



OHIO
REALTORS®

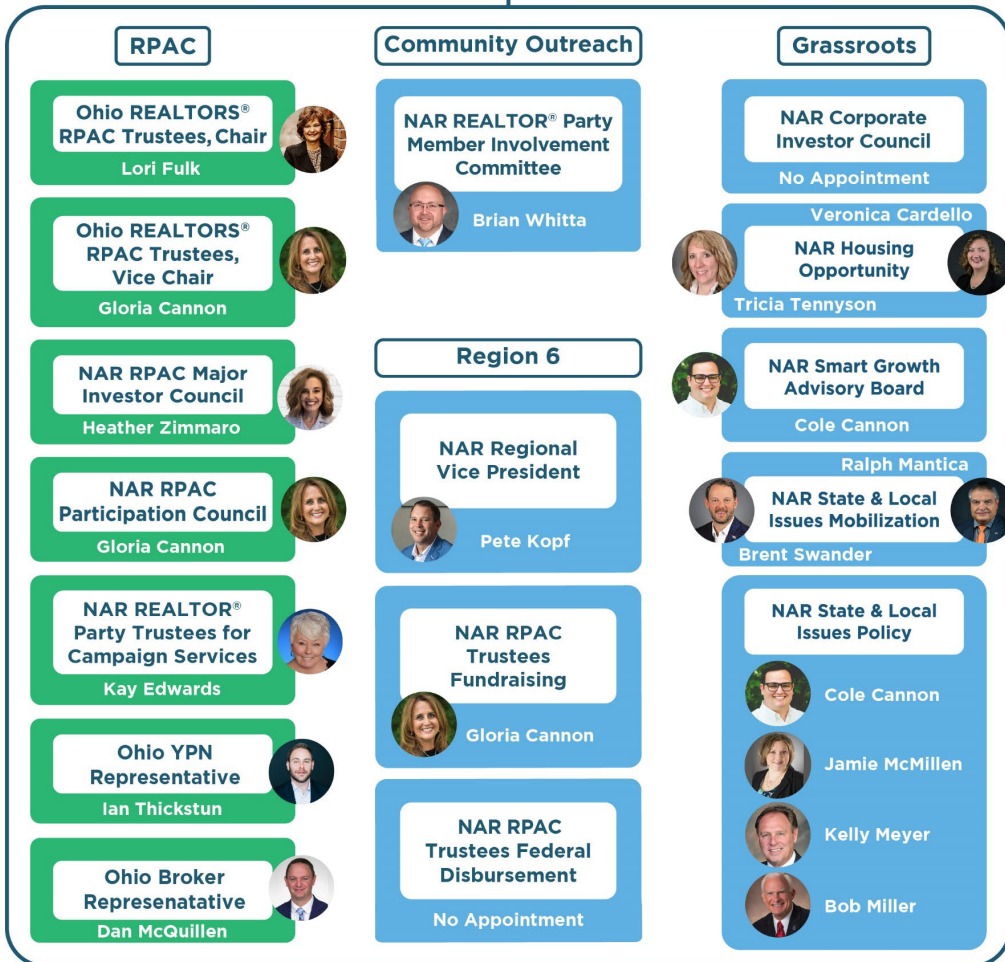
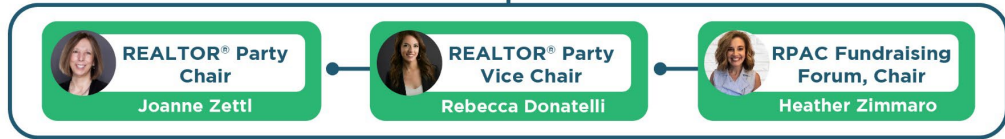
2022 Ohio REALTOR Party Training



2022 Ohio REALTOR Party Committee

 **Stephen Ciacchi** Director, RPAC & REALTOR® Party

PROGRESSION: The RPAC Fundraising Forum Chair in year 2 will become the REALTOR® Party Vice Chair. In year 3 will become the REALTOR® Party Chair.



