears in pamphlets, circulars, fliers, billboards or other signs, bumper stickers, or similar forms of written communication
- Is published in newspapers, magazines, or other periodicals in return for consideration

- Is broadcast by radio or television in return for consideration, or
- Appears on the Internet

Multiple legal requirements apply to political advertising, including the requirement that, absent an exception, all political advertising must have a disclaimer statement that tells the viewer that it is political advertising and the full name of one of the following:

- The person who paid for the ad (e.g., Political advertising by John Smith)
- The committee that authorized the ad (e.g., Political advertising by TREPAC/ Texas REALTORS® Political Action Committee), or
- The candidate, if the ad is authorized by the candidate (e.g., Political advertising by John Smith for Congress)

TREPAC carefully ensures that its political advertising meets these and other legal requirements. An association should check with TREPAC staff before issuing political advertising referencing TREPAC. It is strongly recommended that you work with your local counsel regarding any political advertising issued by the local association.

HOSTING MEET-AND-GREET EVENTS

During election season, some local associations choose to conduct meet-and-greet events for supported candidates. These events give candidates a chance to speak to local Texas REALTORS®.

Use your TREPAC non-corporate funds.

If your association would like to bring in a supported candidate to speak to members, it is strongly recommended that your association use TREPAC non-corporate funds.

- You may invite supported candidates to speak about their campaigns if, and only if, the entire event (food, venue, etc.) is paid for with non-corporate TREPAC dollars. With this method, the candidate may speak freely about the campaign, ask for votes, and bring campaign materials.
- Contact TREPAC staff or your field rep to discuss available TREPAC dollars.

The field reps will help coordinate the event and Ethics Commission reporting requirements.

Use your local association's funds (Not TREPAC allocation).

There are strict limitations if your





association decides to host a meet-and-greet event using its own funds (Not TREPAC allocation). Careful planning with local counsel is necessary to help your association avoid prohibited expenditures and negative tax consequences. With that in mind, please note the following guidelines regarding the use of corporate funds to host a meet-and-greet event.

- If you invite only one candidate: The candidate may not discuss the campaign, bring campaign materials to the meeting, or ask for support or votes. The candidate would be free to discuss how important real estate is, their connections to the real estate industry, or current issues that affect the industry. If they are an incumbent, then the candidate could also discuss his position and issues that relate to it. This approach carries significant legal risk, as a local board paying to give others an opportunity to listen to and meet a particular candidate during election season creates the perception of a prohibited campaign contribution to the candidate.

- If you invite all the candidates running for a particular office and host a candidate forum: The candidates may discuss the campaign, bring campaign materials to the meeting, and ask for support or votes, provided that all candidates are given a similar opportunity to do so. This may be helpful if your association hasn't decided whom to endorse or if your association isn't planning to make an endorsement in the campaign. If your association has endorsed a particular candidate, it is not advisable to go this route, given the risk of putting the opposition in front of your members. It is strongly recommended that you work with local counsel to ensure legal compliance when using your association's corporate funds—i.e., local association budget—to host a meet-and-greet event for local candidates. Additionally, contact your field rep or TREPAC staff beforehand to notify them of the event.

> Note: TREPAC corporate funds are not available to cover meet-and-greet events. Such funds may only be used for fundraising and the administration of the PAC.

Now that you have read over and studied everything you need to know about building a strong PAC, it's time to ask ourselves, what can we do differently to advance our PAC?



ADVOCACY & FUNDRAISING FUNDAMENTALS

Reaching New Heights

Raising the bar and going from a good PAC to a great PAC means:

- Ensuring all Texas REALTORS® understand how TREPAC protects their industry and join in with the 42% of membership that currently invest
- Enhanced communication efforts that allow us to connect through mobile texting, social media, and other channels
- Using every touch as an opportunity to educate others on legislative issues impacting the real estate industry
- Helping REALTORS® connect the dots between buying and selling real estate and TREPAC
- Building a PAC culture to ensure continued support of TREPAC even in economic downturns in our industry
- Enhancing our political advocacy efforts to include consumer outreach

Many changes are happening in all aspects of our lives—changes in our political landscape, public policies, how we conduct business, and how we communicate with others personally and professionally.

In 2010, the U.S. Supreme Court ruling on Citizens United v. Federal Election Commission changed the political landscape. That decision created a new arena for political advocacy—one that the REALTOR® Party must be involved in. It enables organizations like banks, trade groups, and corporations to use whatever funds they want to support political candidates.

In this new era, REALTORS® must step up PAC and advocacy efforts to remain strong players in the political process and fend off changes harmful to mortgage financing and housing affordability.

By working together, we can reach new heights for TREPAC in 2027!

TREPAC and Advocacy

The Corporate Ally Program (CAP) creates an advocacy partnership to allow our non-member real estate business partners to invest corporate dollars to strengthen the real estate profession and support REALTOR® Party issues campaigns. Funds are invested in political advocacy and issues campaigns at the local, state, and federal levels to promote an environment conducive to buying, selling, and owning real estate.

Those who invest in CAP receive specific benefits and accolades depending upon their level of support. These investments count toward association fundraising goals for dollars raised and Major Investor goals.

Contact TREPAC Director Leslie Cantu at lcantu@texasrealtors.com for additional information on the Corporate Ally Program.

Connecting the Dots

TREPAC supports candidates and officeholders who support Texas real estate. That's why we say TREPAC is directly involved in protecting...

The Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® (NAR) and corporate allies aimed at protecting, promoting, & strengthening the real estate profession.

- Members' ability to help clients buy, sell, and lease real estate
- Brokers as small-business owners
- Private-property rights and homeownership
- A viable economy
- Success in the real estate industry

It's critical to elect TREPAC-supported candidates at all levels of government—local, state, and federal—because they will ensure our interests are protected when creating public policies related to these issues.

But first, we must vote for them!

Visit TexasRealtorsSupport.com to view TREPAC-supported candidates on your ballot.

Territorial Jurisdiction

In 2018, the National Association of REALTORS® and Texas REALTORS® implemented policies regarding local advocacy efforts that cross associations' territorial jurisdictions.

Both policies address how a local association should proceed when it wishes to engage in local advocacy (i.e., candidate support, ballot measure, local issues campaign, etc.) if those efforts would impact the territorial jurisdiction of another local association.

FOR EXAMPLE:

Consider that some political districts cover the jurisdictions of multiple local associations. The new policies also apply to an association wanting to engage in advocacy outside its official jurisdiction.

The Smithton Board of REALTORS® wants to use local and state Texas REALTORS® Issues Political Action Committee (TRIP) funds to oppose an upcoming ballot measure that would create a new hospital district in the city. But the city's boundaries cross over county lines and into territory that is a part of the Arbor Lakes Association of REALTORS®.

The Smithton Board must notify the Arbor Lakes Association of their campaign plans and allow them five business days to respond with any objections.

In another example, the Cityville Association of REALTORS® wishes to engage in an opportunity race for a Texas Senate candidate in a district that covers two other local board jurisdictions.

This policy requires the Cityville Association of REALTORS® to notify the other local associations with jurisdiction in that Senate district and allow them at least five business days to object.

Working together

The goal of the policy is to encourage cooperation among local associations.

The policy created a dispute resolution process if a local association objects to the planned advocacy of another association.

However, our state has a strong history of cooperation and communication, so we encourage local associations to work together for a speedy resolution and agreement on local candidates.

TREPAC Trustee Alumni will only solicit non-member corporate entities for the Corporate Ally Program.

CONNECT THE DOTS...
...FROM TREPAC TO YOU

See how your TREPAC investment is your direct link to public policies that protect Texas real estate.





AWARD PROGRAMS

Individual Awards

Any member who invests $110-$999 in a single fundraising year is eligible for the TREPAC Individual Awards Program. These awards are given out to TREPAC investors through their primary local association or sent directly to the individual by TREPAC. The fundraising cycle in which investments may be applied runs from October 1st of one year to September 30th of the following year.

1. Participation Club

Any Texas REALTOR® investing $35-$109 is considered a member of TREPAC. Each investor should be thanked in the local association newsletter, magazine, or via public presentation.

2. 110 Club Level

A Texas REALTOR® investing $110-$249 in one year will receive a digital 110 Club certificate.

3. Lone Star Statesman

A Texas REALTOR® investing $250-$499 in one year becomes a Lone Star Statesman and will receive a TREPAC Lone Star Statesman lapel pin.



4. Capitol Club

A Texas REALTOR® investing $500-$999 in one year becomes a Capitol Club member. The member will receive a commemorative Texas Capitol ornament.



*2026 Capitol Club Ornament

5. RPAC Major Investor Program

RPAC's Major Investor program consists of an elite and passionate group of REALTOR® investors who help shape the political future of the real estate profession. Members of the Major Investor program will receive a lapel pin directly from NAR and a Major Investor jacket from TREPAC each year they invest a minimum of $1,000. The RPAC Major Investor levels are listed below.



Sterling R

$1,000 — $2,499. Members will receive a Major Investor jacket and a new lapel pin each year.



Crystal R

$2,500 — $4,999. Members can sustain their Crystal R status with an annual investment of $1,500 and will receive a Major Investor jacket and a new lapel pin.



Golden R

$5,000 — $9,999. Members can sustain their Golden R status with an annual investment of $2,000 and will receive a Major Investor jacket and a new lapel pin.



Platinum R

$10,000 — $24,999. Members can sustain their Platinum R status with an annual investment of $5,000 and will receive a Major Investor jacket and a new lapel pin.

Diamond Platinum R

$25,000 or more. Members will receive a Major Investor jacket and a new lapel pin.

RPAC Hall of Fame



The Hall of Fame recognizes dedicated members who have made a significant commitment to RPAC over the years by investing an aggregate lifetime amount of at least $25,000. Hall of Fame members are installed at the May REALTORS® Legislative Meetings & Trade Expo the following year. President's Circle investments may be counted towards Hall of Fame status. Among the Hall of Fame benefits are name plaques on the RPAC Hall of Fame wall located on NAR's Washington, D.C. building rooftop, a personal plaque commemorating the installation, and recognition pins with the Hall of Fame designation.

See Appendix C for other investment benefits.

RPAC President's Circle

The President's Circle is a group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level. Political Action Committees, like RPAC, can only legally contribute $10,000 per election cycle to a congressional candidate. The President's Circle Program supports REALTOR® Champions—members of Congress who have made significant achievements in advancing the REALTOR® public policy agenda. The President's Circle Program allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill.

President's Circle Recognition and Benefits

President's Circle members must be RPAC Major Investors and will receive the benefits for their chosen level. They will also receive the President's Circle Conference benefit the year following their first year in the program. 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 engage with cutting-edge speakers. The three-day conference is held annually at a top hotel or resort; three nights' hotel accommodations, receptions, most meals, and the entire conference program are included in the $695 registration fee for the President's Circle member and a guest.

Joining the President's Circle

Contact Leslie Cantu, TREPAC Director, for help joining this prestigious program. How does it work?

- You must already be an RPAC Major Investor ($1,000 or more annually)
- You must agree to invest $2,000 per year in addition to your RPAC Major Investor amount
- Your President's Circle investment goes directly to REALTOR®-approved candidates
- All investments for the current year must be made by Sept. 30th
- TREPAC investments cannot be applied toward your annual President's Circle commitment. Your President's Circle contribution goes directly to the candidate or a party committee
- Neither TREPAC nor RPAC receives any portion of your President's Circle investment

Local Association Awards

All local associations are split into seven categories based on the size of their membership calculated on September 30th each year. There are five awards handed out in each category:

- Two based on quota obtained
- Two on membership participation
- One for the most dollars raised

The competition ends on September 30th, and awards are presented at the Texas REALTORS® Winter Meeting in February.

RPAC

Statement of Relationships

When we speak of the REALTORS® Political Action Committee, we do not discuss just a single committee. RPAC is composed of:

- The National REALTORS® Political Action Committee (RPAC)
- State REALTOR® political action committees in the 50 states and the District of Columbia (the Texas committee is known as TREPAC/ Texas REALTORS® Political Action Committee)

- REALTOR® political action committees in local associations that comprise the National Association of REALTORS®

While differing somewhat in their responsibilities, RPAC units at the national, state, and local levels work together in a cooperative effort to raise voluntary investments from NAR members and to decide which candidates receive support.

Through our cooperative agreement with RPAC, state PACs are responsible for:

- Collecting voluntary RPAC investments from NAR members within that state and transmitting its share of the investment to the national RPAC
- Making recommendations to the national RPAC trustees as to which federal candidates running within the state deserve RPAC support
- Determining which state and local candidates receive RPAC support from the state's share of RPAC collections

Although state and local PACs are primarily responsible for raising funds, RPAC has essential responsibilities in assisting state and local associations in their fundraising efforts and making RPAC investments to candidates at the federal level.

The RPAC trustees, appointed by the president of NAR, are solely responsible for making all investment decisions regarding federal candidates. The national trustees ask state RPAC trustee boards to make recommendations about which federal candidates running in their state deserve support.

National trustee decisions regarding federal candidate support are based primarily on the following:

- Recommendations from state PACs
- NAR congressional voting records and "report cards" on incumbent U.S. Senators and Representatives
- Campaign intelligence reports provided by the NAR Political Affairs Division field staff

REALTOR® Party

Celebrating over two decades of the REALTOR® Party, Texas Style

Did you know the term REALTOR® Party was created right here in Texas? That's right. In 2004, the Texas REALTORS® Governmental Affairs Department unveiled the first-ever REALTOR® Party bumper stickers and sent them to over 40,000 TREPAC investors. Thus, the term "REALTOR® Party" was born.

The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests, and promote a vibrant business environment. The REALTOR® Party speaks with one voice to reach candidates and shape public policies that build strong communities and promote a prosperous business environment.

Now is a critical time for REALTORS® to work together to protect the real estate industry's future. From City Hall to the State House to the U.S. Capitol, our elected officials make decisions affecting your clients and your business. The REALTOR® Party represents your interests through the support of REALTORS® like you.

Visit realtorparty.realtor to learn more.



TREPAC



Disaster can strike when we least expect it, but TREPAC is partnering with the REALTORS® Relief Foundation to support those whose lives, homes, and communities are upended when these catastrophic events occur.

Through the Why 35 Campaign, your investment in TREPAC will be matched* up to $35, and those matching funds will be contributed to the REALTORS® Relief Foundation.

Every investment goes towards our advocacy efforts by supporting candidates who share our pro-real estate agenda, and by using the links below, your investment is helping the REALTORS® Relief Foundation assist those in our communities who need it most.

INVEST TODAY AND DOUBLE YOUR IMPACT!

Make your $35 match today!

Learn How RRF Helps

*TREPAC will match up to $25,000 in donated funds to REALTORS® Relief Foundations.

For more information, please contact Noel Koenig at nkoenig@texasrealtors.com

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.

TREPAC

STRONGER POLICY.
STRONGER BUSINESS.

Partner with Us. Protect What Drives Your Bottom Line.

REALTOR® PARTY CORPORATE ALLY PROGRAM

The Corporate Ally Program (CAP) connects your company with the REALTOR® community to advocate for policies that protect your industry, your customers, and your bottom line.

NATIONAL ASSOCIATION OF REALTORS®

TEXAS REALTORS

REAL ESTATE DRIVES THE ECONOMY. YOUR BUSINESS FEELS THE IMPACT.

When real estate transactions increase, your customers spend more, borrow more, and invest in their future-helping your business grow.

Every home sale generates

$60,000–$125,000+

IN ECONOMIC ACTIVITY

flowing through local businesses and communities.

It's not just a real estate number it's a ripple effect that supports Thousands of industries and Millions of jobs across Texas.

THE RIPPLE EFFECT. WHY IT MATTERS TO YOUR BUSINESS.

MORE SPENDING

Home improvement, furniture, appliances, and local retail.

