2022 Ohio REALTOR Party Training
2022 Ohio REALTOR Party Committee
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 1\textsuperscript{st}
• 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:

- 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
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

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.
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.
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

- [Ohio REALTORS logo]
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 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.
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