

North Carolina Association of REALTORS®

NC REALTORS® is in the process of creating a website portal dedicated to housing all of the NC REALTORS® Government Affairs information and materials on legislative and regulatory issues. The portal would include all documents produced, media tools, talking points, electioneering communications, and other items which would be updated on an ongoing basis. Additionally, GADs and other Government Affairs staff from around the county will be able to download their own materials, essentially creating a living filing cabinet that will be useable by REALTORS® and staff without constantly “recreating the wheel.” Not only will this be a collection of accessibly documents, but strategies about what works and what doesn’t will be a key component.

Creation of this web portal dedicated to shared political strategy is an unprecedented move in the REALTOR® political landscape. A consolidated government affairs network would be immensely beneficial to both the NC REALTORS® and the rest of the REALTOR® associations nationwide.

Once fully functional (we are in beta test process), the website will be fully scalable, allowing other members of the association to have access to Government Affairs materials. Both local and out-of-state GADs and other association members will be able to download the materials, edit them to meet the needs of the local or other state association or issue campaign, and create a quick product. This portal will significantly cut down on the creative process for localized education and advocacy materials. The portal will also allow individuals to post information and updates to social media directly from the site.

The website will be a cost-effective method of spreading our government affairs programs to other states and to learn from them at the same time.