

HOW TO WRITE A RECOMMENDATION FOR THE NAR EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS

Recommendations are brief and they answer the question: “What”?

1. A Recommendation answers the question: “What?” (And sometimes “Who?” “How?” and “When?”). A Recommendation does NOT answer: “Why?”
2. The Rationale answers the question: “Why?”
3. General rule – any Rationale longer than a page should be attached as an exhibit.

“What” is an action. When possible, active voice is better than passive.

Active voice

- Adopt
- Change
- Amend
- Approve
- Support

Passive voice

- Be adopted
- Be changed
- Be amended
- Be approved
- Be supported

Formula for writing a good recommendation = “To” + “What” (and sometimes “Who” “How” or “When”)

Examples:

- To adopt the 2016 year-end financial statements, as audited by Crowe Horwath, LLP, for the combined entity of NAR, its wholly owned subsidiaries, and its affiliated Institutes, Societies and Councils.
 - To provide funding of \$375,000 in four cases as follows:
 - one-half of the legal fees and expenses incurred by the California Association of REALTORS® in the C.A.R. v. PDFfiller litigation (net of insurance reimbursements), up to a maximum of \$300,000; and
- an amount equal to the contribution of the Oregon Association of REALTORS® in the Oregonians for Floodplain Protection coalition, up to a maximum of \$75,000.

To amend the Procedure for Processing a Contested Application for Change of Jurisdiction as set forth in Exhibit A.

To support laws requiring prior notification of, with an opportunity to correct, alleged violations of the Americans with Disabilities Act before a lawsuit on that alleged violation can be filed, while reaffirming support for the Americans with Disabilities Act and programs that encourage compliance with ADA laws.

To replace the 1997 policy on rent control with the new policy set forth in Exhibit B.

HOW TO WRITE RATIONALE FOR A RECOMMENDATION

Rationale for a recommendation answers the question: “Why”?

1. The rationale should provide enough justification for making the recommendation.
2. Draft the rationale with “talking points” in mind. What 3-5 takeaways does your committee leadership need in order to “sell” this recommendation to Exec Committee, Regional Caucuses, and BOD.
3. Address whether the recommendation is new or changes an existing issue, policy or position previously adopted by NAR.
4. Include measurables with a deadline.
5. Include a consequence if you do not meet the measurables.

Formula for drafting a good rationale = Start with the most important reasons and give them some soundbites they can repeat if needed.

Examples:

- NAR policy already supports increased accessibility and believes that meeting the needs of Americans with disabilities is best achieved through education and guidance leading to voluntary compliance. This recommendation would allow NAR to support laws that require potential plaintiffs to notify businesses or potential ADA violations prior to filing a lawsuit. Having the opportunity to correct the alleged violation allows businesses to focus resources on increasing accessibility rather than contesting liability in the courts. Further, the law does not distinguish between minor technical violations or more serious and obvious violations of the law. Statutory remedies for violations of the ADA include correcting the violation and the payment of attorney’s fees to the prevailing plaintiff; no damages are available.
- NAR’s Rent Control policy was originally adopted in 1997. There has been a resurgence of rent control measures at both the state and local level. The new position identifies reasons why NAR opposes rent control measures because these types of laws are infringements upon private property rights. The recommended language is the result of a Rent Control Work Group (RCWG) which was comprised of NAR members and local Government Affairs Directors (GADs).
- The campaign and election manual does not address what NAR should do if (1) a candidate dropped out, leaving no candidate for a particular office or (2) no candidate was deemed eligible for a particular office. The recommendation gives the CCRC explicit direction on what to do if either of those instances were presented – that is, the CCRC would reopen an application period to allow additional individuals to submit their application so that no office was left without a candidate for election. Absent adoption of this policy, the association could be left with an office vacancy. In addition, it would not be practical to require Board of Director approval under these circumstances, since the CCRC would need to react expeditiously to seek additional candidates to submit an application.

Credentials and Campaign Rules Committee 2017 REALTORS® Legislative Meetings

Chair:	Chris Polychron (AR)	Vice Chair:	Tom Salomone (FL)
Committee Liaison:	n/a	Staff Executive:	Lesley Walker and Idis Rivera (IL)

Recommendation(s):

1. To adopt the “Emergency Application Process and Deadline Policy” outlined below:

If at any time after the Submission Period: 1) no NAR Applications for Elected Office were received for a particular Elected Office; or 2) no Potential Candidates are deemed Eligible Candidates for a particular Elected Office, then, within seven (7) days, or as soon as practical, the CCRC will open up a new thirty (30) day application period, the end of such period shall be referred to as the “Emergency Submission Deadline”, during which time Interested Members may file an NAR Application for Elected Office for the office at issue. The CCRC will release the list of the Eligible Candidates by either the Notification Date or the earliest date practical, as determined by the CCRC.

Rationale: The campaign and election manual does not address what NAR should do if: 1) a candidate dropped out, leaving no candidate for a particular office; or 2) no candidate was deemed eligible for a particular office. The recommendation gives the CCRC explicit direction on what to do if either of those instances were presented - that is, the CCRC would reopen an application period to allow additional individuals to submit their application so that no office was left without a candidate for election. Absent adoption of this policy, the association would be left with an office vacancy. In addition, it would not be practical to require Board of Director approval under these circumstances, since the CCRC would need to react expeditiously to seek additional candidates to submit an application.

This recommendation has been reviewed by (check all that apply): Not Applicable

Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

- | | |
|---|--|
| <input type="checkbox"/> Approval | <input type="checkbox"/> Referral to _____ for further study |
| <input type="checkbox"/> Approval with the following amendment: | <input type="checkbox"/> Defeat |

Board of Directors Action:

- | | |
|---|--|
| <input type="checkbox"/> Approved | <input type="checkbox"/> Defeated |
| <input type="checkbox"/> Approved with the following Executive Committee amendment: | <input type="checkbox"/> Referred to _____ for further study |
| <input type="checkbox"/> Approved with the following Board of Directors amendment: | |

The following was reported for information only and did not affect Association policy or budget.

1. The Credentials and Campaign Rules Committee will post its meeting agenda in advance of its meetings at the REALTOR® Conference & Expo and the REALTORS® Legislative Meetings & Expo, and members will be allowed to submit comments for the Committee's consideration.