MORE FINANCING

Loans, title, insurance, and financial services drive opportunity.

MORE PURCHASES

Vehicles, services and everyday purchases increase.

MORE CUSTOMERS

New residents and strong communities grow your customer base.

MORE DEMAND

More activity means more demand for the goods and services you provide.

WHY PARTNER WITH CAP?

We work together to advance smart policy that benefits your business.

Recent Win:
BUSINESS PERSONAL PROPERTY TAX EXEMPTION INCREASED

FROM $2,500 → **TO $125,000**

- Lower tax burden
- More capital to reinvest
- Stronger businesses. Stronger communities.

WHY PARTNER WITH CAP?

- Shape policies that impact your industry and customers
- Amplify your voice with REALTORS® at every level of government
- Gain early insight on issues that affect your bottom line
- Build strategic relationships across the real estate ecosystem
- Invest in the future of strong communities and a strong economy

Join the **Corporate Ally Program** and be part of the solutions that protect your bottom line today and tomorrow.

Corporate Ally Program (CAP) investments are not deductible for federal income tax purposes. CAP investments classified as "issues" will assist NAR's issue related advocacy (50% federal issue advocacy. 50% state or local issue advocacy). CAP investments classified as "Political Advocacy Fund" will fund federal (70%), state/local (30%) advocacy activities. Investors wishing to direct their investment for use in candidate-related activity require legal consultation prior to finalizing, as such investments may be subject to income tax and/or disclosure requirements.



TEXAS REALTORS® POLITICAL COMMITTEES

Political Involvement Committee

The Political Involvement Committee (PIC) is an elite group of appointed Texas REALTORS® who encourage member participation in the association's grassroots political advocacy initiatives.

The PIC is a part of the state association's regional leadership structure that serves as a conduit of resources and political intel between local boards and the state association.

Members in each region have different needs; PIC members are generally charged with increasing REALTOR® grassroots participation in the association's political advocacy efforts.

These efforts can include candidate recruitment and training, REALTOR®- and public-voter registration, candidate interviews, REALTOR® voter turnout, Opportunity Races (REALTOR®-facing political campaigns), Legislative Contact Teams, calls for action, and related efforts.

PIC members also give regular political updates to local REALTOR® meetings and Texas REALTOR® events.

Additionally, after legislative sessions, the PIC evaluates and classifies each returning lawmaker and passes that information on to the TREPAC Trustees and local associations.

Legislative Contact Teams

These groups are an extension of the association's lobbying efforts. There are 181 in total—one for each Texas lawmaker. The teams, comprised of Texas REALTORS® from the lawmakers' home districts, are responsible for developing and maintaining relationships with a designated legislator and their staff. Legislative Contact Teams are also the centerpiece of REALTOR® Day at the Texas Capitol.

Learn more about Legislative Contact Teams on page 95.

Grassroots Political Network

The Texas REALTORS® Grassroots Political Network (GPN) is a group composed of politically active REALTOR® members who are added by request, or automatically by virtue of their positions within the REALTOR® world.

The GPN is not a typical committee; it is essentially a roster of "on-call" members who can support the PIC's efforts to promote REALTOR® grassroots political engagement. There are no formal meetings, no minutes, and no specific agenda.

The network is composed of local presidents, local Governmental Affairs and TREPAC Chairs, AEs, local GADs, Texas REALTORS® Governmental Affairs Committee members, TREPAC Trustees, Federal Political Coordinators, TRLP graduates, and more.

PIC members contact parts or all of the network when a particular grassroots program is active.



CANDIDATE INTERVIEW PROGRAM

The Candidate Interview Program builds relationships, ensures accountability, and establishes Texas REALTORS® as experts.

Candidates can only earn Texas REALTOR® support through a vote by TREPAC Trustees.

Visit texasrealestate.com/candidateinterviews for candidate interview resources. Texas REALTORS® also provides candidate questionnaires for local races.

TREPAC Trustees approve financial support for candidates, but only the Texas REALTORS® Executive Board may endorse a measure.

As a leader in Texas REALTORS® Governmental Affairs, one of the most common questions you'll hear is, "How do Texas REALTORS® and TREPAC decide whom to support?" The answer often begins through the Candidate Interview Program.

Candidate Questionnaires & Texas REALTORS® Positions

Texas REALTORS® provides a state-level candidate questionnaire updated after each legislative session.

We also provide the interview panel a separate PDF with the Texas REALTORS® positions and an issue background so that panel members are well-informed and present a unified policy statement for each issue.

Questionnaires are available as downloadable PDFs or online versions on texasrealestate.com/candidateinterviews.

When candidates complete the online questionnaire (online is preferred), the responses are sent to Texas REALTORS® Governmental Affairs staff for distribution to the proper local association.

The online questionnaires are helpful in several ways:

- Gather more information from the candidates
- Simplify the candidates' experience
- Improve the legibility of candidates' answers
- Ensure the return of completed questionnaires to Texas REALTORS®
- Create searchable answers for Texas REALTORS® staff

The Support Process For State-Level Candidates

PIC Discussion

In late July of each odd-numbered year, the Political Involvement Committee (PIC) discusses all returning lawmakers, applies a "PIC Rating" to each, and sends that rating to a very limited audience—the TREPAC Trustees and the local boards.

If candidate ratings are released to unapproved parties it could have devastating consequences for the association's advocacy efforts!

Local Input - Candidate Interviews

During candidate interviews, a panel of local REALTORS® uses questionnaires provided by Texas REALTORS® to guide conversations with candidates for state senator and representative.

Based on the results of the interviews, each local association may choose to submit a recommendation for any race in their jurisdiction.

While candidate interviews are not necessary for returning lawmakers, they are strongly encouraged in open seats or when there is not an existing positive relationship with a candidate running in the election of interest. The TREPAC Trustees rely heavily on local association recommendations and PIC Ratings to make informed decisions about candidates.

TREPAC Strategic Disbursements Committee

This is a TREPAC committee that convenes before TREPAC Trustee meetings who review races and make strategic recommendations to the TREPAC Trustees for TREPAC support in state-level races.

TREPAC Trustees

When the TREPAC Trustees meet to discuss contributions to candidates, they receive information from the TREPAC Strategic Disbursements Committee, local association recommendations, and PIC input.

Sometimes, a 2/3 vote of the TREPAC Trustees is required to overturn a local association recommendation, especially if territorial jurisdiction issues exist. Visit texasrealestate.com/jurisdiction to learn more.

Executive Board

If they choose, the Texas REALTORS® Executive Board may vote to endorse candidates in statewide elections or support ballot measures.

Best Practices For Candidate Interviews

Selecting Interview Panelists

A screening panel of six to ten Texas REALTORS® should be selected to interview candidates. It is strongly recommended that this panel include Texas REALTORS® who have served in leadership roles for Governmental Affairs or TREPAC committees. PIC members and TREPAC Trustees are ideal interview panelists or ex officios.

Panelists must commit to being non-partisan and should be articulate, astute, issues-oriented, and objective. Additionally, it is ideal if a panelist can commit to being present at all interviews for each race.

Interview panel members should also agree to disclose any personal or business ties with candidates, organized political activity, or work

on political campaigns—and commit to being at every candidate interview for each race.

You can find a disclosure form on texasrealestate.com/candidateinterviews.

Scheduling Interviews

Scheduling interviews can be challenging, especially when timelines are compressed. You should work with the campaigns, Texas REALTORS® field reps, and the local AE or GAD, and consider the timing of local board of directors meetings and Texas REALTORS® PIC/PAC meetings.

If the timeline is too tight, recommendations may be sent to Texas REALTORS® with a tag of "pending approval by the board of Directors."

> Note: In some instances, political districts overlap the jurisdictions of multiple local associations. Often, associations will run joint candidate screenings (sometimes by Zoom). It is easier and makes it more convenient for the candidates.

Inviting Candidates

Make sure all candidates for a race have the opportunity to visit with the local board. They may not all show up or even respond to the outreach, but every candidate should receive an invitation.

Inform the campaigns that the interview is the first step in securing REALTOR® support. Get detailed contact information, send the candidate questionnaire, and provide a deadline for when the candidate needs to submit their completed questionnaire.

Knowing where each candidate stands before the interview will help the candidate and the interview panelists prepare to address any issues. Invite all candidates running for a single office in one day so that all panelists can meet each candidate. Each interview should be 20 to 30 minutes, and the panel should keep to the schedule to respect all participants' time.

Preparing For The Interview

Texas REALTORS® offers a candidate interview toolkit containing a candidate questionnaire, relevant issues, timelines, and a guide for conducting a successful candidate interview.

Texas REALTORS® field representatives can conduct a candidate interview workshop for local associations. The content of this program includes interview techniques, best practices, mock screenings, and more.

Choose a moderator for the panel who will be responsible for keeping the scheduled appointment and controlling the interview—no filibusters!

Getting Involved Early

In many cases, races grow contentious long before Texas REALTORS® and TREPAC deadlines. Getting involved early gives REALTOR® Champions the best chance for success.

If a candidate is supportive of REALTOR® issues and is a logical choice, there's no need to wait until the deadline—feel free to submit recommendations early!

Learn more about Early Engagement on page 71.

Interviewing Returning Lawmakers

It is usually optional to interview a returning lawmaker. If the PIC has classified an officeholder as an "Incumbent" and there's a credible challenge, contact Texas REALTORS® staff for direction.

Interviewing For An Open Seat

For open seats, or when candidates have no voting record or relationship to Texas REALTORS®, determining support can be tricky, so a thorough interview is advisable. Look for philosophical agreement with Texas REALTORS® positions or consider the candidates' professions or outlooks.

Beyond The Questionnaire

In addition to the questionnaire, the panel should ask about the candidates' campaigns and funding. If they do not have a strong campaign infrastructure and lack sufficient funds, they may be unable to win the election.

Other questions may include:

- Why is the candidate running?
- What Legislation from the most recent legislative session caught the candidate's eye or will be the most impactful for the district?

- Who are the campaign manager and fundraiser?
- How much money will it take to win this race?
- How much money has been raised to this point?
- Is there any chance the race will turn ugly? If so, what might those talking points be?
- Would the candidate accept TREPAC funds if they receive the association's support?

Scoring Candidates For Open Seats

Many local associations prefer a qualitative method to choose the best candidate for an open seat.

Under these circumstances, the panel should discuss the candidates after all interviews are complete and then vote to support one of the candidates. Moderators should only cast a vote in the case of a tie. In this situation, many panels choose to use a secret ballot to avoid controversy.

Panelists should only vote to support a candidate in a given race if they were present during all the interviews.

You'll also want to consider the partisan composition of the district. For example, a Republican may score very well with the panel but run in a 75% Democratic district. Texas REALTORS® staff, the PIC, and the TREPAC Trustees will all consider a candidate's ability to win when determining support.

Legislative districts frequently cross into multiple local associations' territorial jurisdictions. In this situation, a joint interview is preferred. Not only is it more convenient for the candidate, but it also avoids a candidate only meeting with the REALTORS® in their area and locking out the other REALTORS® in the district.

In multi-board interviews, the different boards do not have to agree! The interview panelist should recommend the candidate that best suits their association and take that decision to their board of directors or decision-making body. Regarding conflicting local recommendations, the TREPAC Trustees are charged with determining the path forward.

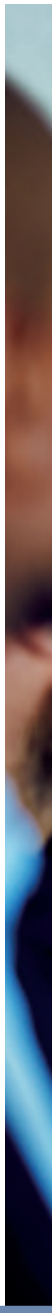
How To Recommend A Local Candidate

Upon approval by the local decision-making body (usually the board of directors), the local association should contact TREPAC to determine the balance of their local TREPAC-Non-Corporate Allocation Fund. The association should also submit a completed TREPAC Local Candidate Contribution form with the candidate's name, address, position sought, and requested amount via the Local Candidate Contribution Portal.

Sometimes, a 2/3 vote of the TREPAC Trustees is required to overturn a local association recommendation, especially when there are territorial jurisdictions or conflicting local recommendations for the same race.

It's not an interrogation!

Candidate interviews are the first step in building a relationship—they should be conversational, not confrontational. After all, the Texas REALTOR® approach to advocacy is built on making friends, not enemies!



***CAUTION:** When using voice votes, be aware that some panelists may feel pressure to agree with other panelists, especially if the votes start to stack up for a particular candidate.*

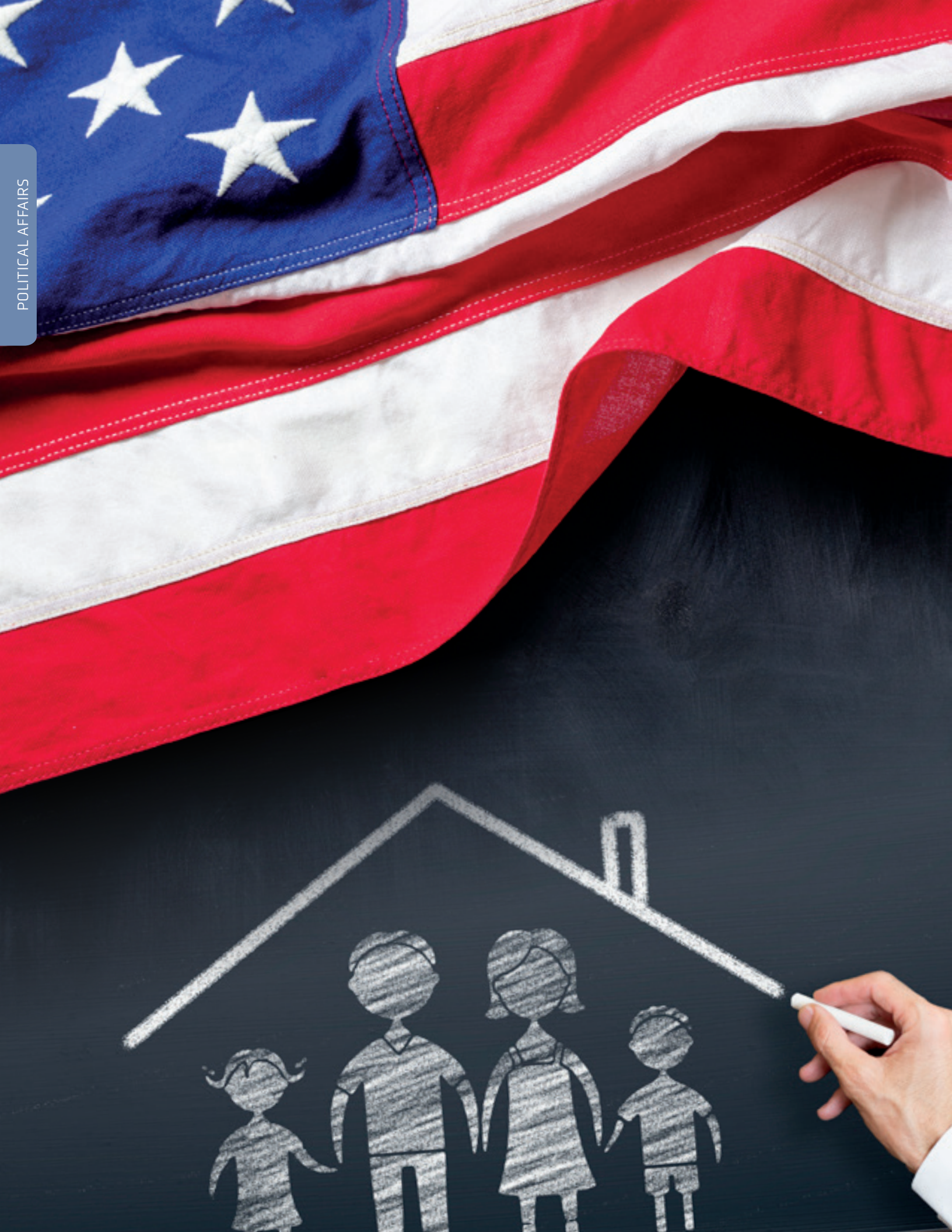


In primary season, avoid supporting one Democrat and one Republican for the same office. TREPAC's goal is to support one candidate per race. However, the PAC may elect to shift allegiances (even across party lines) in the general election if its preferred candidate loses in the primary.

