

# TREPAC Alumni and Texas CAP Program Success Kit



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TREPAC/TEXAS REALTORS ASSOCIATION 115 San Jacinto Blvd, Austin, Texas, 78701



**Texas CAP Investors from 2022 to 2025**

# 2022 CAP Investors

Total = \$105,000 (20 investors, 19 MILs)

## \$25,000 Diamond R Level

HRS - Houston REALTORS® Information Service  
San Antonio Board of REALTORS® (Jan Hitchbottom)  
Greater El Paso Association of REALTORS® (Scott Kerner & Jackie York)

## \$10,000 Platinum R Level

Collin County Association of REALTORS®  
Lubbock Association of REALTORS®

## \$5,000 Golden R Level

Ahliene Association of REALTORS® (Kay Spiva)  
Greater McAllen Association of REALTORS®  
Greater Tyler Association of REALTORS®  
Corpus Christi Association of REALTORS® (Shari Kirk)

## \$2,500 Crystal R Level

CB&A, REALTORS® (Jan Hitchbottom)  
Coddwell Banker/D'Ann Harper (Jan Hitchbottom)  
Lufkin Association of REALTORS® (Angie Williams)

## \$1,000 Sterling R Level

Austin Real Pros, REALTORS® (Bill Evans)  
Four Rivers Association of REALTORS® (Jan Hitchbottom)  
Greater Denton/Wise Co. Assn of REALTORS®  
Harrington Board of REALTORS® (Sue Ann Taubert)  
Nexage Lone Star Realty (Mary Miner)  
Odessa Board of REALTORS®  
Triangle Real Estate LLC (Ben Rodriguez)

## Additional CAP Investors

Williamson County Association of REALTORS® (Mary Miner)

Texas CAP Investors from 2022 to 2025



## 2023 CAP Investors

Total = \$241,000 (41 investors, 38 MIs)



### \$25,000 Diamond R Level

Greater El Paso Association of REALTORS®  
Greater El Paso Association of REALTORS® MLS  
HRIS – Houston REALTORS® Information Service  
Luther King Capital Management  
San Antonio Board of REALTORS®

### \$2,500 Crystal R Level

Austin Real Pros, REALTORS®  
Data Targeting Inc.  
Haus PG Management LLC (Cameron Willmann)  
Lufkin Association of REALTORS®  
Nextage Lone Star Realty  
ORRA SGS Inc.  
Triangle Real Estate LLC

### \$10,000 Platinum R Level

Abilene Board of REALTORS®  
Bryan-College Station Association of REALTORS® MLS  
Bryan-College Station Regional Association of REALTORS®  
Collin County Area REALTORS®  
Lubbock Association of REALTORS®  
NTREIS – North Texas Real Estate Information Systems

### \$1,000 Sterling R Level

Better Homes and Gardens Real Estate Elevate  
Coldwell Banker D'Ann Harper REALTORS®  
Eustis Mortgage Corporation Forbes Realty Group LLC (Devin Forbes)  
Four Rivers Association of REALTORS® (\$2,000)

### \$5,000 Golden R Level

Century 21 the Edge  
Corpus Christi Association of REALTORS®  
Greater McAllen Association of REALTORS®  
Greater Tyler Association of REALTORS®  
Linda Bastraw Realty LLC

### Additional CAP Investor(s)

Williamson County Association of REALTORS®  
(Bill Evans) (\$500)

# FINAL 2024 CAP Investors

Final Total = \$249,610 (36 investors, 30 MIs)



## \$25,000 Diamond R Level

- Greater El Paso Association of REALTORS®
- Greater El Paso Association of REALTORS® MLS
- HRIS – Houston Real Estate Investment Services
- Lubbock Association of REALTORS®
- MetroTex Key Services, Inc.
- San Antonio Board of REALTORS® (\$50,000)

## \$10,000 Platinum R Level

- Abilene Association of REALTORS®
- Collin County Area REALTORS®
- NTRIS-North Texas Real Estate Information Systems, Inc.