KEY ■ Ohio appointed ■ NAR appointed ■ Ohio REALTORS® Staff



In This Together

- ▶ 2022 Ohio REALTOR Party Kickoff Committee Meeting
- ▶ 2021 RPAC Event Highlights
 - ▶ Virtual Bourbon Tasting
 - ▶ 200 members attended the 2-hour Bourbon Tasting & Education event
 - ▶ Tasters were mailed out prior to the event and members were able to participate interactively
 - ▶ PINS
 - ▶ 2021 OR Convention RPAC Event was a HUGE success!
 - ▶ Raised \$40,395
 - ▶ Great night of food, music, games, drinks, and supporting RPAC
- ▶ Local Board – raise hand and brag about your event!





CONGRATULATIONS, OHIO RPAC...

TRIPLE CROWN WINNER & 2021 GOALS MET!

RPAC Total: **\$1,229,382** (*Goal: \$1,080,000*)

Participation: **44.14%** (*Goal 37%*)

Major Investors: **361** (*Goal 347*)

President's Circle: **58** (*Goal 35*)



CONGRATULATIONS!

2021 Local Board Triple Crown Winners:

Akron Cleveland Association of REALTORS®
Ashland Board of REALTORS®
Dayton REALTORS®
Delaware County Board of REALTORS®
East Central Association of REALTORS®
Firelands Association of REALTORS®
Guernsey-Muskingum Valley Association of REALTORS®
Lake & Geauga Area Association of REALTORS®
Medina County Board of REALTOR®
Midwestern Ohio Association of REALTORS®
Northwest Ohio REALTORS®
Springfield Board of REALTORS®
Wayne-Holmes Association of REALTORS®



CONGRATULATIONS!

2021 Local Board President Cup Winners:

Akron Cleveland Association of REALTORS®
Ashland Board of REALTORS®
Dayton REALTORS®
Delaware County Board of REALTORS®
East Central Association of REALTORS®
Firelands Association of REALTORS®
Guernsey-Muskingum Valley Association of REALTORS®
Lake & Geauga Area Association of REALTORS®
Medina County Board of REALTOR®
Midwestern Ohio Association of REALTORS®
Northwest Ohio REALTORS®
Springfield Board of REALTORS®
Wayne-Holmes Association of REALTORS®



2022 RPAC Goals

- ▶ State Total: \$1,231
- ▶ Participation: 37%
- ▶ Major Investors: 371
- ▶ President's Circle: 37

Pat Ohmbereger, 2022 Participation Council Chair



Jeff Rupert, Ohio REALTORS Outside Legal Counsel



RPAC Best Practices

Entitlements:

- ▶ RPAC Playbook
 - ▶ Entitlement section dedicated to entitlement funds, what they are, and how they are calculated
- ▶ What can you use your entitlement funds for?
 - ▶ RPAC Fundraisers
 - ▶ Food
 - ▶ Auction Items
 - ▶ Venue
 - ▶ Local Candidates
 - ▶ Writing check(s) to local candidates
 - ▶ County Parties
 - ▶ Party fundraisers/Events
- ▶ Requests made on Ohio REALTORS website

Entitlements:

- Formula used to calculate how much a Board can receive:

% of Goal Reached = % of Entitlement

0 - 100% = 30%

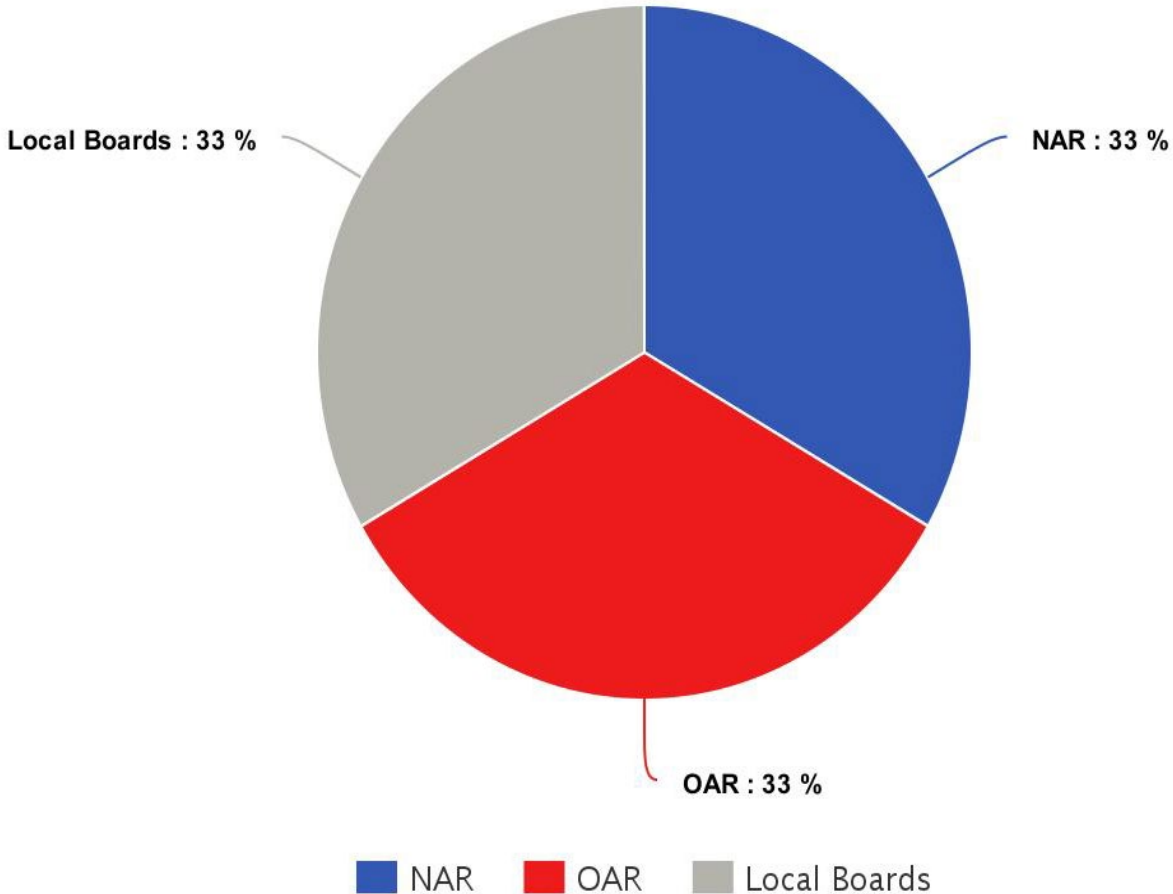
101% - 125% = 40%

Above 125% = 50%

- RPAC Goal is based on \$15 x local board membership
 - Membership total as of April 1st
- Entitlement requests come from Hard Dollars
 - Hard Dollars are: Personal Funds, Volunteer Investments
 - Can be contributed to federal PACs & candidates, Regulated by FEC, Goes to RPAC
 - Soft Dollars are: Investments by organizations, corporations, state and local associations; NAR institutes, Societies, Councils
 - Used for issue advocacy, Independent Expenditures, Opportunity race communications, Etc.
 - Cannot be contributed to PACs or Candidates

Entitlements:

Where RPAC Dollars Go?



- 2/3 of all money raised stays in the state for use at the state and local levels of government.
- 1/3 of the money goes to NAR for federal campaigns – this money returns back in the state in the form of contributions to our congressional candidates.
- The amount of RPAC money that is available to local boards is based on how much money they have raised.
- Each Board receives back RPAC hard dollar funds raised in the previous year to use for campaign contributions to local candidates or support RPAC fundraising activities
- A Local Board's entitlement is based on their RPAC performance.