If the candidate doesn't answer "correctly" on the questionnaire or in person, use it for what it is—your chance to present the REALTOR® perspective, frame the issue in the candidate's mind, and establish local REALTORS® as the experts on the subject.

Consider this: a candidate who works as an emergency room nurse may need to gain experience with property taxes, transactional real estate, or county rule-making authority. That does not mean the candidate will be a poor state representative or can't become a powerful ally. They may not understand the nuance of what you do for a living!

Local associations may not announce the support of a state-level candidate until Texas REALTORS® makes an announcement or TREPAC distributes a check.



CANDIDATE ACADEMY

One of the best ways to ensure elected officials understand and defend private property rights and the real estate industry is to elect Texas REALTORS® to public office.

Every year, Texas REALTORS® run for elected offices, including school boards, city councils, commissioners' courts, and the state legislature.

In many cases, these races are their first entrance into the political arena. New candidates often find that falling into numerous pitfalls when running for office can be easy.

The Candidate Academy offered by the National Association of REALTORS® gives Texas REALTORS® the tools they need to run an effective local or state office campaign.

The program is designed to turn a political novice into a strong candidate prepared for any challenges along the campaign trail.

The program focuses on developing an effective and strategic plan for winning a modern political campaign, including:

- Developing a campaign strategy
- Building a team
- Creating a budget and timeline
- Avoiding common pitfalls
- Identifying and communicating with your voters
- Organizing and executing an effective grassroots campaign
- Delivering an effective and articulate message
- Leveraging the media
- Using social media and the Internet
- Understanding campaign finance
- Raising the financial resources to fund the campaign

Look out for the new Texas REALTORS® Candidate Academy launching soon. Contact your Association Executive for more information.

Learn more at ***texasrealestate.com/academy***



REALTOR® VIRTUAL CANDIDATE INTERVIEWS

Virtual candidate interviews took off during the 2020 election cycle and have remained a valuable tool.

General Best Practices

- Work with your Local Association GA staff or AE to select a platform. For now, Zoom has been the most common and user-friendly.
- Hold a pre-meeting with your Interview Panel or GA Committee so that everyone participating is familiar with the platform and its features.
- During the pre-meeting or before conducting any interviews, determine your interview questions and who on your committee or panel will ask which question.
- Association staff and/or the Chair and Vice Chair should "arrive" to open the meeting about 30 minutes before the start of the session.
- Set a time limit for each interview to ensure that all candidates are treated the same and that no one must wait excessively long unless they arrive early.
- Set aside time in your schedule to allow for technical issues.
- Initially mute all attendees and only allow participants to be unmuted when it is their time to ask a question.

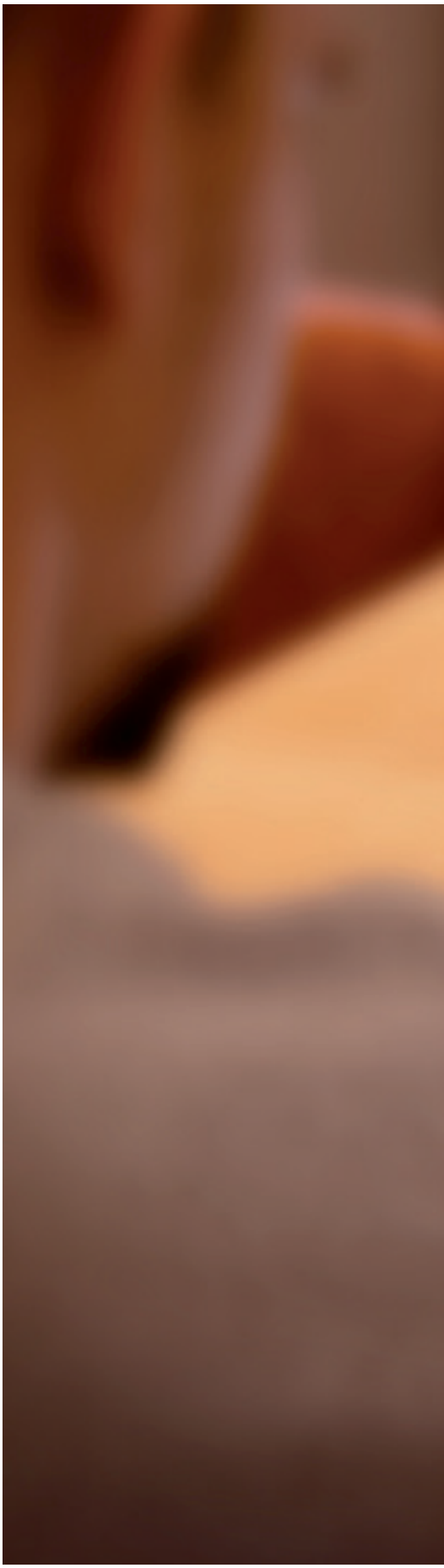


Communication With Candidates

- In your communications with candidates and their campaigns, be clear about the options available to them regarding attendance. (i.e., Do they have a camera and microphone? Do they only have the ability to call in?)
- Encourage candidates to test their camera and audio or call-in ability beforehand.
- Let candidates know that everyone else will be muted while speaking to ensure they can be heard clearly. This will help them understand why they don't receive verbal feedback initially.
- Don't waste time apologizing for awkwardness or using a virtual platform—if you take it as seriously as an in-person interview, the candidate will follow your lead.

Virtual Online Meeting Tips

- Local association staff, committee or panel Chair, and Vice Chairs should all be given co-hosting controls. Anyone with host controls can mute and unmute, message guests in the waiting room, and admit and remove people as needed.
- Utilize the waiting room feature to admit a candidate into the interview when the committee or panel is ready. You can also send a chat message to those in the waiting room to let them know that you will be with them soon or if you are running late.
- When it is time for deliberations, "lock" the meeting so that no one with the link can enter and ensure that your deliberations will be private.







EARLY ENGAGEMENT

Early Engagement refers to efforts by the TREPAC Trustees to support an announced candidate ahead of the official filing period (November-December in odd-numbered years).

As the state's leading advocate for private property rights, Texas REALTORS® has established relationships with leaders at all levels of government. In races where a vetted incumbent has proven they share the association's values, a local board can—and should—act to support that candidate early on in their campaign for reelection.

In these situations, it is not necessary to hold a candidate interview, though it is always recommended to visit with your elected officials during the campaign cycle to maintain good relationships and get campaign updates. Returning lawmakers should also be encouraged to contact the Austin-based staff of Texas REALTORS®.

In some open seats, TREPAC may implement Early Engagement if there's a particularly good reason to do so, e.g., a well-qualified, viable Texas REALTOR® has entered the race and has a chance to win the election.

Suppose there is no existing relationship in a race, or reconsideration of support is on the table. In that case, a local association may choose to re-interview officeholders and challengers or even recruit promising candidates to run. If a local board intends to re-interview a returning lawmaker, however, Texas REALTORS® staff should be consulted prior to the re-interview.

The TREPAC Trustees rely heavily on input from local associations and the Political Involvement Committee to help determine who deserves early support.

Therefore, the PIC is charged with:

- Rating incumbent lawmakers using a combination of quantitative evaluation and qualitative analysis
- Working with local associations to accelerate the local timeline for TREPAC recommendations and Opportunity Race requests in certain legislative districts (a.k.a. "Early Engagement")

Candidate interviews remain an essential part of the process, but local association leaders should use their discretion to determine if an interview is necessary.

Candidate Ratings

The PIC uses the following rating system for legislators and candidates to guide local boards and the TREPAC Trustees.

Candidate Categories

OFFICE HOLDERS

REALTOR® Champion

A candidate with a demonstrated track record of significant support for REALTOR® Party positions; who has demonstrated REALTOR® support through other (non-voting) activity, such as carrying legislation; who may have notable leadership roles within the legislature or political parties; who has been receptive and responsive to Texas REALTORS® and REALTOR® constituents.

REALTOR® Advocate

A lawmaker who is a reliable floor vote, sits on relevant committees, works with staff behind the scenes, etc. but does not quite rise to the "Champion" level, which is exclusive.

REALTOR® Friend

A candidate with a demonstrated record of support for REALTOR® Party

positions; who has been receptive and responsive to Texas REALTORS®, REALTOR® constituents, and the local association.

Incumbent

A candidate who currently holds the office for which they are seeking re-election.

> NOTE:
> REALTOR® Champions and Advocates are, by definition, exclusive; there are only so many bills to carry! A returning lawmaker classified as a Friend is in good standing with the association but may not have had an opportunity to be an Advocate or Champion, perhaps due to committee assignments or tenure.

OPEN SEATS

Friendly candidate

A candidate with known support for REALTOR® Party positions; who has been receptive and responsive to Texas REALTORS® and REALTOR® constituents.

Unfriendly candidate

A candidate with known opposition to REALTOR® Party positions; who has been unreceptive and unresponsive to Texas REALTORS® and REALTOR® constituents.

CONTESTED SEATS

Friendly challenger

A candidate with known support for REALTOR® Party positions; who has been receptive and responsive to Texas REALTORS® and REALTOR® constituents, running against a returning lawmaker.

Unfriendly challenger

A candidate with known opposition to REALTOR® Party positions; who has been unreceptive and unresponsive to Texas REALTORS® and REALTOR® constituents, running against a returning lawmaker.

Candidate Evaluation

RETURNING LAWMAKERS

Quantitative evaluation

- Numerical grade based on Texas REALTORS® legislative priorities
- Considers all authorship and votes on all priority bills (including committee votes), as well as amendments

Qualitative evaluation (based on staff/PIC/local relationships and interactions)

- Level of competitiveness
- Local intel
- Lobby team input
- Behind the scenes
- Legislator background
- Committee assignments and status within the Capitol
- Receptiveness/responsiveness

CHALLENGERS/OPEN SEATS

- Candidate questionnaire/interview
- Political experience
- Elected/appointed positions
- Employed by elected officials? (e.g., Chief of Staff or District Director for a lawmaker)
- Community involvement
- Professional real estate experience
- Relationship with the local board/state association, if any
- Philosophical agreement with issues
- Viability of campaign
- Community support
- Fundraising
- Campaign activity

What Early Engagement Means For Local Associations

Recommendations for Early Engagement can come from the PIC or a local board.

If a PIC member comes to a local board with an opportunity for Early Engagement, the board has four options:

1. Approve a local recommendation for Early Engagement in a candidate's election.



TREPAC will consider this race at its next opportunity using the local recommendation and PIC guidance.

2. Oppose a recommendation for Early Engagement in a candidate's election.

   TREPAC may still consider this race at its next opportunity but will require a 2/3 vote to override a local association's position. If that vote is not taken or the 2/3 threshold is not met, boards may submit a candidate recommendation on their own timeline.

3. Request additional time to process the recommendation on Early Engagement in a candidate's election.

   Contact Texas REALTORS® staff for assistance.

4. Take no action or remain neutral on Early Engagement in a candidate's election.

   TREPAC may still consider this race at its next opportunity.



HOW WE ENGAGE

Texas REALTORS® and TREPAC have several methods for engaging in candidate elections.

There are four key ways Texas REALTORS® and TREPAC can engage.

TREPAC Direct Contribution

Contributions of hard (non-corporate) dollars directly to a candidate or candidate's campaign; local REALTOR® associations may submit request forms for TREPAC support in state-level legislative races and local races.

Coordinated Political Activity

In-kind contributions using TREPAC non-corporate dollars are done in coordination with, or at the request of, the candidate or the candidate's campaign. For example, in-kind contributions could be sending a direct mailer, buying yard signs, providing contract labor, sharing a poll, or hosting a meet-and-greet event.

Opportunity Race

A REALTOR®-facing campaign in support of a TREPAC-supported candidate using Texas REALTORS® corporate dollars. These races are requested by local REALTOR® associations and conducted in candidates' districts by the state association. The Political Involvement Committee, local REALTORS®, and Texas REALTORS® Field Reps concentrate on mobilizing REALTORS® in the district to vote for the supported candidate. Examples of mobilization include recruiting REALTORS® to hold signs supporting a candidate near a polling location, member-to-member phone banking, direct mail, "REALTORS® For ..." web pages, and emails to REALTORS®. NOTE: Opportunity Races are funded with corporate dollars, meaning candidates should not be involved in planning or implementing the advocacy efforts.

Independent Expenditure

(a.k.a. Direct Campaign Expenditure or DCE)

Political communication is funded by TREPAC corporate dollars (contributed by Texas REALTORS® or the National Association of REALTORS®) or non-corporate TREPAC dollars that are used to expressly advocate for or against a candidate. The term "independent" is critical, as it signifies that the advocacy is not made in cooperation, consultation, in concert with, or at the request or suggestion of, a candidate, the candidate's PAC, or a political party.

See Appendix M for more information about Independent Expenditures.

LEGAL NOTE: Spending corporate dollars in coordination with a candidate, candidate's PAC, or a political party is illegal. TREPAC has protections in place to keep its coordinated political activities separate from its independent expenditures, including different decision makers (TREPAC Trustees and DCE Trustees), different consulting firms, and clearly defined staff roles.


VOTE
DAY
TE

VOTER REGISTRATION

The first step in electing REALTOR® Champions is maximizing the number of Texas REALTORS® who can vote.

Why Voter Registration Is So Important

Voter turnout in Texas is abysmal—especially in primary, constitutional-amendment, local, and special elections.

The good news is that Texas REALTORS® turn out at a much higher rate than the general voting population. That's how the association continues to influence the composition of local, state, and federal governing bodies.

Texas REALTOR® Voter Registration

Did you know that Texas REALTORS® are twice as likely to show up to the polls as the rest of the general voting-age population?

That's an incredible statistic, but you can't vote if you're not registered. That's why the Political Involvement Committee (PIC) makes voter registration of Texas REALTORS® a top priority.



Texas REALTORS® conducts a statewide, REALTOR®-facing voter registration campaign each election season. Districts where Texas REALTORS® is conducting an Opportunity Race get even more intensive voter registration efforts.

The most crucial element of conducting a voter registration drive is a strong commitment from the leaders of your local association. Without their buy-in, voter registration drives will not be as successful.



Here are some methods for increasing participation in a voter registration drive targeting REALTORS®:

- Designate "Voter Registration Week"
- Reach agents through their brokers
- Send notifications to colleagues
- Use social media to encourage registration
- Mention the effort in sales meetings
- Take voter registration cards to networking events
- Distribute voter registration cards in your office and closing packets
- Direct all questions to VoteTexas.gov

Public Voter Registration

One of the best ways to increase the number of voters in your area is through a voter registration drive. As active community members, Texas REALTORS® are ideal hosts for these events.

Many Texas REALTORS® include voter registration cards in clients' closing packets for public-facing efforts. Likewise, local associations can run a public-facing voter registration drive—a great public relations opportunity.

A Great Responsibility & An Excellent Service

Some Texas REALTORS® have become deputy voter registrars. Those REALTORS® have completed training that allows them to accept completed



registration cards and submit them to their county's voter registrar on the applicant's behalf.

This is a great way to show your client service after the sale. After all, their recent move probably means they'll need to update their registration information.

Contact your county's voter registrar to learn how you can become a deputy voter registrar. They'll provide you with information about training.





OPPORTUNITY RACE PROGRAM

The Opportunity Race Program empowers Texas REALTORS® to elect pro-real estate candidates. Opportunity races are REALTOR®-facing campaigns conducted on behalf of supported candidates.