## \$5,000 Golden R Level

- Corpus Christi Association of REALTORS®
- Greater McAllen Association of REALTORS®
- Greater Tyler Association of REALTORS®

## \$2,500 Crystal R Level

- Century 21 The Edge (Scott Kesner)
- Data Targeting Inc.
- HAUS PG Management, LLC (Cameron Willmann)
- Lufkin Association of REALTORS®
- ORRA SGS Inc.
- Triangle Real Estate LLC

## \$1,000 Sterling R Level

- Austin Real Pros, Inc. (\$1,500)
- Better Homes and Gardens Real Estate Elevate
- Clear View Realty LLC
- Eustis Mortgage Corporation
- Forbes Realty Group LLC (Dewin Forbes)
- Four Rivers Association of REALTORS® (\$2,000)
- Greater Denton/Wise County Association of REALTORS®
- Greater Lewisville Association of REALTORS®
- Haggerty Co.
- Laredo Association of REALTORS®
- RE/MAX Platinum
- RRC-Residential Real Estate Council Texas Chapter

## Additional CAP Investor(s)

- Success Realty Inc. (\$110)
- Strategic Communication Consulting Group-Eduardo A. Rodriguez ESQ. (\$750)
- The Forma Group LLC (\$250)

# 2025 CAP Investors



Total = \$185,600 (29 MLs, 30 total investors)

## \$25,000 Diamond R Level

- Greater El Paso Association of REALTORS MLS®
- HRIS – Houston Real Estate Investment Services (Mario Arriaga)
- Lubbock Association of REALTORS®
- San Antonio Board of REALTORS®

## \$1,000 Sterling R Level

- Austin Real Pros, Inc. (Bill Evans)
- Al Jurado El Paso Realty
- Central Texas Multiple Listing Service, Inc.
- Clear View Realty LLC
- Commercial Real Estate Network – Golf Coast (Quenton Rockwell)
- Corpus Christi South Texas MLS (\$1,500)
- Greater Lewisville Association of REALTORS®

## \$10,000 Platinum R Level

- Abilene Association of REALTORS®
- Corpus Christi Association of REALTORS®
- Greater El Paso Association of REALTORS®
- NITREIS-North Texas Real Estate Information Systems, Inc.
- Waco Association of REALTORS® (\$13,000 in total)

- Haggerty Co.
- Harlingen Board of REALTORS®
- Keller Williams Realty Heritage (San Antonio)
- Laredo Association of REALTORS®
- Leading Edge Real Estate Inc.
- RE/MAX Platinum (Jonathan Lindley)
- South Texas MLS (\$1,500)

## \$5,000 Golden R Level

- ORRA SGS Inc.

## \$2,500 Crystal R Level

- Data Targeting Inc.
- Greater Denton/Wise County Association of REALTORS®
- HAUS PG Management, LLC (Cameron Willmann)
- Lufkin Association of REALTORS®
- Triangle Real Estate LLC (Ben Rodriguez)

## Additional CAP Investor(s)

- Shutter Up Quick (Jeff Varnell) - \$100



## **NAR CAP Program Overview**

# REALTOR® PARTY

## CORPORATE ALLY PROGRAM

### FAQS DOCUMENT



*A powerful PARTNERSHIP!*

CAP IS NONPARTISAN

#### WHAT IS THE CORPORATE ALLY PROGRAM?

Launched in 2015, the Corporate Ally Program (CAP) is a powerful partnership between NAR and corporate allies aimed at **protecting, promoting, and strengthening** the real estate industry. With soft dollar contributions from these industry partners, CAP supports federal, state, and local advocacy campaigns and public policy priorities.



#### HOW DOES RECOGNITION WORK?

There are five investor recognition levels within the Corporate Ally Program:

**STERLING R:** \$1,000 - \$2,499 annually\*

**CRYSTAL R:** \$2,500 - \$4,999 annually\*

**GOLDEN R:** \$5,000 - \$9,999 annually\*

**PLATINUM R:** \$10,000 - \$24,999 annually\*

**PLATINUM DIAMOND R:** \$25,000+ annually\*

\*Once you are recognized as a CAP investor, you will receive an email outlining your benefits at your investor level, an e-pin to add to your email signature/website, and you'll also receive a CAP lapel pin in the mail.