House Bill 126 Webinar

- Did you know in Ohio your neighbor can challenge your property value if they think you're not paying enough in property taxes?
- Join us Friday February 11 to learn what we're doing to reform Ohio's property valuation process to ensure your rights are being protected

OHIO REALTORS® **WEBINAR: HOUSE BILL 126**
Friday, February 11, 2022 10-10:30 am

Join us to learn why passage is needed to stop unnecessary costs to property owners in Ohio.

Beth Wanless
Ohio REALTORS® Director of Government Affairs

Tom Zaino
Managing Member, Zaino Hall & Farrin LLC

Issues Mob

▶ What is Issues Mob?

- ▶ **Issues Mobilization dollars can be accessed by local associations who wish to financially support ballot issues without utilizing their hard-earned RPAC dollars. The Fund was created as a means of promoting REALTOR positions and protecting private property rights by educating REALTORS and the general public about national, state and local issues which affect them. The Fund is administered by the Ohio REALTORS Issues Mobilization Committee, which has the authority to provide financial resources in support of the REALTOR position on ballot measures, state and federal legislation and local ordinances or regulations.**
 - ▶ **School Funding ... Our communities should be safe and secure for our clients and neighbors. Requests related to ballot measures for public safety levies dedicated to police, fire or emergency services.**
 - ▶ **Public Safety ... Ballot initiatives related to infrastructure improvements or maintenance are available for consideration by the Committee.**
 - ▶ **Transportation and Infrastructure ... Issues mobilization requests for ballot issues or communications to members on emerging issues, local ordinances, taxes or land use restrictions will all be considered by the Issues Mobilization Committee. In addition funding requests for legal research, and in some instances coalition or partnership building activities, are also considered.**
 - ▶ **Issues Mobilization ... The general application is for any request outside of these three designated areas.**
 - ▶ **Please submit applications for Issues Mobilization Funds to Ohio REALTORS staff no less than 30 days before early voting begins.**
- ▶ **For more information on the Issues Mobilization Fund and how you can get your local association involved in a ballot issue, please contact Veronica Cardello, Director of Local Government Affairs, at cardello@ohiorealtors.org.**



Independent Expenditures AKA IEs



Ad samples

- ▶ What are Independent Expenditures?
 - ▶ Dollars spent out of the Political Advocacy Fund or by NAR's application process are used to pay for activities called independent expenditures or IEs. An independent expenditure is by name, definition and action totally independent of the candidate's knowledge, involvement, or direction. At times, RPAC makes contributions to a candidate who is also benefiting from an independent expenditure. However, RPAC Trustees, like the RPAC supported candidate, are intentionally unaware of the independent expenditure campaign.
- ▶ How do I request funds?
 - ▶ For more information on the PAF, please contact Veronica Cardello, Director of Local Government Affairs, at cardello@ohiorealtors.org or Carl Horst horst@ohiorealtors.org and we will walk you through the process.

PAF (Political Advocacy Fund)

▶ What is PAF?

- ▶ The Ohio REALTORS Political Advocacy Fund (PAF) is funded by an annual member assessment of \$35. The PAF is designed to be used by the state association and our Local Boards in support of state and local candidates and ballot issues affecting private property rights and the real estate industry.
- ▶ Dollars spent out of the Political Advocacy Fund are used to pay for activities called independent expenditures or IEs
- ▶ Federal law requires that activities funded by the PAF and RPAC be kept completely separate and uncoordinated. This is taken very seriously by Ohio REALTOR staff who have established the necessary internal protocols to meet Federal standards.

▶ How do I request funds?

- ▶ **Please contact Veronica Cardello, Director of Local Government Affairs, at cardello@ohiorealtors.org or Carl Horst horst@ohiorealtors.org and we will walk you through the process.**

IN 1973 THE ASHLAND COUNTY-WEST HOLMES CAREER CENTER RECEIVED ITS LAST MAJOR UPGRADE

It's been **48 years** since ACWHCC received major upgrades. Help build a better future for our students by supporting the levy for the Career Center. It's on the ballot **November 2nd**!