Texas REALTORS® Political Involvement Committee (PIC) approves opportunity races as collaborative efforts between the state and local associations.

These efforts may include using direct mail, block-walking, phone banking, websites, social media outreach, meet-and-greet events, and encouraging Texas REALTORS® to vote for the TREPAC-supported candidates on Election Day.

To request an opportunity race, a local board must submit a signed application (available at texasrealestate.com/or), committing the association to assist in Texas REALTORS® efforts to mobilize local REALTORS® in support of these candidates.

To see sample opportunity-race material, see Appendix L.

Benefits Of The Opportunity Race Program:

- Results in significantly higher turnout among Texas REALTORS®
- Has a positive influence on the campaigns of candidates who support real estate interests and the rights of private property owners in Texas
- Demonstrates the power of REALTOR® mobilization

Download the opportunity race application and notice at texasrealestate.com/or

- Enhances the political prestige of Texas REALTORS®, local associations, and TREPAC
- Increases Texas REALTOR® political participation on behalf of association-supported candidates
- Energizes local associations' Governmental Affairs committees and identifies politically active Texas REALTORS® for future political efforts

The Opportunity Race Process

After a local association recommends a candidate, the board may choose to request an opportunity race on behalf of that candidate.

> Note: Texas REALTORS® will never conduct an opportunity race without buy-in and an official request from the local association.

Requests are submitted to the Texas REALTORS® Director of Political Affairs and reviewed by the Texas REALTORS® Political Involvement Committee (PIC). The PIC submits a recommendation to the Texas REALTORS®Legislative Management Team, which gives the final approval.

If the opportunity race is approved, Texas REALTORS® and the local board will execute a campaign designed to engage and motivate Texas REALTORS® to volunteer and vote for the candidate of choice.

What Makes An Opportunity Race?

The Political Involvement Committee (PIC) examines the following criteria in considering opportunity races:

- Has the candidate received TREPAC support (or a recommendation for TREPAC support)?
- Has the candidate been classified by the PIC as a REALTOR® Champion, REALTOR® Advocate, or REALTOR® Friend?
- Does the candidate face a hotly contested election?
- Does the candidate have the support of local REALTORS®?
- Will REALTOR® engagement impact the race?

Local boards can contact their regional PIC member or the Texas REALTORS® Director of Political Affairs for more information.

Best Practices: Steering Committee

Every opportunity race needs a local leader. Texas REALTORS® recommends using a member of the local board's Political or Governmental Affairs Committee to chair the "REALTORS® For [Candidate] Steering Committee" in support of the REALTOR®-facing campaign.

If such a person is unavailable, the Texas REALTORS® Political Involvement Committee member, the



Texas REALTORS® field representative, or the local association's Governmental Affairs Director may also serve as the steering committee chair. Another option may be a Texas REALTOR® who has a personal relationship with the candidate.

The steering committee chair should help coordinate the following:

- Block-walking or door-to-door efforts
- Phone banking
- Social media promotion
- Sign locations
- Special events (should be paid for with TREPAC non-corporate dollars)
- Election Day activities (poll watching, etc.)





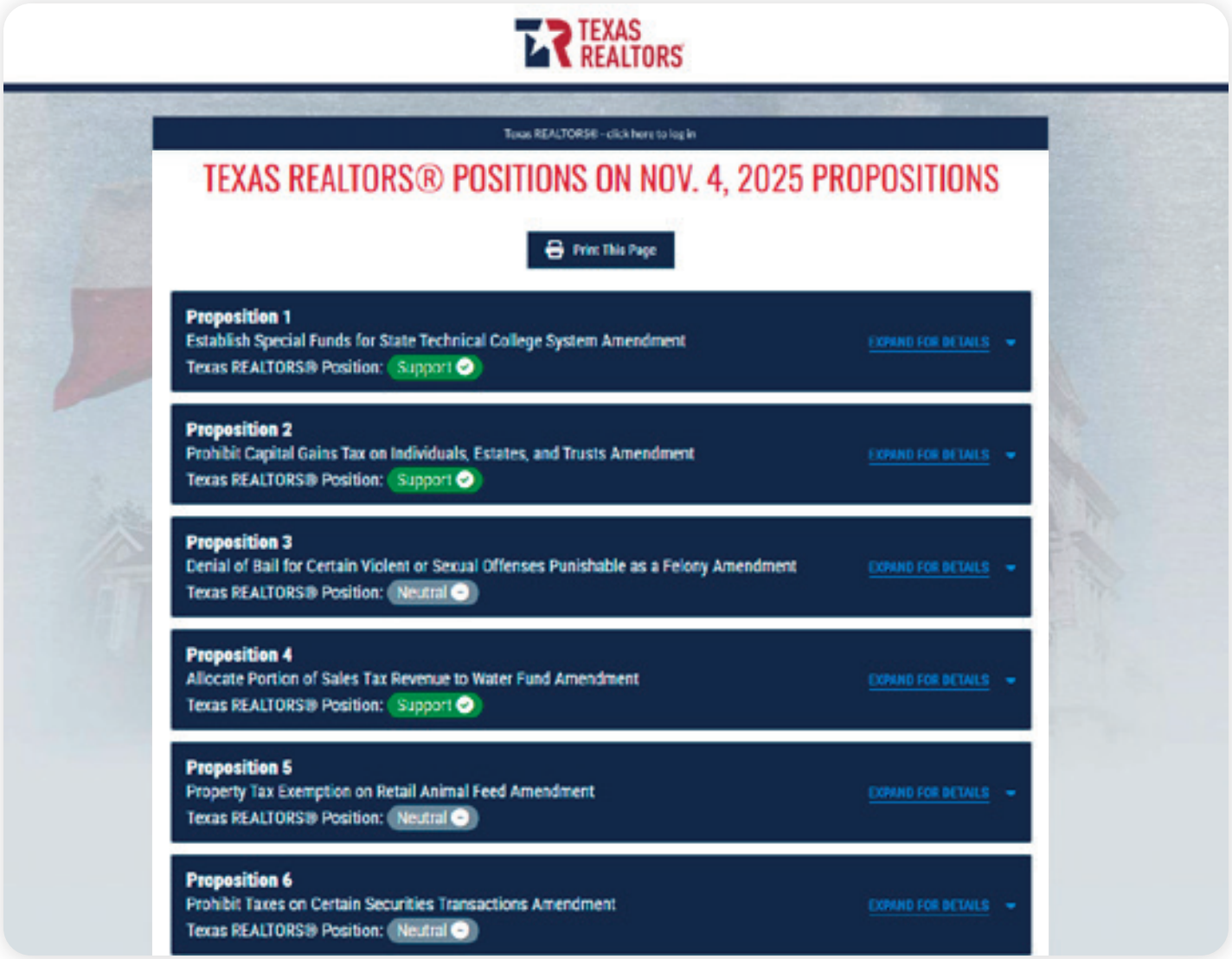
TexasRealtorsSupport.com

Texas REALTORS® has hosted an interactive voting guide at TexasRealtorsSupport.com since 2014.

The site allows users to enter their addresses and then displays a list of the TREPAC-supported candidates on their ballot.

You'll also find a Hot List of the most contentious races, designated by their "spice factor."

Texas REALTORS® staff members also use the system to send Texas REALTORS® slate mailers by email and direct mail that list all TREPAC-supported candidates on their ballots.





TEXAS REALTOR® DELEGATE PROGRAM

The Texas REALTOR® Delegate Program encourages members to participate in their political party's convention process. This enables Texas REALTORS® to get pro-homeownership and pro-property rights issues on both major parties' official platforms.

The program offers resources to maximize this involvement for the benefit of the real estate industry.

How It Works

To be effective, involvement in the Texas REALTOR® Delegate Program must begin at the neighborhood level with precinct conventions. Precinct conventions, which usually occur at each polling location after the polls close during primary elections, are open to anyone who voted in that precinct.

To participate, a prospective delegate should show up at the convention with a voter registration card that indicates they voted in that party's primary. This convention aims to elect delegates to the county/senatorial conventions and adopt resolutions, like the Texas REALTORS® American Dream Resolution, that will ultimately be used to formulate the party's platform.

If elected as a delegate or alternate to the county/senatorial convention, Texas REALTOR® delegates should secure passage of Texas REALTORS® American Dream Resolution and attempt to be elected as a delegate or alternate to the state convention.

Historically, we have seen several hundred REALTORS® serve as delegates in the state convention. These Texas REALTORS® were successful in securing language in both state parties' platforms that promote private-property rights and homeownership.

Find the American Dream Resolution at texasrealestate.com/delegate



TEXAS REALTOR® PUBLIC OFFICIALS (RPOs)

The Texas REALTOR® Public Officials (RPO) Program identifies Texas REALTORS® who have been elected or appointed to serve as public officials at local, state, and federal levels.

The program's goal is to maintain open lines of communication between the Texas REALTORS® and RPO at every level of government.

An RPO may be a:

- United States Senator or Representative
- Texas Senator or Representative
- Mayor or City Council Member

But it doesn't stop there … an RPO may also be a:

- Planning or zoning board member
- County Commissioner or Judge
- Justice of the Peace
- Member of an appraisal review board, school board, economic development commission, historical commission, MUD, water/land board, housing authority, transportation/mobility commission, etc.
- Gubernatorial appointee to a regulatory agency, board, or commission (Texas REALTORS® staff may be able to help Texas REALTORS® seek gubernatorial appointments)

Who do you know?

There are probably hundreds of RPOs in Texas … and Texas REALTORS® needs your help identifying them.

If you know of a Texas REALTOR® who is elected or appointed to an office, let the Texas REALTORS® staff know or add them to the RPO database at texasrealestate.com/rpo. Submissions should include members' company names, addresses, elected/appointed offices, and telephone numbers.

RPOs' professional experience gives them a unique perspective on the legislative, regulatory, and political challenges that face the real estate industry.

Add names of REALTOR® Public Officials to the database at texasrealestate.com/rpo



REALTOR® DAY AT THE TEXAS CAPITOL

REALTOR® Day at the Texas Capitol, held during each legislative session, is a significant component of the association's legislative efforts. REALTOR® Day localizes, personalizes, and reinforces the association's legislative agenda, putting lawmakers face-to-face with their constituents.

Lawmakers care about their constituents' opinions, so there is no better way to get their attention than introducing them to politically engaged Texas REALTORS® from back home.

On REALTOR® Day at the Texas Capitol, REALTORS® from across the state meet with their respective Texas House and Senate members.

Using the nationally recognized REALTOR® Day Portal, REALTORS® meet with representatives and senators to reinforce the association's legislative priorities and positions.

The REALTOR® Day portal provides everything REALTORS® need for a successful visit, including:

- Talking points customized to each lawmaker
- Scheduling
- Biographical information about the lawmakers
- Social media profiles and a news feed about the lawmaker
- Key legislative staff
- District-specific housing reports



- Feedback report so Texas REALTORS® staff can follow up

While efforts to advocate for Texas REALTORS® legislative priorities is an ongoing effort, REALTOR® Day is a pivotal and fun way for members to connect and engage Texas legislators showing them that they care deeply and are actively championing key issues, such as homeowner rights, property taxation, eminent domain, and more.





Texas REALTORS® member-driven public policy process ensures our legislative priorities are responsive to issues facing the Texas real estate industry.

PUBLIC POLICY OVERVIEW

Under all is the land...

The association's legislative focus includes a wide range of public-policy issues affecting property owners, the real estate profession, and the state.

Issues can include water rights and conservation efforts, mineral interests, energy production, transportation, public education, real estate valuation and the property appraisal process, land development, regulatory oversight of free enterprise, private property rights, taxation, and more.

How Does Texas REALTORS® Determine Policy Priorities?

Throughout the time between legislative sessions, Texas REALTORS® policy committees meet and discuss various issues to recommend to the Texas REALTORS® legislative agenda.

Texas REALTORS® Public Policy Oversight Committee oversees four issues-specific policy committees: Business Issues, Infrastructure, Land Use, and Taxation. Each committee is assigned interim subjects to explore, with the help of expert guest speakers and in-depth research, and ultimately recommend the association's policy positions for the upcoming legislative session.

Business Issues

Considers policy proposals related to the real estate transaction, financing, and licensing, such as property management regulations, title insurance, home equity, licensing requirements, housing affordability, and homeowner associations (HOAs).

Infrastructure

Considers policy proposals related to the physical and organizational structures and facilities needed to operate communities and regions, such as schools, transportation, water, and energy usage.

Land Use

Considers policy proposals related to the scientific, aesthetic, and orderly disposition of land, resources, and facilities necessary to communities' physical, economic, and social development, such as eminent domain, annexation, county rule-making, and municipal zoning regulations.

Taxation

Considers policy proposals related to state and local tax collection and disbursement, such as local property taxes, the public appraisal process, central appraisal districts, public school finance, franchise taxes, sales or transfer taxes on real estate transactions, and sales taxes on professional services.

All Texas REALTORS® are invited to participate in two key surveys during the interim policy development process: one in the summer of odd years following a legislative session and the other in the summer of even years looking into the next session. This member feedback is vital and is used to refine policy recommendations even further as well as to communicate members' views and positions on key issues to Legislators.

Ultimately, the policy committees make recommendations to the Public Policy Oversight Committee, which submits final recommendations to the association's Executive Board. Upon approval from the Executive Board, the Legislative Management Team (LMT) prioritizes the issues and develops the association's legislative strategy. Staff is responsible for implementing the LMT's decisions during a legislative session.

Questions about the policy writing process?
Want to get involved?
Email policy@texasrealtors.com



KEY CONTACTS & LEGISLATIVE CONTACT TEAMS

Key Contacts are hand-selected REALTORS® who serve as the primary point of contact with elected officials and the captain of the Legislative Contact Team. Legislative Contact Teams are an extension of the association's lobbying and political efforts. They provide lawmakers with perspectives from their home districts and show grassroots support for their legislators.

Key Contacts

In election years, Key Contacts are valuable to the association's grassroots political effort. Key Contacts frequently volunteer with their lawmakers' campaigns and are the focal point of the Opportunity Race program and other election activities for TREPAC-supported candidates.

Key Contacts are valuable to the association's grassroots and legislative efforts. In legislative years, Key Contacts are responsible for conducting meetings on REALTOR® Day at the Texas Capitol. In these meetings, the Key Contact is responsible for presenting the association's policy positions to their designated lawmakers (or assigning specific issues to Contact Team Members). Key Contacts then report lawmakers' responses to Texas REALTORS®—a critical component of the association's legislative success.

Additionally, Key Contacts may be tasked with direct outreach to their lawmakers on particular bills or issues.

Legislative Contact Teams

The Texas REALTOR® Legislative Contact Teams are vital to the association's political and legislative advocacy success.

There are at least 181 contact teams—one for each Texas lawmaker. The teams, composed of Texas REALTORS® from the lawmakers' home districts, are responsible for developing and maintaining relationships with a designated legislator and their staff. Legislative Contact Teams are also the centerpiece of REALTOR® Day at the Texas Capitol, Calls for Action, and election activity.

Contact the Public Policy Team by emailing them at policy@texasrealtors.com

Best Practice

When creating a team, it's valuable to have diversity:

- Different specializations (commercial, property management, farm/ranch, etc.)
- Geographic diversity, especially in rural districts, to ensure all boards are represented
- Demographic diversity (consider groups like AREAA, WCR, YPN, NAREB, and NAHREP)

Join The Team

Serving on a contact team is a year-round position. Team leaders must continue their relationships with legislators and staff during non-session periods. Contact teams who keep their legislators informed on real estate issues and are involved in local association activities are vital to the association's lobbying efforts. A well-timed and thoughtful "Happy Birthday" message never hurts, either.

If you know of Texas REALTORS® who already have relationships with state or federal elected officials, notify them of the opportunity to participate in the Legislative Contact Team Program.






