



LEGISLATIVE UPDATE: TELLING OUR STORY

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NATIONAL
ASSOCIATION *of*
REALTORS®



WHY

TELLING YOUR STORY...



“How well we tell our story – from the conference rooms in our offices to the halls of Congress – will play a huge role in the future of our businesses and our associations – at all levels.”

John Smaby, 2019 NAR President

WHY

...REQUIRES THE 5W'S & 1 H



The Advocacy Group helps advance public policies and candidates that support property ownership, private property rights, transfer of real property without undue obstacles and promotes the free enterprise system. Through its many committees, programs, services and professional staff, REALTORS® are informed, engaged and actively participate in supporting and promoting the values and beliefs that align with the NATIONAL ASSOCIATION OF REALTORS®.



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WHO



WHO



REALTOR POLITICAL PROFILE

TYPICALLY



21.5% Age 40-49
34.6% Age 50-64
17.4% Age 65+

55% Female
44% Male



30% Have a College Degree



70% Residential Brokerage



83% Homeowners

POLITICALLY



37.3% Democrat
52.8% Republican
9.9% Independent



84% Registered to Vote
56% Voted in 2016 Election



37% Invests in RPAC

Sources: NAR 2018 Member Profile, TargetSmart's Active REALTOR® Data



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WHO

PROFILE OF HOME BUYERS & SELLERS

HOME BUYERS



14% Buyers of New Homes
86% Buyers of Previously Owned Homes



50% Quality School Districts Important
45% Convenience to Schools Important



52% Made Home Renovations to Accommodate Pets
81% Make Animal-related Housing Considerations
62% Important Have Pet-friendly Neighborhood Amenities

HOME SELLERS



63% Found their Agent Through Referral



90% Listed Their Home on the MLS
7% Recent For Sale By Owner Home Sales



67% Owning a Pet had Moderate/Major Effect on Selling a Home

Sources: NAR's 2018 Profile of Home Buyers & Sellers,
NAR's 2017 Animal House: Remodeling Impact Reports



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WHAT

PRIORITY FEDERAL ISSUES



Infrastructure



Federal Taxation



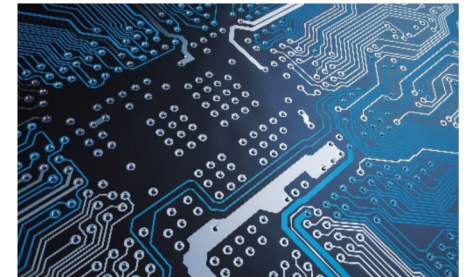
Access to Credit



Health Insurance



Flood Insurance



Technology

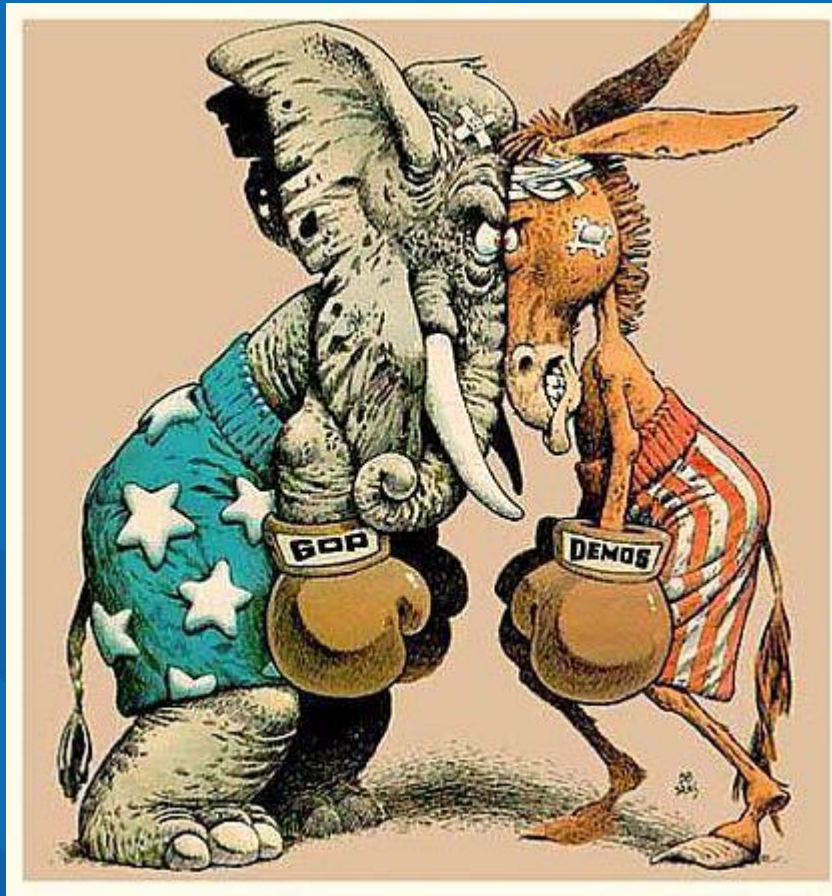


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WHEN

A DIVIDED CONGRESS



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WHEN

LEGISLATIVE GRIDLOCK?



