



**ISSUES MOBILIZATION FUND**  
 MICHIGAN  
 BRINGING ADVOCACY HOME

# IMF

Through member support of the Realtor® advocacy funds, we will continue to be one of the strongest voices in both state and national advocacy. The following is a breakdown of how your dollars are utilized in Michigan and at the National Association of Realtor® level.

RPAC 1	RPAC 2	The Issues Mobilization Fund	Legal Action Fund	NAR RPAC Corporate Ally Program	NAR Issues Mobilization Fund	NAR President's Circle	NAR Public Awareness Campaign
<ul style="list-style-type: none"> <li>• RPAC, The Realtors® Political Action Committee.</li> <li>• Funds for RPAC are collected voluntarily and go to directly support candidates running for office.</li> <li>• 30% of all Major Investor funds, those totaling \$1,000 and greater, are submitted to the National RPAC. Otherwise, all funds stay in Michigan.</li> </ul>	<ul style="list-style-type: none"> <li>• RPAC 2 dollars are not used to directly support candidates.</li> <li>• These funds are used to support or oppose ballot question initiatives that the Michigan Realtors® or its locals have an interest in.</li> <li>• 30% at all corporate major investor funds, those totalling \$1,000 and greater, are submitted to the National Association of Realtors.</li> </ul>	<ul style="list-style-type: none"> <li>• The issues mobilization fund is allocated in three different ways:                             <ul style="list-style-type: none"> <li>• Ballot issues or board - approved independent expenditures</li> <li>• Research &amp; Development of legislative issues</li> <li>• Local issues advocacy</li> </ul> </li> <li>• IMF funds compliment both RPAC 1 and RPAC 2 through additional resources aimed at ballot initiatives and independent expenditure campaigns for Realtor® champions.</li> <li>• 100% of these fund dollars stay in state.</li> </ul>	<p>The purpose of the Legal Action Fund is to:</p> <ul style="list-style-type: none"> <li>• Promote an understanding of the real estate industry and private property rights in Michigan's judicial system.</li> <li>• Assist in the development of case law to foster the interest of Michigan Realtors, its locals &amp; members through amicus briefs and legal analysis.</li> <li>• The Legal Action Fund does not pay fines, claims or judgments for damages or costs. The LAF does not replace Legal Counsel of members or local associations in court actions.</li> </ul>	<p>The Corporate Ally Program is designed to provide real estate affiliate organizations with the flexibility of investing their corporate dollars to support the Realtor® Party Issues and/or the Realtor® Champions Independent Expenditures Candidate programs. The primary voluntary funding sources to achieve this goal are from the extended real estate corporate family, including:</p> <ul style="list-style-type: none"> <li>• The MLS Community</li> <li>• Real Estate Franchisers and Real Estate Companies</li> <li>• NAR business partners and NAR vendors</li> </ul>	<ul style="list-style-type: none"> <li>• The Issues Mobilization Grant, provides financial assistance to state and local Realtor® associations to support effective advocacy campaigns on public policy issues that affect Realtor® interests.</li> <li>• Issues Mobilization Grants may not be applied for, nor may any portion of an awarded grant be used for, any activities related directly or indirectly to candidate elections*, electoral mechanics, or legal action, or for any campaign activities that have been completed.</li> </ul>	<ul style="list-style-type: none"> <li>• The President's Circle allows Realtors® to contribute directly to Realtor®-friendly candidates at the federal level.</li> <li>• Political Action Committees, like the National Realtors® Political Action Committee (RPAC), can only legally contribute \$10,000 per election cycle to a Member of Congress.</li> <li>• The President's Circle Program supports Realtor® Party Champions – Members of Congress who have made significant achievements in advancing the Realtor® public policy agenda.</li> <li>• The President's Circle Program allows Realtors® to contribute beyond RPAC dollars and increase the strength of the Realtor® voice on Capitol Hill.</li> </ul>	<ul style="list-style-type: none"> <li>• The National Association of Realtors®' Public Awareness Campaign, designed to educate homeowners on the difference between a Realtor® and a real estate practitioner who is not a Realtor®, has been transformed into the Public Advocacy Campaign.</li> <li>• This campaign focuses on educating members and consumers about issues that affect buying, selling, and owning real estate, such as access to affordable mortgage financing, tax incentives to home ownership, overly stringent credit requirements, and cumbersome short sales and foreclosures.</li> </ul>