



Issues Mobilization Fund (IMF) Assessment Frequently Asked Questions

1. What is the Issues Mobilization Fund (IMF)?

The IMF is specifically allocated for one of three purposes: Ballot issues or board-approved Independent Expenditures, research and development of legislative issues, and local issue advocacy.

2. What is the difference between IMF and RPAC?

RPAC investments are used for the direct support of candidates for public office and Michigan Realtors® remains one of the top PACs in Michigan. *The Citizens United* decision opened up new avenues of financial support for candidates and issues. This required us to look beyond the traditional RPAC funds in order to keep our strong voice in Lansing.

IMF funds can only be used for Ballot Proposals and Independent Expenditure races in addition to local and state issues research and advocacy. An Independent Expenditure campaign is when funds are allocated to support or oppose a candidate or issue. There are strict controls on the Association not coordinating with a candidate or candidate committee.

3. Will the IMF take away from RPAC Dollars?

Other states that have adopted similar IMF assessments have actually seen their RPAC contributions increase. This has been attributed to more members realizing the important and different mission of the Issues Mobilization Fund (IMF) versus Realtors® Political Action Committee (RPAC).

4. Why is a strong IMF fund important right now?

Your Realtor® leadership strongly supports making ours the strongest voice at the state and local level. It is estimated that spending on Michigan's 2014 elections topped \$127 million, and at least a dozen possible statewide ballot proposals appear every two years. A robust IMF is used to fend off multiplying attacks on our industry, private property rights, and Michigan's economic recovery.

In 2018, Michigan will see one of its biggest election years ever when all three state-wide offices (Governor, Secretary of State, Attorney General) will be open seats, alone with the entire Michigan, House, Senate, and Congressional delegation. When including potential ballot issues, Michigan Realtors needs to be well positioned to defend the real estate industry and our elected Realtor champions.

5. What has the IMF done for me?

- Ballot proposals and independent expenditures. The IMF proactively supported ballot initiatives such as Proposal 4 of 2006 to Protect Private Property Rights and Proposal 1 of 2014 to eliminate the onerous Personal Property Tax. The IMF has also reacted when we needed to work to defeat proposals such as the 2006 K-16 Spending Mandate and 2010's Reform Michigan Government Now. In addition, we have successfully utilized Independent Expenditure funds in the last four Michigan Supreme Court races. Expenditures for statewide elections have increased over the years from an average of \$300,000 to \$450,000 in 2014.





- Research and development of legislation. IMF funds have been used to assist in legislative victories for our membership and homeowners including: Property Tax Records (Public Act 39 of 2015), Commercial Broker Lien (Public Act 201 of 2010), Critical Dunes Reform Legislation (Public Act 297 of 2012), Land Use/Placemaking (Public Act 120 of 2009), Lighter, Quicker, Cheaper Program (LQC) and the Agency Responsibility Act (Public Act 91 of 2008). These Public Acts bring significant benefit to the membership and utilizing the IMF for these types of initiatives is a priority.
- Advocating for local association issues. A key component to the IMF is assisting local associations in defeating burdensome regulation. Many locals have been assisted in defeating or crafting improved local regulations including: defeating overreaching sign ordinances, vacant housing registries, short term vacation rentals, prescriptive neighborhood requirements, and noxious weed ordinances.

6. Where did a directive for an IMF increased assessment come from?

The Michigan Realtors® Finance Committee performed an analysis of the IMF budget and the funds needed to effectively address the needs of our members through IMF advocacy. As a result of their review, they made a recommendation to the Michigan Realtors® Board of Directors and Leadership to increase the Issues Mobilization Fund assessment beginning in 2017. The Board supported the recommendation and this motion was approved by the Delegate Body (statewide committee made up of two representatives from each local association).

7. What happened to the 2009 IMF assessment?

In 2009, Michigan Realtors® general dues increased by \$50. Of that increase, \$40 was allocated to the IMF in the first year, and \$20 each subsequent year, for a total of three years. With current levels of funding earmarked specifically for the IMF, we are not in a strong position to promote or defeat future statewide ballot proposals.

8. Does any of the IMF assessment go toward NAR?

No. 100% of the Michigan Realtors® IMF stays in Michigan working on state and local industry issues.

9. When does the new IMF assessment begin?

The IMF assessment begins with the 2017 dues billing cycle.

10. Does the IMF assessment go toward state association operating costs?

No. The IMF is a fund that works on state and local issue development and advocacy, ballot proposals and independent expenditure campaigns. General association operating costs are not paid for through IMF.

