

NORTH CAROLINA ASSOCIATION OF REALTORS®

North Carolina's Permanent Campaign State Leadership Idea Exchange Council

Over the last ten months, NCAR has been engaged in the design, planning, roll out and implementation of a statewide public and issues awareness campaign that has changed the way we operate in NC and will provide other states a framework for engaging in similar efforts.

This effort was prompted by the 2013 tax reform legislation and the promise of another round in 2015. In 2013, the law limited tax deductions, for all filers, to a maximum of \$20,000 combined for the mortgage interest and property tax deductions. Unfortunately, the architects of the tax reform law have publicly stated that the law does not go far enough, and they have committed to adopting a number of the tax proposals that NCAR defeated in 2013. NCAR anticipates that included among these proposals will be a transfer tax, a tax on all services, the elimination rather than limitation of the mortgage interest and property tax deductions, and the reformation and application of an asset tax to LLC and LLP entities.

The goal is to ward off more threats to the real estate industry in the name of "tax reform". During the 2015 legislative session, NCAR will pursue opportunities to repeal the cap on mortgage interest and property tax deductions. Additionally, NCAR will be tasked with preventing any new tax changes from negatively affecting our members, their clients, the real estate industry, or the state's economy, while also preserving other policy issues of importance.

By educating the public, our members and elected officials and building a database of engaged people to activate during the next legislative session, we will have more than just the 33,000+ NCAR members calling for protection of the industry.

We started with a rollout to our Association Executives, Board Presidents, Local Government Affairs Directors and others who would attend. This was met with excitement and soon our field team of 5 was on the road to meet with our local boards at their offices to extend the reach. Additionally, we have sent multiple emails and used social media to also spread our messages throughout this time.

The messages have not always been about our issues. We have also pushed out information on voter registration, absentee ballot requests, and information about REALTOR® supported candidates.

To engage the public our field team has been attending community events, such as fairs and festivals, across the state. At these events, local REALTORS® will help engage the public to come hear about our efforts and sign up to be a part of our database. We have also used a digital push with banner ads and social media outlets to reach over 225,000 people.

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Finally, during the election, our field team has organized walks for key legislative targets to compliment the independent expenditures in which our Association has engaged. These final pushes could be the key to getting our most loyal elected officials reelected and are immediately noticed and appreciated by those running for office.

After the election, our field team and member volunteers will go back to engaging the members and homeowners on the issues of importance prior to the start of the legislative session. Our Leadership Team, local Association Executives and Government Affairs Directors and members are very engaged and committed to the success of the campaign. To this end, they have approved a dues increase to make Field Team positions a part of our permanent staff so we can continue our grassroots efforts.

The world of advocacy is changing rapidly. Through this program, NCAR is at the forefront of those changes and our industry, members and their clients will reap the ultimate benefits in both the legislative area but we also hope in the public opinion of consumers and in economic improvement.