**Only 3% of
bills introduced
result in laws
enacted.**

Source: GovTrack



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WHEN



LEGISLATIVE GRIDLOCK

	<u>Bills Introduced</u>	<u>Laws Enacted</u>	<u>Percentage</u>
115th Congress	13,556	401	3%
114th Congress	12,063	329	3%
*113th Congress	10,637	296	3%
*112th Congress	12,299	284	2%
111th Congress	13,675	385	3%
110th Congress	14,042	460	3%

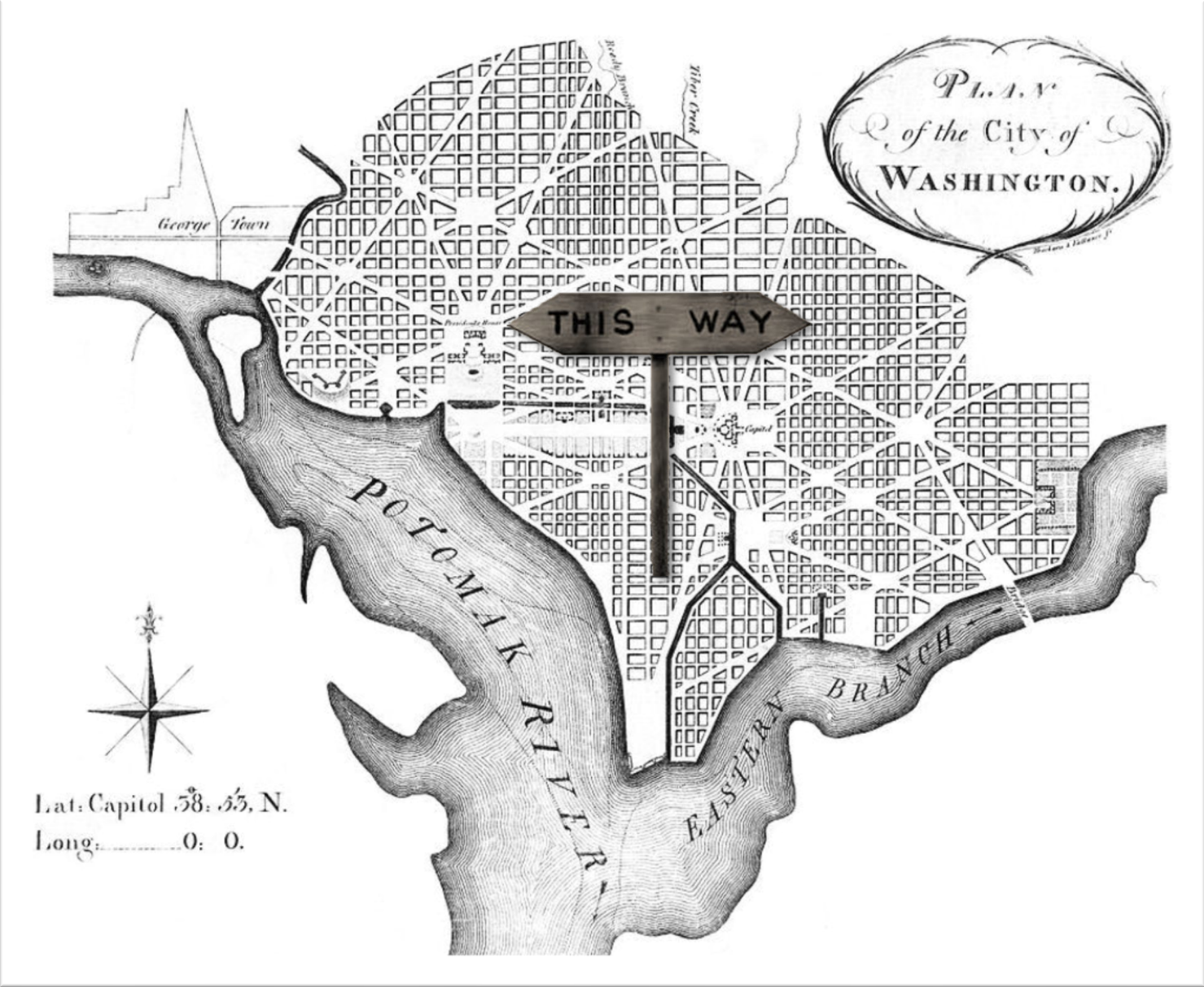
Source: GovTrack
*Divided Congress



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WHERE



WHERE



HOW

NEW ADVOCACY GROUP STRUCTURE



THANK YOU & FOLLOW US



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