- ✓ Invest in a strong community
- ✓ Create job opportunities that make our community a great place to live and work
- ✓ Prepare students for jobs that can support families

Paid for by the Ohio REALTORS Political Advocacy Fund (www.orpaf.org) and not authorized by any candidate or candidate committee.

NOV. 2nd

**INVEST IN OPPORTUNITY
VOTE FOR THE LEVY**

SPC Overview

- ▶ What is a SPC (State Political Coordinator)?
 - ▶ Key Ohio REALTORS are asked to maintain relationships with specific members of the Ohio General Assembly to keep them up-to-date on REALTOR issues. They stay in touch throughout the year in the legislator's home district as well as at the State Capitol to help reinforce the Association's legislative agenda.
- ▶ 19 VACANT SPC Positions
- ▶ Representatives
 - ▶ **Kent Smith**
 - ▶ Richard Brown
 - ▶ Laura Lanese
 - ▶ Dontavius Jarrells
 - ▶ **Tom Brinkman**
 - ▶ Jessica Miranda
 - ▶ Bill Seitz
 - ▶ Catherine Ingram
 - ▶ Sedrick Denson
 - ▶ **Paul Zeltwanger**
 - ▶ Kevin Miller
 - ▶ Brian Lampton
 - ▶ Jeff LaRae
 - ▶ Brian Stewart
 - ▶ Susan Manchester
 - ▶ **Nino Vitale**
 - ▶ Mark Johnson
 - ▶ Jason Stephens
 - ▶ Brett Hillyer

The screenshot shows the Ohio REALTORS website with the following content:

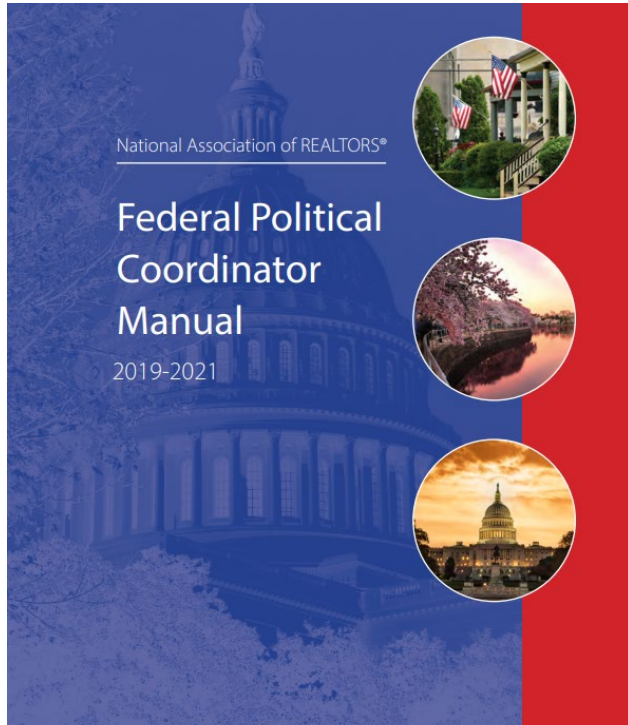
- OHIO REALTORS** logo and navigation menu (Consumers, Education, About, Store, Logout, MY ACCOUNT).
- Secondary navigation: LEGAL, PUBLIC POLICY, AE / BOARDS, MEMBERSHIP, MEETINGS, THE BUZZ.
- Section: **PC: Columbus REALTORS**
- Contact information: Columbus REALTORS ... 2700 Airport Dr., Columbus, OH 43219-2268 | Phone: 614.475.4000 FAX: 614.475.4091 | Website
- CEO: Brent Swander, RCE | bswander@columbusrealtors.com | Phone: 614.475.4000 ext. 252
- Ohio Senate
 - Bob Peterson | District 17 | SPC: Tammy Holdren
 - Sen. Bob Hackett | District 10 | SPC: Greg Blatt & Kate Crager-Tobin
 - Sen. Tina Maharath | District 3 | SPC: Mic Gordon
 - Sen. Hearcel Craig | District 15 | SPC: Buffle Patterson
 - Sen. Stephanie Kunze | District 16 | SPC: Gloria Cannon
 - Sen. Bill Reineke | District 26 | Sara Riesen
- Ohio House
 - Rep. Adam Miller | District 17 | SPC: John Myers
 - Rep. Kristin Boggs | District 18 | SPCL Erin Oxender
 - Rep. Mary Lightbody | District 19 | SPC: Heather Dunn
 - Rep. Richard Brown | District 20 | SPC: VACANT (SPC Application)
 - Rep. Beth Liston | District 21 | SPC: Erin Oxender
 - Rep. David Leland | District 22 | SPC: Sue Lusk-Gleich
 - Rep. Laura Lanese | District 23 | SPC: VACANT (SPC Application)
 - Rep. Allison Russo | District 24 | SPC: Andy Mills
 - Rep. Dontavius Jarrells | District 25 | SPC: VACANT (SPC Application)
 - Rep. Latyna Humphrey | District 26 | SPC: Brittany Eddy
 - Rep. Bill Dean | District 74 | SPC: Lori Fulk
 - Rep. Tracy Richardson | District 86 | SPC: Andrea White
 - Rep. Riordan McClain | District 87 | SPC: VACANT (SPC Application)
 - Rep. Mark Johnson | District 92 | SPC: VACANT (SPC Application)
- Staff Contact: Veronica Cardello | cardello@ohiorealtors.org
- Footer: OHIO REALTORS logo, address (200 E. Town St., Columbus, OH, 43215), phone (614.228.6675), email (oan@ohiorealtors.org), and social media links (Facebook, Young Professionals Network, Twitter, Instagram, LinkedIn, YouTube).
- Twitter updates: "We're looking for podcast guests to join us on upcoming episodes! Have an interesting real estate story? Expertise?... https://t.co/GobYV73IAL" and "REALTORS! Register NOW to learn more about our newest member benefit: Ohio REALTORS Health Insurance. Register now... https://t.co/HbnYtwQlDQ"



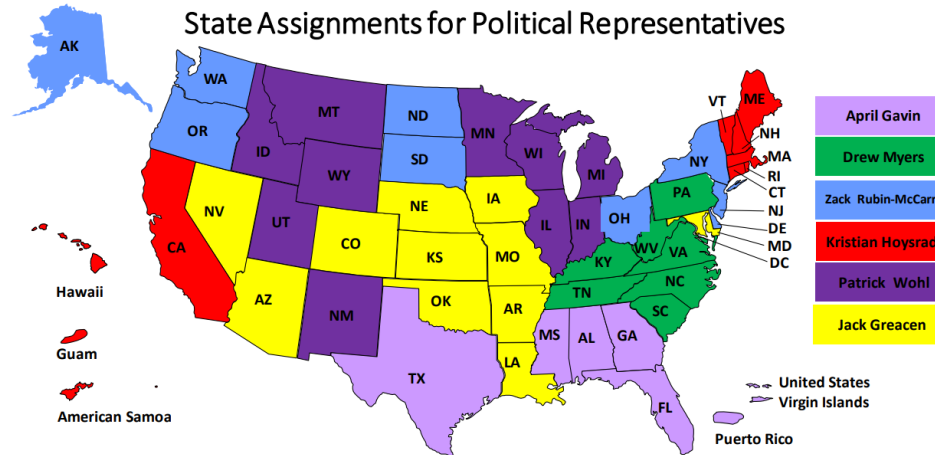
FPC Overview

- ▶ What is FPC (Federal Political Coordinator)?
 - ▶ Key Ohio REALTORS are asked to maintain relationships with specific members of Congress to keep them up-to-date on REALTOR issues. They stay in touch throughout the year in the legislator's home district as well as in Washington D.C. to help reinforce the Association's and NAR's legislative agenda.
 - ▶ Currently, there are no available FPC positions, however you if you would like to work with the FPC in your region, you can join their team.