#### WHO CAN INVEST IN CAP?

Most corporate entities may invest in the Corporate Ally Program. Typically, CAP investors are **REALTOR® industry stakeholders**, including Multiple Listing Services (MLSs), real estate technology vendors, real estate service businesses, business affiliates, vendors, Institutes, Societies and Councils, real estate brokerages, title companies, state and local REALTOR® associations and state and local association business affiliates.

**DO NOT NEED A M1 MEMBER ID TO INVEST.**

#### HOW WILL MY INVESTMENT BE USED?

When you contribute to the Corporate Ally Program, you can choose to support either **Issues Advocacy** or the **Political Advocacy Fund**. Regardless of which you opt for, your investment is put to work at all three levels of government.



If you invest in **Issues Advocacy**, **50%** of your investment helps fund federal issues advocacy campaigns and **50%** stays at home to support or defeat state and local REALTOR® Party issues. If you choose the **Political Advocacy Fund**, **30%** of your investment helps fund NAR's Opportunity Race Program at the federal level and **70%** is used at the state and local levels to host meet and greets with Congressional candidates in their home districts.



## CORPORATE ALLY PROGRAM

# FAQS

DOCUMENT



### WHAT IS THE MAXIMUM THAT CAN BE CONTRIBUTED TO CAP?

There is no limit to the amount that can be invested in CAP. Because CAP contributions are used to fund Issue Advocacy campaigns, they are considered soft money, and therefore are not subject to federal or state campaign contribution limits.

### ARE CONTRIBUTIONS TO CAP TAX DEDUCTIBLE?

**NO.** Contributions used for political purposes are not tax deductible on your federal income tax return.

### ARE THERE SUSTAINING INVESTMENT RATES FOR CAP INVESTORS LIKE THERE ARE FOR RPAC MAJOR INVESTOR LEVELS?

**NO.** In order to sustain your Corporate Ally Program status, you should invest annually at an amount within the range of the investment level for which you choose to be recognized.

### WHAT IS THE DIFFERENCE BETWEEN SOFT AND HARD MONEY?

**Soft money** is raised from corporations, associations, and individuals. There are no limits on the amount of soft money a corporation or individual can contribute, however, political candidates cannot accept soft dollars directly. Contributions to the Corporate Ally Program are considered soft money and NAR may use these funds to support issues advocacy.

**Hard money** has many restrictions on how it is raised and spent, and must be fully reported to the Federal Election Commission. It is raised from individuals, who can contribute up to \$5,000 to a Political Action Committee, like the REALTORS® Political Action Committee (RPAC), per year. RPAC may contribute \$5,000 to a federal candidate, per election.

### CAN I INVEST BOTH HARD DOLLARS (RPAC) AND SOFT DOLLARS (CAP)?

**YES.** However, only an individual may contribute hard dollars. Soft dollars can be contributed by an individual or an organization.

### WHY WOULD AN INDIVIDUAL INVEST IN RPAC AND THEIR ORGANIZATION IN CAP?

The funds are used to support different objectives. An organization or corporation may want to support REALTOR® issues, but not align with a specific candidate or race.

### HOW DO OUR ASSOCIATION'S SOFT DOLLAR INVESTMENTS APPLY TOWARD OUR NAR RPAC FUNDRAISING GOALS?

In 2019, all soft dollar political contributions, including those in Issues Advocacy and the Political Advocacy Fund, were "rolled up" into the Corporate Ally Program. Now, all investments of \$1,000 or more can be applied toward your state's overall fundraising receipts and Major Investor goals.



TO MAKE AN INVESTMENT AND TO LEARN MORE ABOUT THE CORPORATE ALLY PROGRAM, VISIT:

[realtorparty.realtor/cap](https://realtorparty.realtor/cap)

Disclaimer: 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, 30% state or local issue advocacy). CAP investments classified as "Political Advocacy Fund" will fund federal (30%), state/local (70%) advocacy activities.