TEXAS

COMMUNICATING WITH LAWMAKERS

Whether on REALTOR® Day at the Texas Capitol or throughout the year, Legislative Contact Team (LCT) members will communicate directly with legislators and their staff. Here's how to ensure those conversations go smoothly.



Do These...

Before the meeting

- Review the REALTOR® Day Portal for your legislator, especially the customized talking points.
- Check out your lawmaker's website and social media sites.
- Read recent news articles about the lawmaker and significant issues at the Capitol.
- Learn their committee assignments, specialties, and areas of interest.
- Arrive early and start on time (call if you're running late).
- Be polite and well dressed—NO jeans or T-shirts!
- Decide who will lead the meeting (if you're splitting the meeting, decide who will speak about what issue).

During the meeting

- Use real examples to communicate your point.
- Be conscientious of everyone's time—this is a hectic time at the Capitol.
- Present your business card up front and sign their guest book.



- Stick to REALTOR® issues and positions.
- ALWAYS tell the truth.
- Find a local angle.
- Ask the Representative's or Senator's position and why.
- Show knowledge of counter-arguments and respond to them cordially.

End of the meeting

- Thank the legislator and/or staffer for meeting with REALTORS® during such a busy time.
- Get the name and business card of any staff person who sits in on the meeting in case you need to follow up after the meeting.
- Leave handouts provided by Texas REALTORS®.

After the meeting

- Complete your reporting form (this is very important).
- Write a "thank you" email or handwritten note to the legislator and/or staff you met; offer to be a resource on real estate issues.
- Follow through on any promises to lawmakers or staff.



Don't Do These...

- Don't discount legislative staff. Many staffers look (and may be) young but carry tremendous influence and power.
- Don't bring too many issues—pick three or four only.
- Don't be too wordy.
- Don't avoid lawmakers with "the opposite view." Disagreements happen all the time. It's never personal.
- Don't get angry—leave confrontation to the lawmakers.
- Don't lose control of the meeting. If the discussion veers off course, bring it back to the issue(s).
- Don't expect legislators to be experts on everything. Most lawmakers and staffers are generalists (that's the nature of the job).
- Don't be afraid to say, "I don't know." Offer to follow up with them and let Texas REALTORS® staff know.
- Don't make promises you can't deliver.
- Don't discuss TREPAC or any past contributions.
- Don't be offended if you are asked to meet in a hallway or tight space. Where you meet does not matter; what you say and how you handle yourself does matter.



CALLS FOR ACTION

Delivering consistent, timely information to an elected official can be the difference between success and failure at city hall, in Austin, or the nation's capitol.

Using the REALTOR® Action Center, NAR and Texas REALTORS® will occasionally release calls for action (CFAs) to raise lawmakers' awareness of priority issues or if legislative action is necessary.

CFAs are a straightforward way to show support for (or opposition to) proposed legislation. Texas REALTORS® can send a pre-written message directly to their legislators explaining the association's position on a given issue with just two clicks. And while the CFA system is an ideal messaging and targeting platform, a high response rate and quick turnaround are even more critical.

Recent CFA Success In D.C.

Though it's been a while since the National Association of REALTORS® launched a full-scale call for action, it's a great tool to have in the box. When the National Flood Insurance Program (NFIP) was at risk of expiring without renewal in the summer of 2018, REALTORS® took action.

In the strongest response from any state, 16,398 Texas REALTORS®—21.49% of Texas REALTOR® members—sent messages to Congress, urging lawmakers to renew the NFIP before it expired on July 31, 2018.

In the meantime, NAR continues to work with Congress to improve the program and ensure its long-term sustainability as reauthorization discussions continue.

Other recent national calls for action have also included the preservation of the mortgage interest deduction and legislation designed to make homeownership more accessible for many low-income and first-time home buyers.

Success In Texas

Here is one of many Texas REALTOR® success stories. During the 2021 legislative session, Texas REALTORS® used the call for action system so Texas REALTORS® could send messages targeted to certain lawmakers when the State House and Senate were considering legislation relevant to real estate.



Texas REALTORS® also sent an all-member call for action targeting the entire Texas House of Representatives when a key homeowners association (HOA) reform bill was up for a vote.

The call for action resulted in more than 12,500 supportive messages—a record-high response for a state CFA!

Texas REALTORS® can also target specific legislators (helpful when a close vote is looming), as well as city council members, county commissioners, or other local officials (useful for local issues campaigns).

REALTOR® Party Mobile Alerts

The most common reason cited by Texas REALTORS® who don't respond to calls for action is, "I never saw the email."

NAR's REALTOR® Party Mobile Alerts program can help. This text-message notification system is dedicated to getting the word out when a call for action launches.

Sign-up is simple: Texas REALTORS® can text the word **txrealtors** to 30644 ... and you'll be signed up to receive important, timely alerts.

When a call for action launches, visit texasrealestate.com/action to respond.




11:21
New Message
Cancel
To: 30644
txrealtors
"txrealtors"
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
return



GOVERNMENTAL AFFAIRS NEWSLETTER: ADVOCACY RECAP

You may not be interested in politics, but politics is interested in you. Every legislative session and regulatory change has the potential to reshape how you do business, whether you're paying attention or not. That's why Advocacy RECap News exists, and by taking five minutes a month to be "in the know on the go," you position yourself as a knowledgeable real estate professional.

Advocacy RECap is the only advocacy-focused newsletter from Texas REALTORS® delivering timely updates on issues that affect your business and your clients. Each issue goes beyond the headlines to explain what's happening, why it matters, and how it affects Texas REALTORS®. It's written in a conversational, easy-to-scan style. Every issue includes an audio link if you prefer to listen on the go.

Each issue features the Advocacy Corner, offering practical tips for creating "advocacy moments" in your daily business activities. Tips that will help you engage in advocacy and weave advocacy stories into conversations with clients and colleagues. You don't need to testify at the Capitol to be effective. Sometimes it's just knowing the right talking point at the right moment.

Subscribers receive the newsletter at the end of each month, along with periodic breaking news and special updates to keep them informed about emerging issues, advocacy opportunities, and REALTOR® wins. Association leaders can also use it as ready-made talking points for meetings, newsletters, social media, and in conversations with clients, members, and community leaders.

RECAP
TEXAS REALTORS
ADVOCACY NEWS FROM THE CAPITOL



Subscribe to Advocacy RECap News Today: Scan the QR code to subscribe.



TRIP

TEXAS REALTORS® ISSUES POLITICAL ACTION COMMITTEE (TRIP)

TEXAS REALTORS® ISSUES PAC

The Texas REALTORS® Issues Political Action Committee (TRIP) is designed to help local REALTOR® associations identify and act on local issues that affect real estate or private-property owners.

TRIP is dedicated to political battles in favor of (or against) proposed local ordinances, ballot measures, or other local public policy activities. The PAC's Local Issues Committee works directly with local associations requesting assistance for local issues campaigns. Help from TRIP may come in the form of political expertise, strategic guidance, marketing, or funding.

What Does TRIP Do?

TRIP provides some combination of political expertise, strategic guidance, printed and/or multimedia marketing materials, and funding.

What Doesn't TRIP Do?

The program will not fund or support a campaign that gives one local association an advantage over another, nor does it typically approve requests that only pay money to another entity or PAC. The committee also does not provide monetary support for bond issues—there are too many entities with bonding authority.

Things To Know About TRIP

- **No job is too small.** The point is to tackle minor problems before they get big. The smallest amount of monetary support in TRIP history was $250 for a print ad in the local weekly paper in Dumas, Texas.
- **It's not just for big boards.** Local officials from communities of every size always pass ordinances—and many will affect the real estate industry. Cities and counties are also known for copying each other—meaning bad ideas spread.
- **It's a big hammer.** TRIP campaigns are often designed to raise public awareness, mobilizing constituents to take action. Some campaigns have defeated ordinances simply because the governing body was so overwhelmed with feedback that it "tabled" the issue for a later date—and never discussed it again.

Regular Legislative Engagement: Be Present Before the Vote

Local advocacy works best before a proposal becomes a crisis. City councils, county governments, and local boards make decisions throughout the year on zoning, rental regulations, infrastructure, growth, and other issues that can affect property rights, housing costs, and the real estate business. Local REALTOR® associations are most effective when they monitor these discussions and offer practical market insight early in the process.

Regular engagement also builds relationships. Attending public meetings, reviewing agendas, inviting officials to association events, and maintaining open communication helps position REALTORS® as trusted community resources—not simply voices that appear when a controversial proposal is headed for a vote. Early conversations, education, and grassroots outreach can often resolve concerns before a full public campaign becomes necessary.

When an issue begins to surface, members should alert their local association. Association leaders can evaluate the proposal, consult their Texas REALTORS® field representative, and contact the Texas REALTORS® Issues PAC early. TRIP can provide political expertise, strategic guidance, member mobilization, communications support, marketing resources, or funding based on the situation.

Stay informed, build relationships, and speak up early. The best local advocacy often happens long before the final vote.

- **Experience counts.** The Local Issues Committee is well-schooled in a wide variety of local issues, like mandatory retrofits, point-of-sale ordinances, property rights, rental registration, and growth ordinances.
- **Apply** as soon as you see an issue looming. The sooner the committee knows about the issue, the better. Campaigns take time to develop; nipping a proposal before it comes up for a vote is always the most cost-effective way to stifle an issue.
- **The program is very responsive.** Being on the Local Issues Committee means being available to meet quickly. In some cases, TRIP Trustees have discussed the application, funded the request, and began enacting a comprehensive strategy within two business days.

How It Works

Any Texas REALTOR® can identify a local issue that could affect the real estate industry. However, all TRIP inquiries and applications must come through the local association. It's also advisable to consult with your area's Texas REALTORS® field representative before submitting an application.

In many cases, Texas REALTORS® staff can provide enough guidance and expertise to get a satisfactory result without funding a public campaign. The Local Issues Committee must approve full campaign financing requests.

In those situations, the Local Issues Committee meets via video call or in person, and a local association representative presents the application.

After the presentation, the committee adjourns to an executive session to further discuss the issue and vote to approve or deny the request.

How to Apply for TRIP Funding

- Ensure the position on the issue is vetted through your local association's process.

Local associations can determine their preferred, appropriate process to support, oppose, and/or engage in a local issue.

- Download the application at texasrealestate.com/trip.

- Provide comprehensive answers to the application questions, including background information on the issue, the current political landscape, and more.
- Include a thorough budget that describes desired campaign efforts, such as mailers, websites, calls for action, or other public outreach.

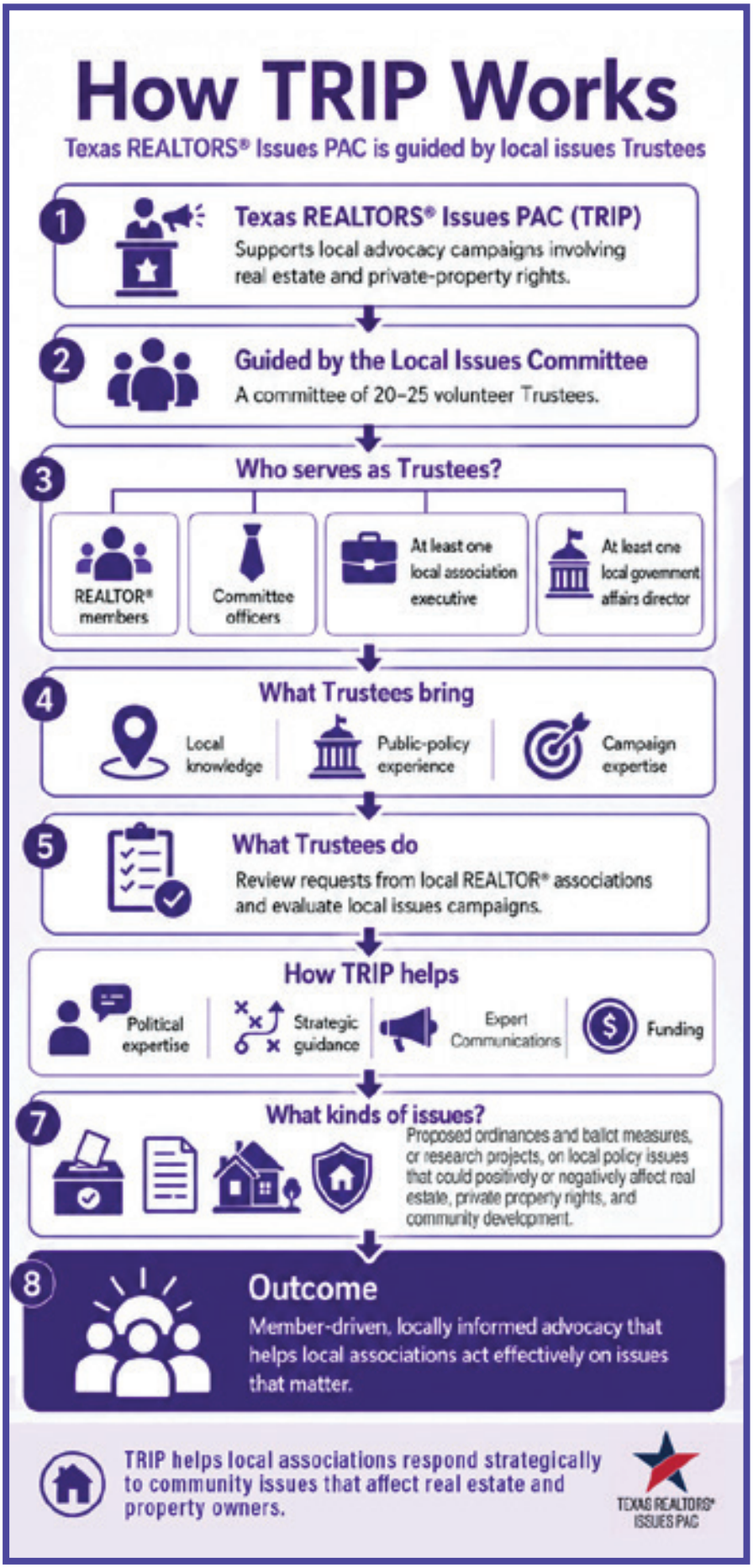
Texas REALTORS® staff can help develop your budget. Work with your field representative, or contact the Austin-based staff at trip@texasrealtors.com

- Ensure the application is complete before submission.
- Include signatures from the local board president and association executive.

See Something? Say Something!

If you hear about a local ordinance or proposal that could affect the real estate industry in your area, let your Association Executive (AE) and Texas REALTORS® field representative know immediately!

CONTACT *trip@texasrealtors.com or* ***VISIT*** *texasrealestate.com/trip to learn more.*





REGULATORY AFFAIRS

The Texas REALTORS® Governmental Affairs Department created its new Regulatory Affairs division in response to member guidance in the *2025 Rising to the Challenge Strategic Plan*, the Governmental Affairs plan that supports and is an extension of the Texas REALTORS® Strategic Plan.

Its work extends our advocacy beyond the legislative process and into the state agency rulemaking process. When the Legislature passes a law, state agencies are often responsible for determining how it will be implemented. They do that through administrative rules, which can shape how a law is applied and carries the force of law.

The opportunity to influence those rules is limited. Before adopting a rule, an agency must publish its proposal and provide the public with at least 30 days to comment. Once that window closes and a rule takes effect, changing it can be significantly more difficult. Regulatory Affairs monitors proposed rules each week to identify potential impacts on real estate, private property rights, and Texas REALTORS® members including consequences that may not be immediately apparent.

Many state agencies regulate issues that affect real estate. In addition to the Texas Real Estate Commission, agencies overseeing property taxes and appraisal, insurance, water, floodplains, professional licensing, and environmental regulation can all adopt rules that affect real estate transactions and property owners. With more than 100 state agencies in Texas, monitoring rulemaking across state government is an important part of protecting the industry.