For more information on how you can get involved to be an SPC or reach out to your FPC, please contact Veronica Cardello, Director of Local Government Affairs, at cardello@ohiorealtors.org.



NATIONAL ASSOCIATION OF REALTORS® State Assignments for Political Representatives



12/9/2020



Political Coordinator Training 2022

▶ **March 2, 2022 9 a.m. – 12 p.m.**

- ▶ Hancock Hotel
- ▶ 631 South Main Street
Findlay, OH 45840
- *Valet Parking is \$5

▶ **March 9, 2022 9 a.m. – 12 p.m.**

- ▶ Hilton Garden Inn
Cincinnati/West Chester
- ▶ 9306 Schulze Drive
West Chester, OH 45069

▶ **March 3, 2022 9 a.m. – 12 p.m.**

- ▶ Country Inn & Suites by Radisson
- ▶ 1420 Main Street
Cuyahoga Falls, OH 44221

▶ **March 10, 2022 9 a.m. – 12 p.m.**

- ▶ Cambridge Country Club
- ▶ 60755 Southgate Road
Byesville, OH 43723

▶ **March 16, 2022 9 a.m. – 12 p.m.**

- ▶ Ohio Realtors®
- ▶ 200 East Town St.
Columbus, OH 43215

April 2022

▶ REALTORS in the Rotunda: Spring Lobby Day

- ▶ April 5, 2022
- ▶ 12 p.m. to 6 p.m.
- ▶ Location: Ohio Statehouse
Atrium

▶ Candidate Training Academy

- ▶ April 6, 2022
- ▶ 9 a.m. to 3 p.m.
- ▶ Location: Ohio REALTORS
200 E. Town St.
Columbus, OH 43215
- ▶ Anyone Can Attend



Candidate Screenings

- ▶ Candidate Screening refers to interviewing candidates for elected office to determine potential support for candidates and to identify REALTOR® Champions.
- ▶ Candidate screening is an integral component of the mission of the REALTOR® Party and is critical to relationship-building with local, state, and federal elected officials.

Key Takeaways

- ▶ Ohio RPAC is incumbent-friendly.
- ▶ We recommend screening only occur in elected office positions that are open.
 - ▶ State House and Senate screenings will only occur once Ohio REALTORS® asks for a screening to take place.
- ▶ When an incumbent candidate is switching Chambers in the General Assembly, Local Associations may extend incumbency status to a candidate. In instances of a multi-jurisdiction seat, this must be agreed upon by unanimous agreement among the Local Associations.



RPAC Fundraising Forum

▶ What is it?

- ▶ Started in 2021
- ▶ A RPAC communication channel
 - ▶ Focus for Local Board EOs, Local Board President's, and RPAC Chairs

▶ Logistics of call

- ▶ Opportunity for RPAC Fundraising Forum chair to keep all updated with state RPAC events, operations, and current timeline
- ▶ Opportunity to network
 - ▶ Learn what other boards are doing
 - ▶ Events coming up
 - ▶ What has/does work
 - ▶ Ways to communicate the RPAC message
 - ▶ Etc.

Mobile Alert Total by Year

▶ Year 2015

▶ 1,489 Registrants

▶ Year 2016

▶ 2,087 Registrants

▶ Year 2017

▶ 3,033 Registrants

▶ Year 2018

▶ 3,380

▶ Year 2019

▶ 4,103 Registrants

▶ Year 2020

▶ 4,566 Registrants

▶ Year 2021

▶ 6,610 Registrants

▶ Year 2022

▶ TBD

Mobile Alerts

**RPAC Private
Facebook Page**

2022 RPAC Timeline