## **Property Tax Exempt Local Associations**

## Property Tax Exempt Local Associations



## TEXAS CAP PROGRAM



*Local Associations  
with Property Tax exemptions*

- Abilene
- Arlington
- Central Hill Country
- Collin County
- Corpus Christi
- Fort Hood Area
- Four Rivers
- Granbury
- Gr. Denton-Wise Co.
- Gr. El Paso
- Gr. Lewisville
- Gr. McAllen
- Gr. Metro West
- Gr. Tyler
- Harlingen
- Heartland
- Highland Lakes
- Houston
- Kerrville
- Laredo
- Lubbock
- Lufkin
- MetroTex
- Odessa
- Permian Basin
- San Antonio
- Stephenville
- Waco
- Williamson Co.



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**TREPAC Alumni/Texas CAP Program Talking Points**

# TREPAC Alumni/Texas CAP Program Talking Points

## LOCAL POLICY WINS THAT MADE A HUGE IMPACT

Thanks to your investments in the Texas Corporate Ally Program, huge positive results were delivered on key local policy issues across the entire State of Texas. These victories directly impact your clients, local businesses, and communities. This is why advocacy matters - and why we invest in the Texas Corporate Ally Program.

## TEXAS REALTORS® ISSUES WINS

### Made possible by Investing In the Texas CORPORATE ALLY PROGRAM (CAP)

#### STRENGTHENING LOCAL SCHOOLS

PASSED San Angelo ISD Proposition A

- Swapped existing school debt to draw down additional state funding
- More funding made available for San Angelo ISD schools

#### PROTECTING CITY STABILITY

PASSED City of San Antonio Proposition A

- Reformed city manager employment rules for greater accountability
- Safeguarded San Antonio's bond rating and financial future

#### DEFENDING HOUSING RIGHTS

STOPPED a major HOA from proposing a rental ban in the West Crossing Community of Anna, TX

#### PREVENTING TRANSACTION HURDLES

PREVENTED the imposition of a point-of-sale inspection mandate in Amarillo, TX

#### BACKING SMART DEVELOPMENT

FUNDED a study on medium & high-density housing

- Showed cities gain higher tax revenues from those types of development

#### INVESTING IN INFRASTRUCTURE

FUNDED a campaign to increase local transportation funding

### WHY THIS MATTERS: YOUR INVESTMENT IN THE TEXAS CORPORATE ALLY PROGRAM HELPS PROTECT

- Property rights
- Housing affordability
- Economic and Infrastructure development
- Your business & your clients



REALTOR® PARTY  
CORPORATE  
ALLY PROGRAM



## STATEWIDE ISSUES

Contributing to CAP is a win-win, with 50% of the money contributed going back to Texas to be used for state or local issue campaigns that build and promote strong business communities and protect property interests.

#### ■ Water Infrastructure

historic and dedicated ongoing funding for new and existing water infrastructure projects, pending voter approval of the November 4<sup>th</sup>, 2025 State Proposition 4.

#### ■ Business Personal Property Tax Exemption

increases the business personal property tax exemption from \$2,500 to \$125,000, pending voter approval of the November 4<sup>th</sup>, 2025 State Proposition 9.

#### ■ Commercial Conversions

reduces regulation on office-to-residential conversions.

#### ■ Banning Capital Gains Tax In Texas

constitutionally bars the imposition of a capital gains tax in the State of Texas, pending voter approval of the November 4<sup>th</sup>, 2025 State Proposition 2.