Each week, proposed agency rules are published in the *Texas Register*. Regulatory Affairs reviews those filings, identifies proposals with a connection to real estate, and evaluates their potential effects. This work is done in close coordination with the Texas REALTORS® Legal Department, whose legal analysis and expertise help identify potential concerns, interpret the implications of proposed rules, and inform the association's response. When appropriate, Texas REALTORS® can respond by submitting written comments, requesting a public hearing, or working directly with agency staff to address concerns.`

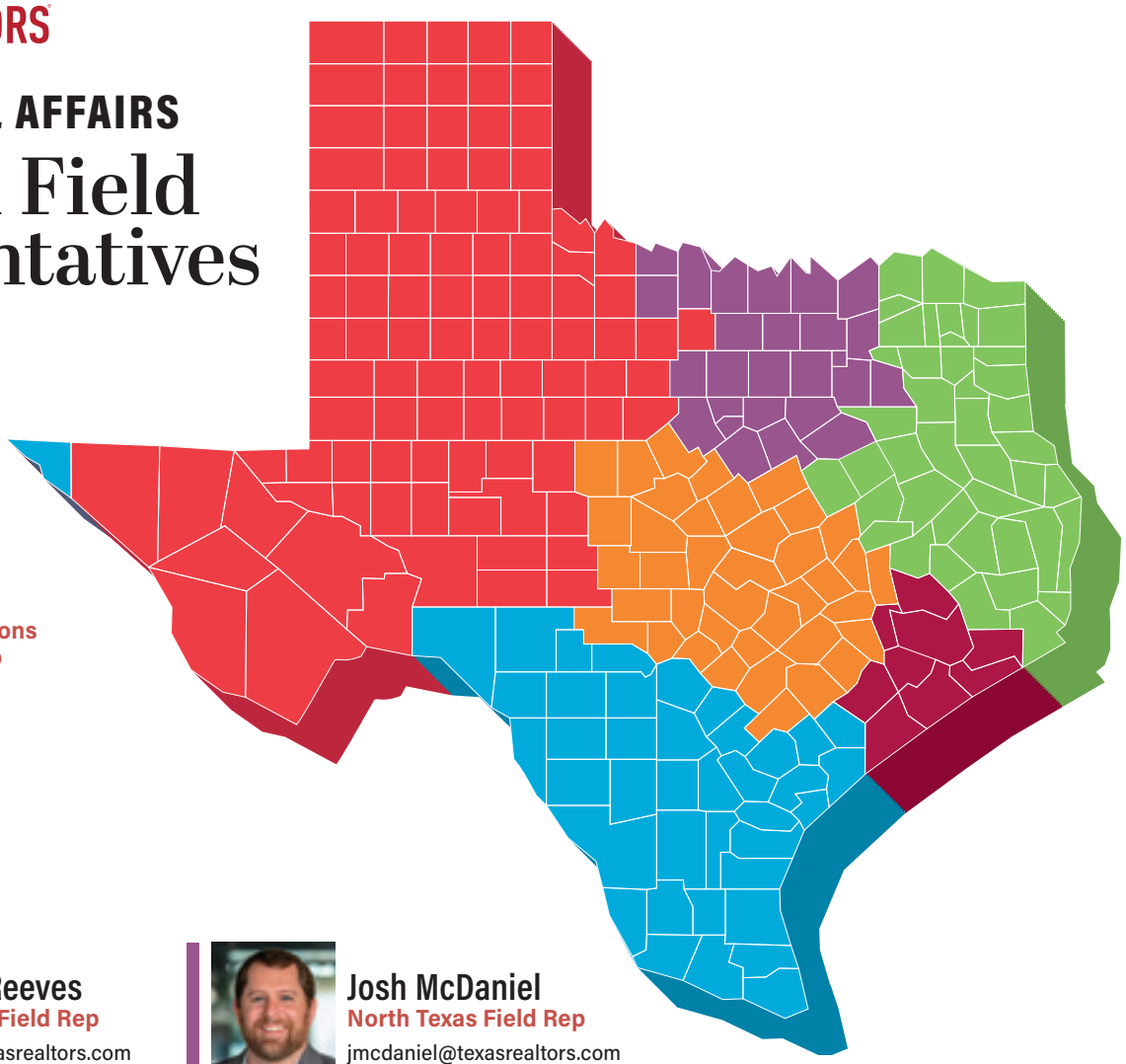
By engaging in the regulatory process, Regulatory Affairs expands the reach of the Governmental Affairs Department and strengthens the voice of Texas REALTORS® at another critical point in the policymaking process.



TEXAS REALTORS

GOVERNMENTAL AFFAIRS

Regional Field Representatives





Dahlia Brown
Director of Field Operations and Gulf Coast Field Rep

dbrown@texasrealtors.com
512-971-8335

Brazoria Co. Board
Galveston Assoc.
Houston Assoc.



Michael Reeves
West Texas Field Rep

mreeves@texasrealtors.com
737-701-8558

Amarillo Assoc.
Abilene Assoc.
Dalhart Board
Lubbock Assoc.
Nolan Co. Board
Petroplex Assoc.
Pampa Board
Permian Basin Board
Plainview Assoc.
San Angelo Board

Josh McDaniel
North Texas Field Rep

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Arlington Board
Granbury Assoc.
Greater Denton/Wise Co. Assoc.
Greater Fort Worth Assoc.
Greater Metro West Assoc.
Greater Texoma Assoc.
Johnson Co. Assoc.
MetroTex Assoc.
North Texas Commercial Assoc.
Stephenville Assoc.
Wichita Falls Assoc.



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East Texas Field Rep

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Beaumont Board
Greater Tyler Assoc.
Henderson Co. Board
Longview Area Assoc.
Pineywoods Assoc.
Nacogdoches Co. Board
Palestine Assoc.
Tall Pines Assoc.
Titus/Camp/Morris Upshur Board
Texarkana Board



Triston Crossland
South Texas Field Rep

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Brownsville/SPI Board
Coastal Bend Assoc.
Greater El Paso Assoc.
Greater McAllen Assoc.
Harlingen Board
Laredo Assoc.
Rockport Area Assoc.
San Antonio Board
South Padre Island Board
South Texas Commercial Assoc.
Victoria Area Assoc.



Valeria Diaz
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512-839-8764

Austin Board
Bryan-College Station Regional Assoc.
Central Hill Country Board
Central Texas Commercial Assoc.
Five Points Board
Fort Hood Area Assoc.
Four Rivers Assoc.
Heartland Assoc.
Highland Lakes Assoc.
Kerrville Board
South Central Board
Temple-Belton Board
Waco Assoc.

FIELD OPERATIONS: YOUR LOCAL CONNECTION TO TEXAS REALTORS®

Field representatives (Field reps) are an invaluable resource to local associations and volunteers for all things Texas REALTORS®. The Field Operations division works within the Governmental Affairs department and serves as a liaison between the association and your geographic Texas region. Field reps are located in one of six regions and travel to meet and work with local boards and committees. The team also helps identify and recruit volunteers, conduct grassroots efforts to promote legislation, educate local association staff, and connect members with association resources.

Field representatives identify and recruit REALTORS® to take part in programs and campaigns. They develop and direct grassroots political plans for local associations. They educate and assist local Governmental Affairs and TREPAC committees and help local associations with PAC fundraising plans and events.

Field representatives are the conduit between local and state while collaborating with our federal partners at National Association of REALTORS® (NAR). Field Representatives work with all levels of the REALTOR® organization to help our members be valuable to their associations, membership, and clients. No job is too big or too small for the field staff, and they are ready to help Texas REALTORS®."




REALTOR®
PARTY

NATIONAL ASSOCIATION OF REALTORS®

NAR RESOURCES

REALTOR® Party Programs

The National Association of REALTORS® has been working with state and local REALTOR® associations for decades to advance public policies and candidates that build strong communities, protect property interests, and promote a vibrant business environment.

NAR's REALTOR® Party Initiative includes grants and tools to help state and local REALTOR® associations run candidate and issues campaigns, implement smart growth programs, housing opportunities, diversity, and much more.

As the only advocacy group in America that fights exclusively for homeownership, real estate investment, strong communities, and the free enterprise system, the REALTOR® Party is not focused on the right, left, or even the middle of the political aisle.

The REALTOR® Party is focused on the issues that matter to existing and future homeowners and the real estate industry.

By supporting candidates and issues campaigns and engaging in community outreach, the REALTOR® Party leverages the association's best asset—its grassroots network of 1.4 million REALTORS® across the U.S. and its territories—to work hard for millions of current and future homeowners.

In recent years, our local level activities have increased; REALTORS® have gained political clout through legislative victories in every corner of the country. Also, our state and local REALTOR® associations have expanded their community and political presence... all because of the actions of the REALTOR® Party.

Find the REALTOR® Party Resource Guide at realtorparty.realtor/resourceguide

ACRONYMS AND TERMS

AE
Association Executive. An association's top executive who is responsible for the day-to-day management of the association and other staff.

Affiliate
A membership class for those in related industries (i.e. lenders, title attorneys, etc.).

BOD
Board of directors. A group of individuals elected to act as representatives of the general membership to establish management and related polices and to make decisions on major company issues.

BOLC
Board Officers Leadership Conference, held annually in October in Austin.

CCIM
Certified Commercial Investment Member. A designation awarded by the CCIM Institute.

CAP
Corporate Ally Program. The Corporate Ally Program creates an advocacy partnership between the National Association of REALTORS® and our extended real estate corporate family to invest in issues campaigns at the local, state and federal levels.

CFA
Call for Action. An NAR/Texas REALTORS® program for sending pre-written messages to lawmakers on critical real estate issues.

Crystal R
PAC investor at $2,500 level (which may include lower amount in recurring year).

Delegate
Representative on NAR's Delegate Body. Casts votes by number of board members to change the NAR Constitution.

FPC
Federal political coordinator, a liaison to a member of Congress for NAR.

GAD
Governmental Affairs director. State/Local association staff member who provides guidance in the areas of governmental affairs, political affairs, legislative or regulatory affairs, lobbying, advocacy, PAC fundraising, community outreach, and/or REALTOR® Party initiatives.

Golden R
Investor at $5,000 level (may include lower amounts in recurring years).

HoF
Hall of Fame. RPAC lifetime investors of $25,000 or more.

LMT
Legislative Management Team. Consists of chair and vice chair of the four Governmental Affairs committees, Texas REALTORS® leadership team, and key association staff.

LT
Leadership Team. Consists of Texas REALTORS® chairman, chairman elect, secretary/treasurer, immediate past chairman, and CEO/president.

M1
Members First (M1) member database system. M1 replaces the National REALTORS® Database System (NRDS), which was built more than 20 years ago. The goal is to provide a powerful member information and engagement platform that serves as a single source of accurate and actionable member data.

MBM
Multi-Board Management Program. Local associations that do not have their own association executive are provided membership and accounting services by the Texas REALTORS® multi-board management program.

MI
Major Investor. A TREPAC investor giving $1,000 or more annually.

MIC
Major Investor Council. NAR committee tasked with increasing REALTOR® participation in all levels of the RPAC Major Investor Program.

NRDS
National REALTOR® Database System. A 9-digit number that is provided by the National Association of REALTORS® to verify your association memberships.

PAC
Political Action Committee. Established by a corporation or other special interest for the purpose of raising and spending money to elect and defeat candidates or issues.

PC
President's Circle. A group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level.

PIC
Political Involvement Committee. Regionally-appointed executive committee of the association's Grassroots Political Network.

Platinum R
Investor at $10,000 level (which may include lower amount in recurring year).

RPAC
REALTORS® Political Action Committee. Voluntary contributions made by REALTORS® to help elect federal candidates who understand and support real estate interests.

RPIC
REALTORS® Political Involvement Committee. NAR's grassroots contact system.

RPMA
REALTOR® Party Mobile Alerts. NAR's advocacy texting platform for REALTORS® **Enroll by texting TXREALTORS to 30644.**

RVP
Regional Vice President.

Sterling R
Investor at $1,000 level (each year separate).

TREC
Texas Real Estate Commission. State licensing and regulatory agency.

TREPAC
Texas REALTORS® Political Action Committee. TREPAC is Texas's largest grassroots political action committee in Texas. TREPAC's direction and support come from Texas REALTORS® who volunteer their time and expertise working to protect the real estate profession at every level of government. TREPAC doesn't back a party. It backs candidates, regardless of political affiliation, who support the real estate profession and property rights.

TRLP
Texas REALTORS® Leadership Program educates participants and shows them how to use their talents to make a difference in their professional and personal areas of interest.

TRPLS
Texas REALTORS® Party and Leadership Summit. An annual training conference held in October that prepares elected and appointed leaders for the coming year, focusing on advocacy for the real estate industry, political involvement, and strategic planning.

WCR
Women's Council of REALTORS®, an affiliated entity of the National Association of REALTORS® that supports the advancement of women as business leaders in the industry and the communities they serve.

YPN
Young Professionals Network.

TREPAC CHECKLIST

- ☑ **PICK** your PAC chairman.
- ☑ **ASSEMBLE** your PAC committee.
- ☑ **ATTEND** Texas REALTORS® Party & Leadership Summit.
- ☑ **COMPLETE** a business plan.
- ☑ **COLLECT** voluntary TREPAC investments through dues billing.
- ☑ **EDUCATE,** educate, educate.
- ☑ **CONDUCT** TREPAC solicitations through special events, office visits, direct mail, and education.
- ☑ **REVIEW** your business plan objectives throughout the year.
- ☑ **DO** a last-minute push to increase participation before the end of the fundraising cycle.
- ☑ **REWARD** and recognize TREPAC investors.
- ☑ **HAVE FUN!**

INCENTIVES FOR INVESTING IN TREPAC

TREPAC recognizes and acknowledges all investors whose support shape the political future of the real estate industry. Here is a list of specific benefits and accolades for each level of support:

	Participation Club	110 Club Member	Lone Star Statesman	Capitol Club	Sterling R	Crystal R	Golden R	Platinum R	Hall of Fame
Special recognition e-mail	★	★	★	★	★	★	★	★	★
Recognition at local board events		★	★	★	★	★	★	★	
Investor recognition applied to lanyard at Texas REALTORS® meetings		★	★	★	★	★	★	★	
Name in TREPAC awards brochure			★	★	★	★	★	★	★
TREPAC 110 Club Member Certificate		★							
New TREPAC Lone Star lapel pin each year			★						
Capitol Club Award (current year Texas Capitol ornament)				★					
New Major Investor jacket					★	★	★	★	
Recognition in Texas REALTOR® magazine					★	★	★	★	
Invitation to exclusive TREPAC Major Investor Reception at Winter Meeting					★	★	★	★	
Exclusive breakfast at Winter Meeting					★	★	★	★	
Name in annual Texas REALTORS® Conference program					★	★	★	★	★
Major Investor lounge at the Texas REALTORS® Trade Expo during Conference					★	★	★	★	
Exclusive additional RPAC Major Investor benefits[1]					★	★	★	★	
Recognition at the Governmental Affairs Forum during Texas REALTORS® Winter Meeting (TREPAC Awards Breakfast and Major Investor Reception)								★	★
Opportunity to speak for up to two minutes at the Texas REALTORS® Winter Meeting Awards Breakfast								★	
Recognition at the Governmental Affairs Forum during Texas REALTORS® Conference								★	★
Opportunity to speak for up to two minutes at the TREPAC/Governmental Affairs Orientation								★	
Two free tickets to TREPAC social events during Texas REALTORS® annual meetings and TREPAC/Governmental Affairs Orientation								★	★
Recognition at the annual TREPAC/Governmental Affairs Orientation								★	★
Recognition in the annual TREPAC Orientation Guide								★	
Exclusive additional RPAC Platinum R benefits[1]								★	
Custom made Texas TREPAC Boots									★
Invitation to Hall of Fame induction ceremony at NAR Midyear Meeting									★
Name on Hall of Fame wall commemorating installation									★
Lapel pin with Hall of Fame recognition banner									★

1. All benefits through NAR/RPAC for major investors (including new Major Investor lapel pin each year) can be found at realtorparty.realtor

Calculate Your Savings

Please enter decimal percentage in the percentage field.		Example	Calculate your savings
Constitutional Ban on Transfer Tax A tax on the transfer of real property would discourage homeownership in Texas. According to a leading economist, that translates into a 7% reduction in sales volume.	Sales volume	$ 1,800,000	$
	x	0.07	x 0.07
	x Negotiated Compensation[1]		x %
	Your savings	$ XXXXX	$
Homestead exemption & tax rate compression savings The expanded homestead exemption and lower school tax rate will reduce a Texas homeowner's property taxes by an average of roughly **$1,300 per year**[2]. This calculation is based on both the exemption increase and a tax rate compression of 10.7 cents per $100 of valuation.	Your savings	$ 1,300[2]	$
Mixed-use vehicle tax Some county tax assessor-collectors were targeting Texas REALTORS® for an ad-valorem (property) tax on personal vehicles. This new tax could've spread statewide to all Texas REALTORS® and other independent contractors.	Vehicle value	$ 37,000	$
		0.0275	x 0.0275 %
	Your savings	$ 1,017.50	$
Professional fees Supported legislation to repeal the "occupations tax" that real estate brokers pay for their two-year license in Texas.	Your savings	$ 300	$
Tax on services We've defeated attempts to extend the state sales tax to professional services. Had they passed, your compensation would have been taxed at 8.25%.	Sales volume	$ 1,800,000	$
	x	0.0825	x 0.0825
	x Negotiated Compensation[1]		x %
	Your savings	$	$
Exemption for business personal property Pending voter ballot approval in November, the exemption for business personal property is now up to $125,000 from $2,500. In this calculation example, we use $10,000 as the qualified business personal property for exemption. The 2% we use is Texas's average effective property tax rate[3].	Value	$ 10.000	$
		x 0.02	
		$ 200	
Add up your total annual savings When you add it all up, TREPAC is an incredibly valuable pocketbook protector. By investing in TREPAC, you get to keep more of your hard-earned money.	Your savings	$	TOTAL $1,600 + YOUR SAVINGS $

NOTES

[1] Compensation is negotiable.

