



Join NAR's Broker Involvement Program

Broker Involvement Program

Being a REALTOR® makes you VERY powerful. You know the community, the neighborhoods, other business owners and REALTORS®, and you are a trusted resource for homeowners. You know more about your business and industry than many who are holding office. Why should you get involved? Because lawmakers may be considering new laws that could impact your business.

When Broker-Owners and Broker-Managers alert their agents to key issues, agents listen and take action. NAR's Broker Involvement Program provides you, the Broker, with a quick and effective tool to rally your agents and send a clear united voice to our state and federal leaders on critical legislative issues affecting our industry.

Our Brokers:

- Led the charge to extend mortgage cancellation relief for one year. This helps troubled homeowners by relieving them of an unfair tax burden.
- Urged Congress to pass a 5-year reauthorization of the National Flood Insurance Program.
- Fought proposals to lower Fannie and Freddie conforming loan limits to \$417,000 nationwide. It would have reduced loan limits in 124 counties in 21 states.

Participation Offers You and Your Agents:

- **A REALTOR® voice in state houses and on Capitol Hill:** Working together we have the opportunity to bring our strong and united REALTOR® voice to state and federal leaders.
- **An easy-to-manage solution:** Nothing needs to be downloaded and the program is free. NAR gives the Broker-Owner or Managing-Broker access to the Broker Portal.
- **Proven results:** Calls for Action response rates are significantly higher when agents receive their message from their Broker. On average, 40 percent of all responses to Calls for Action are from agents in the Broker Involvement Program.

continued on back >>



NATIONAL
ASSOCIATION of
REALTORS®

Program Participation is Easy

Sign up your company at: www.realtoractioncenter.com/brokersjoin, or by mailing or faxing the attached enrollment form to NAR.

Automatically send agents the Broker Call for Action:

Auto-participation:

If you have 100 or less agents, the Broker Calls for Action (CFA) are among the first messages sent to agents. NAR will alert you by phone and email when there is a state or national Broker CFA (usually three to five per year). The Broker agrees to allow NAR to automatically send all Broker CFAs with the Broker's name and company logo to their agents, thus enabling their agents to quickly take action. This is the most efficient and effective method to ensure that state and federal decision makers hear our REALTOR® voice.

For Broker-Owners with 100 or more agents you may choose:

Auto-participation: as described above, or

Review and approve: NAR will alert the Broker by phone and email (brokeradvocacy@realtors.org) when there is a Broker Call for Action (CFA). The Broker's email message and the CFA will be available for review on the Broker Portal, where the Broker can approve or reject sending the Broker message and CFA with their name and logo. Please note: the Broker CFA will not be sent until NAR receives your approval. Once approved, the Broker message and CFA will only go to your agents that have not yet responded. If you reject the message, the CFA will be sent to all members under NAR's name.

Broker Involvement Program

For state and federal Calls for Action

Working together we can protect and defend the American Dream of Homeownership.

JOIN NOW!

Erin Murphy
Manager, Broker Involvement Program
202.383.1079
emurphy@realtors.org

Gaye Galvin
Political Programs Specialist
202.383.1091
ggalvin@realtors.org

Rick Miller
Managing Director, Political Programs
202.383.1107
rmiller@realtors.org



500 New Jersey Ave., NW • Washington DC 20001-2020
1.800.874.6500 • www.REALTOR.org