**TREPAC Alumni/CAP Voluntary Investment Forms**

# TREPAC Alumni/CAP Voluntary Investment Forms



*Corporate Ally Program*

## VOLUNTARY INVESTMENT FORM

### INVESTMENT LEVELS

- PLATINUM DIAMOND**  
\$25K+
- PLATINUM**  
\$10K-\$24,999
- GOLDEN**  
\$5K-\$9,999
- SILVER**  
\$2,500-\$4,999
- STERLING**  
\$1K-\$2,499



*Want to make a difference?*

# YES!

*We'd like to make a difference.*

ENCLOSED IS OUR CHECK FOR \$

\_\_\_\_\_  
BUSINESS

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY, STATE, ZIP

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
EMAIL

MAKE CHECK PAYABLE TO:  
**"NAR ISSUES"**

MAIL CHECK TO:  
**TEXAS REALTORS®**

ATTN:  
**LESLIE CANTU**  
**1115 San Jacinto Blvd., Suite 200**  
**Austin, TX, 78701**

IN THE MEMO FIELD INCLUDE:  
**"TX CORPORATE ALLY PROGRAM"**

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 Cap Program Investment Levels & Benefits**

## Texas Cap Program Investment Levels & Benefits

### TEXAS CORPORATE INVESTMENT LEVELS



Sterling R	\$1,000-\$2,499 annually
Crystal R	\$2,500-\$4,999 annually
Golden R	\$5,000-\$9,999 annually
Platinum R	\$10,000-\$24,999 annually
Platinum Diamond R	\$25,000+ annually

Applies to all Soft Dollar Investments

### TEXAS CORPORATE INVESTMENT BENEFITS

—in addition to benefits provided from NAR—

Benefits	Sterling R	Crystal R	Golden R	Platinum R	Platinum Diamond R
Texas Legislative Insights	★	★	★	★	★
One invitation to our MI Investor event during Texas REALTORS® Winter Meeting	★	★	★	★	★
Exclusive luncheon at Winter Meeting*	★	★	★	★	★
One complimentary night of hotel stay at each Texas REALTORS® annual meetings (2 nights total)				★	★
Recognition at the Governmental Affairs Forum at the Texas REALTORS® Winter Meeting (TREPAC Awards Breakfast & Major Investor Reception)				★	★
Invitation to Hall of Fame induction ceremony at NAR Midyear Meeting					★
Name on Hall of Fame wall commemorating installation					★

\*A ticket still needs to be purchased to attend the TREPAC Awards Luncheon.



**Texas Trustee Alumni CAP Worksheet and  
Resources**

## TX Trustee Alumni CAP Worksheet and Resources



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Please brainstorm 5 companies/organizations that have **benefitted from NAR/TR/local associations issues advocacy?**  
(mortgage lenders, software companies, brokerages, inspectors, etc.)

	Company Name	Contact Name	Phone Number	Email
1				
2				
3				
4				
5				



**Texas CAP Program Push Card**

## Texas CAP Program Push Card



### WHERE CAP IS WORKING FOR YOU?

1. Fighting to reduce your property taxes.
2. Fighting for affordable and reliable property insurance.
3. Seeking long-term investments in community infrastructure, such as roads, water, and electricity.
4. Protecting independent contractor status and business operations.
5. Protecting property rights for all.

Over \$25 million has been spent on federal, state, and local issue campaigns since 2016 with a 75%-win rate.

To continue making a difference, we need YOUR help!



### WHAT IS CAP?

The Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® and corporate entities aimed at protecting, promoting, and strengthening the real estate profession. With contributions from state and local REALTOR® associations, affiliates, industry partners, and institutes, societies, and councils, CAP supports federal, state, and local advocacy campaigns and public policy priorities.

Corporate Ally Program (CAP) investments are not deductible for federal income tax purposes. CAP investments classified as "issuance" will assist in (1) issue related advocacy (100% Federal Issue Advocacy, 50% State or local Issue Advocacy), CAP investments classified as "Political Advocacy Fund" will fund federal (100%), state/local (100%) 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.



### WANT TO MAKE A DIFFERENCE?

Invest in the Corporate Ally Program today.



### INVEST NOW!

Make check payable to "NAR Issues"

Mail Check to: Texas REALTORS® • Attn: Leslie Cantu  
1115 San Jacinto Blvd • Suite 200 • Austin, TX, 78701

Include "TX Corporate Ally Program" in the Memo field.