[2] *Texas Tribune* article, July 28, 2023.

[3] The Texas Tax Codes, average effective property tax rate in Texas, which includes both real and personal property, is approximately 1.60%

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 800-873-9854 to obtain information about your contributions.

2026 IS AN ELECTION YEAR



YOUR BUSINESS. YOUR VOICE. YOUR INVESTMENT.

Elections determine the laws, regulations, and policies that shape your profession and protect your bottom line.

1 WHY TREPAC MATTERS

TREPAC works to protect your business and your bottom line by supporting candidates who understand and advocate for real estate.

- **PROTECT** Private Property Rights
- **PROMOTE** Homeownership
- **SUPPORT** A strong, thriving real estate profession
- **ADVANCE** Policies that impact how REALTORS® do business every day

2 INVEST IN TREPAC

In 2026, your participation matters more than ever:

- Candidates are being selected now who will influence your livelihood.
- Legislative decisions directly impact transactions, property rights, and clients.
- TREPAC investments help elect leaders who support REALTOR® issues.

If real estate is your profession, politics is your business.

3 INVEST IN TREPAC

TREPAC is funded by grassroots involvement and VOLUNTARY investments, not dues.

YOUR INVESTMENT:

- Supports REALTOR®-friendly candidates at the local and state levels.
- Ensures REALTORS® have a seat at the table.

Remember, if you are not at the table, you are on the menu.

- Protects the future of your business and profession.

Investing in TREPAC = Investing in Your Business

4 BE AN INFORMED REALTOR® VOTER



- **EDUCATE YOURSELF** Stay informed on key real estate issues and legislation.
- **KNOW THE CANDIDATES** Support candidates that align with REALTOR® priorities.
- **VOTE**
  - Participate and vote in run-off elections!
  - Show up to vote in the general election!

DON'T SIT THIS ONE OUT! ★

VOTE ★ ACT ★ INVEST

Together, we protect the future of real estate in Texas!

LEARN MORE

2026 GENERAL ELECTION DATES

EARLY VOTING	ELECTION DAY
OCTOBER 19 – 30, 2026	TUESDAY NOVEMBER 3, 2026

LEARN MORE & GET INVOLVED
TexasRealtorsSupport.com

TREPAC
★ TEXAS REALTORS® ★
POLITICAL ACTION COMMITTEE

TREPAC is the political voice for Texas REALTORS® and the real estate industry.

Strong communities.
Strong property rights.
Strong Texas.

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.

WHAT YOU NEED TO KNOW ABOUT

REALTOR® SUCCESS AT THE 89TH TEXAS LEGISLATURE

ADVOCACY DELIVERED RESULTS

The powerful advocacy of Texas REALTORS® and the diligent work of association staff helped deliver major victories for real estate professionals, property owners, and the future of Texas.



BY THE NUMBERS

9,420	2,000+	60	150	0
bills read	bills tracked	real estate-friendly bills	harmful bills opposed	opposed bills survived

All Texas REALTORS® priority bills passed.

TAX RELIEF TEXANS CAN FEEL

- Homestead exemptions: $140,000 for most homeowners; $200,000 for Texans 65+ or disabled.
- Business personal property exemption increased from $2,500 to $125,000.
- Disaster, appraisal, senior-protection and ballot-transparency reforms.

HOUSING & PROPERTY RIGHTS

- Smaller-lot, manufactured-housing and zoning reforms expand housing supply.
- Fair-housing protections and expanded disannexation rights.
- Stronger HOA transparency and agricultural protections.

SMOOTHER REAL ESTATE TRANSACTIONS

- Subagency ended; written agreement required before showings or offers.
- Clearer title and tax-lien liability protections.
- New TWIA and insurance transparency, fairness and access protections.

COMMERCIAL REAL ESTATE & RENTALS

- Mixed-use, multifamily and office-to-housing conversions encouraged.
- Adaptive reuse of underused commercial space supports revitalization.
- Balanced eviction notices, utility complaints and trespass protections.

INFRASTRUCTURE FOR A GROWING STATE

- Historic investment in water, flood and wildfire infrastructure.
- New reforms support sustainable development across Texas.

BUILDING THE FUTURE WORKFORCE

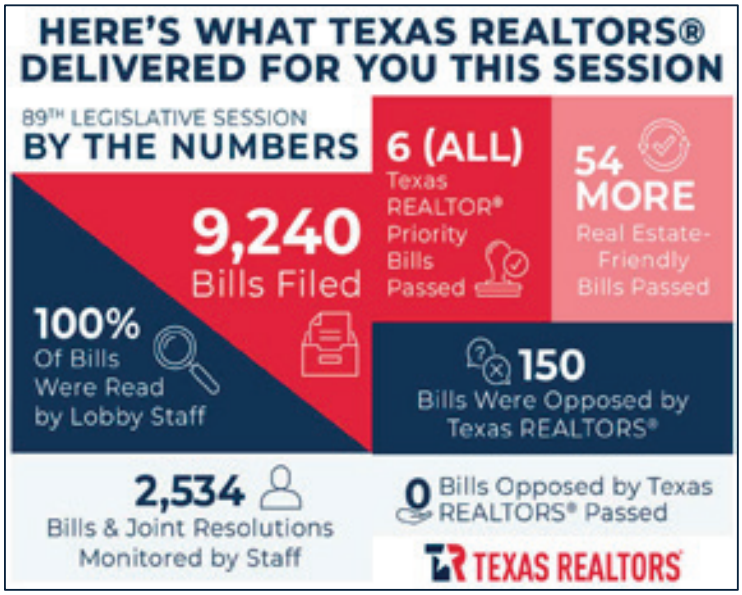
- Career and technical education programs support rural communities.
- Prepares Texas for continued growth and housing demand.

QUESTIONS OR NEED HELP UNDERSTANDING THESE CHANGES?

Contact the Texas REALTORS® Legislative Team at policy@texasrealtors.com. Scan the code for the full *Real Estate Success from the 89th Legislative Session* booklet.

89th Legislature Wins Summary | Commercial REALTORS® & Brokers

Property Rights | Tax Policy | Development & Land Use | Infrastructure | Regulatory Efficiency



Texas REALTORS® helped secure a strong package of commercial real estate wins during the 89th Legislature, creating more options for adaptive reuse and mixed-use development, reducing costs for businesses, increasing tax and PID transparency, strengthening transaction protections, infrastructure planning, and supporting a more predictable environment for commercial real estate investment.

For commercial brokers and agents, these wins mean more tools to help clients evaluate opportunities, manage risk, and keep Texas competitive for business growth.

1. S.B. 840: Municipal Regulation of Mixed-Use & Multifamily Developments

This REALTOR® priority bill creates new opportunities for commercial properties by limiting how large municipalities can restrict mixed-use and multifamily residential development.

2. S.B. 2477: Conversion of Office Buildings to Residential Use

This bill supports the conversion of qualifying office buildings into mixed-use or multifamily residential projects in larger municipalities and counties.

3. H.B. 9 & H.J.R. 1: Business Personal Property Tax Exemption

Amends the Tax Code to exempt $125,000 of the appraised value of tangible personal property used for income production from ad valorem taxation. Approved by voters November 2025.

4. S.B. 7 & H.J.R. 7: Oversight and Financing of Water Infrastructure

This bill strengthens oversight, coordination, and funding of Texas water infrastructure projects under the Texas Water Development Board (TWDB) and will put $1 billion per year toward water infrastructure for the next 20 years. Approved by voters November 2025.

5. S.B. 1106: Publication of Public Improvement District Plans

Requires municipalities and counties to publish public improvement district service plans and assessments on their websites within seven days of approval or updates. It also mandates electronic submission of assessment rolls to appraisal districts for integration into property tax databases.

HOW TREPAC-SUPPORTED LAWMAKERS HAVE HELPED YOU

Flip to the front of this book to read more about TREPAC

2025

Homestead Exemption Increase

Raised to $140,000 for most homeowners and $200,000 for those over 65 or disabled.

Business Personal Property Tax Relief

Helping small businesses by raising the exemption from $2,500 up to $125,000 of income-producing personal property.

Ballot Clarity

Clearer ballot language for future tax-related propositions.

Disaster & Appraisal Reforms

New laws improve disaster loss relief, senior protections, appraisal accuracy, and transparency in tax policy.

Smaller-Lot & Manufactured Housing Expansion

Eases local restrictions and encourages development of high-standard manufactured housing supply.

Zoning Reform

Lowers barriers to rezoning such as density requirement changes to increase housing supply.

Fair Housing Protections

Eliminates unfair or discriminatory rental restrictions, opening more housing opportunities for Texans.

Expanded Disannexation Rights

Landowners can seek release when cities fail to provide promised services.

HOA Reforms

New laws encourage transparency by enhancing homeowner rights.

Agricultural Protection

Safeguards Ag operations from municipal overreach and defends landowner rights.

Water Projects and Disaster Prevention

Historic investment in critical water, flood, and wildfire infrastructure investment; supports sustainable development statewide.

End of Subagency

Boosting consumer confidence and adding transparency in real estate transactions by ending

subagency and requiring a written agreement before showings or offers.

Title & Lien Transparency

Clarifies tax lien liability when tax certificates are wrong and helps protect buyers from surprise costs.

TWIA and Insurance Reform

Adds consumer protections such as transparency on cancellations, TWIA cost reduction, widowed consumer protection, enhances fairness, and boosts coverage access.

Mixed-Use & Multifamily Projects

Allows for more adaptive reuse and urban revitalization in commercial zones.

Office-to-Housing Conversions

Encourages office-to-residential conversions and allows mixed-use/multifamily in commercial zones. They also promote the transformation of underused commercial spaces and support urban revitalization efforts.

Notice and Eviction Process Updates

Brings balance to landlord-tenant interests and protects property owners.

Utility Complaint Reform

Streamlines the process for tenants to report utility complaint issues.

Stronger Trespass Protections

Helps property managers maintain security with notice requirements, and more substantial trespass penalties.

Career and Technical Education

Supports rural and technical education programs. Prepares Texas for continued growth and housing demand.

2023

Historic Property Tax Reform

Provided an $18 billion property tax relief package that includes a $100,000 homestead exemption, $12 billion to bring down local school tax rates, and a pilot program to impact appraised values targeted toward rental housing and small businesses.

Water Fund

Created a fund to help support projects to develop adequate and sustainable water supplies throughout the state.

Broadband Fund

Allowed more Texans across the state to access high-speed internet, advancing educational and work opportunities in rural Texas.

Economic Development Incentives

Created a means for companies to receive temporary property tax relief in exchange for providing jobs and other economic boons to their communities.

Energy Fund

Created a new fund to help build and reinforce dispatchable, on-demand electrical energy to ensure Texans don't see electric service disruptions during times of peak demand.

Private Property Rights - Right to Farm

Prohibited municipalities from enforcing overreaching regulation on property owners and reduces municipal limitations on agricultural activity that property owners may conduct on their land.

Private Property Rights – Form of Payment

Prevented HOAs from dictating what form of rent payments property owners can or cannot accept.

Real Estate Commission

Eliminated the need for certain sole-owner, registered business entities to also be licensed by TREC.

Reinforced sustainable funding for the Texas Real Estate Research Center.

Real Estate Transactions

Created a more transparent disclosure to all parties involved in a wholesale real estate transaction. Created a business specialty court to streamline the resolution of business disputes.

2021

HOA Reform

Provided Texans with a clear understanding of their communities' management structures and practices, including a cap on resale certificate fees, increased transparency in HOA management, and created better due process to resolve disputes.

Increase Broadband Access

Established a new Broadband Development Office to administer grants for expanding access to broadband in eligible areas.

Reform Civil Liability

Ensured small business owners, like REALTORS®, can continue to provide their essential services during times of crisis with protection from certain claims.

Real Estate Deeds

Provided a simple option for property owners to remove unconstitutional covenants from their real estate deeds through their county clerk's office.

Eminent Domain Reform

Increases fairness and transparency for property owners in eminent domain proceedings when an entity with condemning authority seeks to acquire their property.

Expand Appraisal Options

Improved the loan process and addresses the need for more timely appraisals by providing buyers with more options. Also allowed appraisers to perform evaluations without complying with USPAP when the lending guidelines do not require a full appraisal for a financial transaction.

Flood Disclosure for Tenants

Required landlords to provide a flood disclosure notice before a lease is signed.

Condo Association Transparency

Increased transparency for property owners by requiring condo associations to make the association's books and records open and available for owners or their representatives.

Property Tax Transparency

Created texas.gov/propertytaxes to give taxpayers

access to information on local tax rates that determine their property tax bills.

2019

Property Tax Reform

Gave taxpayers more information about how tax rates are set and how to engage in the rate-setting process. Changed the rollback rate for most cities and counties from 8% to 3.5%, requiring voter approval to exceed the rollback rate.

School Finance Reform

Comprehensive reform of the state's public school finance and property tax systems to lessen the burden on local property taxpayers while increasing the state's investment in educators and students.

Ended Forced Annexation

Required a municipality seeking to annex an area into its limits to hold an election for the affected residents to decide whether they wish to be annexed.

TREC Sunset Review

Extended TREC for six years, maintains SDSI status, and requires additional reporting to the Legislature, Governor, and Sunset Commission.

2017

Home Equity Modernization

Reduced maximum home equity loan fees, allowed for home equity loans on some residential properties with agricultural classifications, and provided a method for some home equity loans to be refinanced into non-home equity loans.

Linkage Fees

Prohibited cities from imposing "housing affordability" fees on all new residential and commercial construction.