**TREPAC Alumni/CAP Thank You Cards**

## TREPAC Alumni/CAP Thank You Cards



*Thank you for supporting the TEXAS REALTORS® and the real estate profession by investing in the National Association of REALTORS® Corporate Ally Program.*

*Your support allows your local association, TEXAS REALTORS® and NAR to support or defeat issues advocacy campaigns that affect the entire real estate profession.*



# THANK YOU



The National Association of REALTORS®  
**CORPORATE ALLY PROGRAM**



## **Texas CAP Program Recognition Banners**

## Texas CAP Program Recognition Banners



**REALTOR® PARTY CORPORATE ALLY PROGRAM**

**TEXAS CAP PROGRAM**

★ ★ ★ ★ ★

**\$25,000**  
**DIAMOND R LEVEL**

- Greater El Paso Association of REALTORS® MLS
- HRIS - Houston Real Estate Investment Services
- Lubbock Association of REALTORS®
- San Antonio Board of REALTORS®

**\$10,000**  
**PLATINUM R LEVEL**

- Abilene Association of REALTORS®
- Corpus Christi Association of REALTORS®
- Greater El Paso Association of REALTORS®
- NTREIS-North Texas Real Estate Information Systems, Inc.
- Waco Association of REALTORS®\*

\*This organization/company has invested more than its designated level amount.



**REALTOR® PARTY CORPORATE ALLY PROGRAM**

**TEXAS CAP PROGRAM**

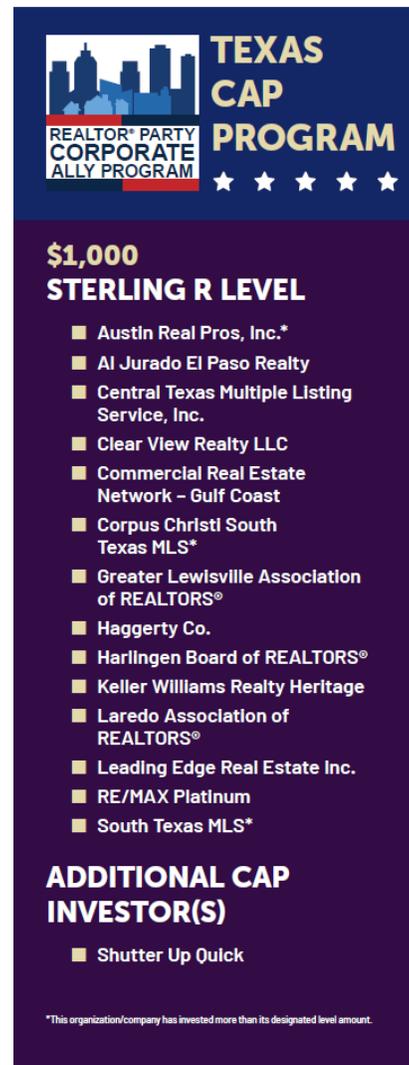
★ ★ ★ ★ ★

**\$5,000**  
**GOLDEN R LEVEL**

- ORRA SGS Inc.

**\$2,500**  
**CRYSTAL R LEVEL**

- Data Targeting Inc.
- Greater Denton/Wise County Association of REALTORS®
- HAUS PG Management, LLC
- Lufkin Association of REALTORS®
- Triangle Real Estate LLC



**REALTOR® PARTY CORPORATE ALLY PROGRAM**

**TEXAS CAP PROGRAM**

★ ★ ★ ★ ★

**\$1,000**  
**STERLING R LEVEL**

- Austin Real Pros, Inc.\*
- Al Jurado El Paso Realty
- Central Texas Multiple Listing Service, Inc.
- Clear View Realty LLC
- Commercial Real Estate Network - Gulf Coast
- Corpus Christi South Texas MLS\*
- Greater Lewisville Association of REALTORS®
- Haggerty Co.
- Harlingen Board of REALTORS®
- Keller Williams Realty Heritage
- Laredo Association of REALTORS®
- Leading Edge Real Estate Inc.
- RE/MAX Platinum
- South Texas MLS\*

**ADDITIONAL CAP INVESTOR(S)**

- Shutter Up Quick

\*This organization/company has invested more than its designated level amount.

**End of Report**