Accommodations in Property Appraisal Value Disputes

Allowed for property owners to participate in property valuation disputes with their central appraisal district via phone instead of in person.

Real Estate Transactions

Provided buyers with information about the impact of nearby military installations.

Provided buyers with a disclosure when they are engaged in a wholesale real estate transaction.

Requesting and Receiving Campaign Checks

TREPAC is engaged at every level of government: federal, state, and local. However, the process for campaign contributions is different for each level. For local and state-level campaigns, all funding flows through TREPAC. At the federal level, funds are disbursed from the REALTORS® Political Action Committee (RPAC) and distributed by TREPAC.

Please note: *Per election law, a local association cannot send its own funds to a candidate.*



Federal contributions

1. TREPAC Trustees make support recommendations to the RPAC Trustees
2. RPAC Trustees vote on recommendations
3. RPAC dispenses check to state association staff, who sends to the federal political coordinator (FPC)
4. An email is sent to the following individuals within the congressional district, notifying them that a check has been mailed to the FPC for that congress member: FPC, association executives (AEs), governmental affairs directors (GADs), Trustees, Political Involvement Committee (PIC) members, regional field representatives, PAC leadership, Texas REALTORS® Governmental Affairs staff
5. Upon email notification, local associations are asked to organize a check presentation with REALTOR® members and local-association leadership



State-level contributions

1. Local-association recommendations are submitted to TREPAC
2. TREPAC Trustees vote on support recommendations
3. TREPAC dispenses check to TREPAC Trustee* for signature and delivery
4. Email is sent to the following individuals within the Texas House or Senate district, notifying them that a check has been mailed to the Trustee: Trustees, AEs, PIC members, GADs, Texas REALTORS® Governmental Affairs staff, regional field representatives, PAC leadership, Legislative contact team member
5. Upon email notification, local associations are asked to organize a check presentation with REALTOR® members and local-association leadership



Local contributions

1. Local associations contact TREPAC to verify non-corporate funds available
2. Local associations approve and request funds for local candidates from TREPAC
3. TREPAC dispenses check to the TREPAC Trustee for signature and delivery
4. Email is sent to the following individuals in the local area, notifying them that a check has been mailed to the TREPAC Trustee: AE, GAD, Trustees, PIC members, TREPAC staff
5. Upon email notification, local associations are asked to organize a check presentation with REALTOR® members and local-association leadership.



*Some exceptions may apply

TREPAC TRUSTEE AND LOCAL PAC CHAIR

The Trustee and local PAC Chair positions are vital to the success of TREPAC. The trustees and PAC chairs work together to accomplish the goals and objectives of TREPAC. This chart documents the primary job duties for each position.

TREPAC Trustee

They are voted in by the TREPAC body. Trustees may serve a two-year term.

- Oversee all TREPAC operations and financial disbursements.
- Attend all mandatory state and national meetings.
- Attend and speak at as many local TREPAC and GA events as possible.
- Know their elected representatives at all levels of government and be knowledgeable about legislative issues.
- Participate in the local association's candidate interview process.
- Approve statewide TREPAC candidate contributions and present checks to local candidates.
- Submit monthly reports on activities taking place at their local associations.
- Review the annual business plan of local associations throughout the year to track progress toward TREPAC goals.
- Assist boards with state and local TREPAC recognition.
- Develop a close working relationship with their PAC Chairs. PAC Chairs help the trustees meet their goals and responsibilities.
- Educate, educate, educate.

PAC Chair

Appointed by the local AE or GAD, PAC Chairs serve as chairs of their local TREPAC Committee.

- Promote the TREPAC mission and goals within the association membership.
- Know the issues and be able to educate others about what's at stake.
- Work with your AE and/or GAD and trustee to set fundraising goals for the year.
- Oversee all TREPAC fundraising activities for their local association.
- Track and monitor the fundraising plan throughout the year to assess progress toward TREPAC goals.
- Recruit volunteers to help coordinate education and fundraising events to spread the TREPAC message and raise money.
- Attend the annual Texas REALTORS® Party & Leadership Summit meeting, Texas REALTORS® Winter Meeting, Texas REALTORS® Conference, and REALTOR® Day at the Texas Capitol.
- Develop a close working relationship with their TREPAC trustee. The trustee is a crucial resource for the PAC chair.
- Work with the local Governmental Affairs Committee to collaborate on messaging.

TABC ALCOHOL GUIDELINES

If your association is planning an auction to benefit TREPAC that includes alcoholic beverages (e.g., a wine basket, a cooler with beer, etc.), you need a permit.

Texas REALTORS® was instrumental in passing a law effective Sept. 1, 2017, that allows organizations—including political action committees—to include alcohol in their auction as long as they hold a special permit from the Texas Alcoholic Beverage Commission (TABC).



Here's how to ensure your event complies.

Step 1: Plan your auction

Review the "Legal Aspects" section of the TREPAC-GA Advocacy Guide to ensure your event is legally compliant. Plan ahead—TREPAC must receive your request for approval at least 15 business days before the event.

Step 2: Collect donated items

Local board staff receive auction item(s) that include beer, wine, and/or spirits.

Step 3: Complete the paperwork

Complete the Request for Temporary Permit to Auction Alcohol at texasrealestate.com/tabc.

Note: Gift cards to a store specializing in the sale of beer, wine, and/or spirits can be excluded from the inventory.

Step 4: Send the form to TREPAC ASAP

Send the complete form, inventory, and other required documents to TREPAC staff at least 15 business days before the event to allow time for processing.

Step 5: TREPAC reviews form

TREPAC staff will review your documents and notify your regional TABC office.

Step 6: TREPAC notifies TABC

An application plus all required information is sent to your regional TABC office.

Step 7: Display the approved application

The Temporary Auction application and any required signs should be displayed at the event.

NOTE: These guidelines refer to the auction of alcohol to benefit TREPAC. If your association plans to serve alcohol at an event, you should choose a venue with an active liquor license or hire a licensed bartender. Please reach out to your local TABC office for more information.

The One-Third Rule

What every local association needs to know

The Rule in Plain English



Prizes, auction items, & entertainment costs

may not exceed one-third(1/3) of total investments collected.

Equivalently: investments must be at least 3x the cost of auction items/ prizes/ entertainment.

Counts toward the limit	Does NOT count
Auction/prizes (at fair market value)	Food & beverage expenses
Golf fees & cart rentals	Facility/room rental
Professional entertainment	Basic admin & postage costs
Donated items (FMV, even if free)	Ticket proceeds (those are investments)

Example: Auction



Expenses: $400 | Total Raised: $1,200

1/3 of $1,200 = $400 — expenses equal the limit. No reimbursement needed.



Expenses: $400 | Total Raised: $900

1/3 of $900 = $300 — expenses exceed limit by $100.
Non-corporate allocation must reimburse $100.

Event-Type Quick Guide

Auction — Entire purchase price = investment. FMV of donated items counts as expense.

Dinner / Catered — Food & beverage are EXEMPT from the rule. Prizes at the dinner ARE subject to it.

Golf Outing — Green fees count as entertainment.

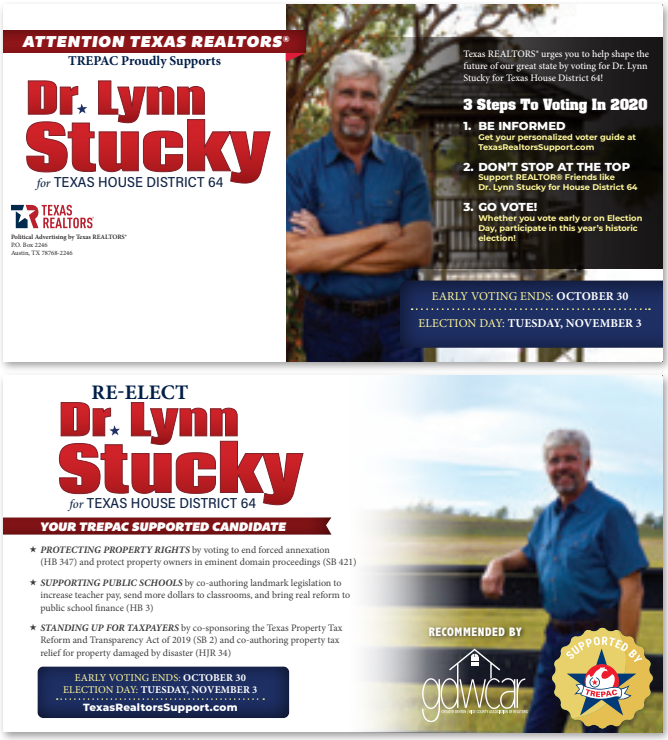
Merch Sales — Entire purchase price = investment. Cost to acquire items (or FMV if donated) counts.

Important —

Event costs are still reimbursable even if the one third rule is not met.

Contact TREPAC at trepac@texasrealtors.com for additional guidance and support.

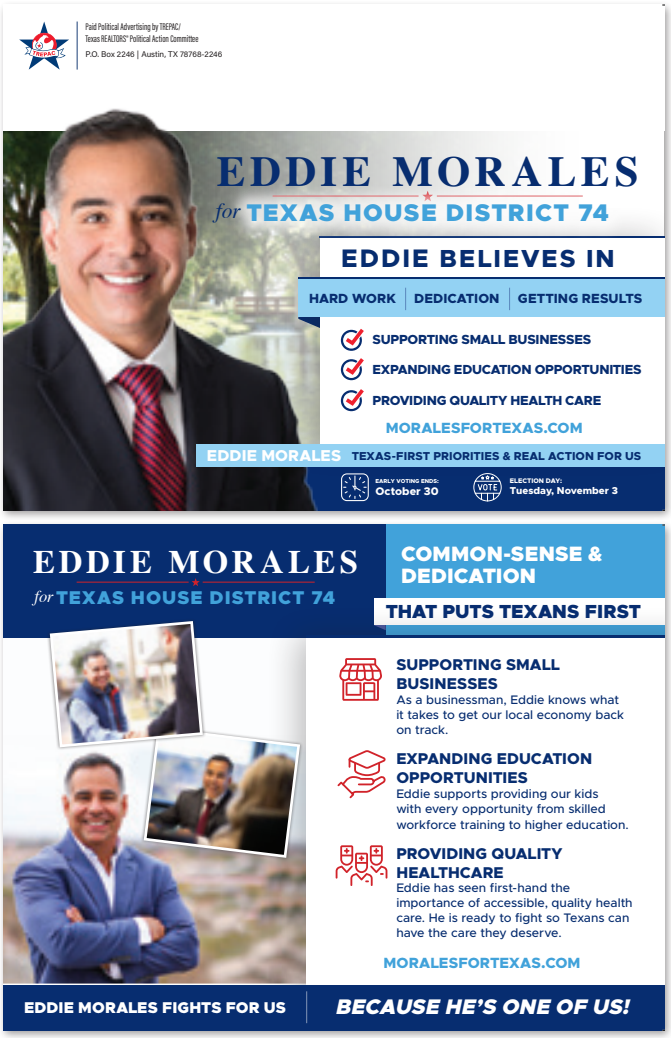
OPPORTUNITY RACE MATERIAL



Member-facing mailer for Rep. Lynn Stucky (HD 64) in the Nov. 3, 2020 election.



Digital advertisement for Cody Harris (HD 8) in the Nov. 3, 2020 election.



Public mailer for Eddie Morales (HD 74) in the Nov. 3, 2020 election.

INDEPENDENT EXPENDITURE MATERIAL

Texas REALTORS® Direct Campaign Expenditure (DCE) Program

What Is a Direct Campaign Expenditure (DCE)?

In Texas, an **independent expenditure (IE)**—political spending not coordinated with a candidate or their campaign—is called a **Direct Campaign Expenditure (DCE)**.

Campaign Contribution: Money goes directly to a candidate's campaign. The candidate decides how to spend it.

Direct Campaign Expenditure: Money spent by an outside group, like TREPAC, to support or oppose a candidate—without coordinating with the campaign.

How It Works



TV & Radio Ads



Mailers & Flyers



Online & Social Media

Because DCEs are independent, there are **no spending limits**. All expenditures must be reported to the **Texas Ethics Commission** and are public record.

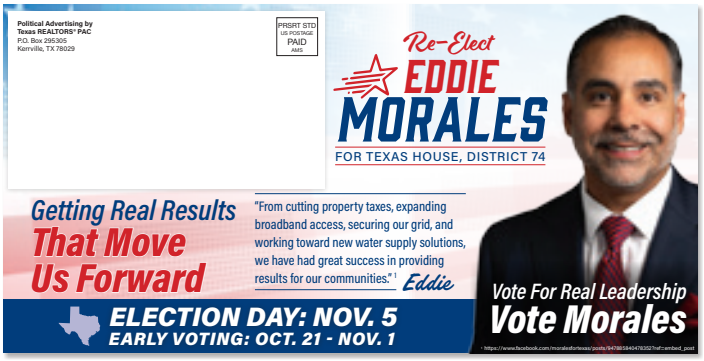
The Simple Difference

Coordinated = Contribution	Independent = Expenditure
Money given directly to a candidate's campaign (with spending limits in some races).	Money spent separately from a campaign (no spending limits).

Why It Matters

The Texas REALTORS® DCE program amplifies REALTOR® voices by supporting candidates who defend **property rights, private ownership,** and a healthy real estate market—without the restrictions of traditional campaign contributions.

Texas REALTORS® • Advocating for Property Rights





Mail Design for Eddie Morales for Texas House District 74 in the November 5, 2024 General Election.





Slate Mailer for Supported Anna City Council and Mayoral Candidates in the May 4, 2024 Uniform Election.





Mail Design for Kelly Herndon for Anna City Council Place 4 in the June 15, 2024 Municipal Runoff Election.

TREPAC

Do your dues

While paying your REALTOR® association dues, take an important step toward ensuring your business success.

Invest in TREPAC

By investing in TREPAC, you take an active role in defeating policies that would threaten our industry and take money from your pocket.

You know how decisions made in Washington, Austin, and your local government can dramatically affect your business. Investing in TREPAC is your chance to shape your future. Don't let someone else call the shots.

Show your commitment to success by investing in TREPAC when you pay your association dues. There's no easier way to protect your livelihood. And there is no investment that will provide you a greater return.

Do your dues. Invest early. Invest in TREPAC!

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.



WHAT YOU DON'T SEE...

IS ACTUALLY WHAT PROTECTS YOU

"Advocacy is invisible until it fails"

-ANONYMOUS

MAKE PLANS NOW!

REALTOR® DAY AT THE TEXAS CAPITOL

APRIL 7, 2027

During the 90TH Legislative Session

★ CONTACT YOUR LOCAL ASSOCIATION TO SIGN UP ★

#AdvocacyInAction

DURING THE 89TH LEGISLATIVE SESSION IN 2025:

THIS ISN'T POLITICS; IT'S ADVOCACY

Your Business' Secret Weapon!

60
REAL ESTATE-FRIENDLY BILLS PASSED
Including all 6 priority bills

100%
OF PRIORITY BILLS PASSED
A perfect record for Texas REALTORS®

THOUSANDS
OF REALTORS® SHOWED UP, SPEAKING OUT,
and making a difference every day

YOUR VOICE. YOUR BUSINESS. OUR FUTURE.
Stay engaged. Stay informed.
Together, we make a difference.

LET'S KEEP WINNING.
For questions or more details, contact us at
advocacy@texasrealtors.com

WE ARE ADVOCACY.
WE ARE TEXAS REALTORS®.

TEXAS REALTORS®

"... the most well *respected*..."

- Quorum Report

"... the most *influential*..."

- Texas Insider

"The *powerful* Texas REALTORS® ..."

- The Texas Tribune

We love it when they call us names.

TREPAC

TEXAS REALTORS

TEXAS REALTORS ISSUES PAC