


ILLINOIS
ASSOCIATION OF
REALTORS
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**INDEPENDENT
EXPENDITURES**
2013 TRAINING FOR LOCAL
ASSOCIATION EXECUTIVES AND GADS

Gary Clayton, IAR CEO
Mike Scobey, IAR Asst. Dir. Advocacy and Local Issues

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What is an Independent Expenditure (IE)?
What are the rules for IEs?
What are the procedures for IEs?

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My REALTOR® Party Program Initiative

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- Independent Expenditures enable REALTOR® associations to provide enhanced support to candidates.
- IEs allow an enhanced level of support for candidates above and beyond traditional RPAC direct contributions



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General Guidelines for IEs

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Support through the IE program is reserved for candidates who are "REALTOR® Champions"

- A REALTOR® champion has advanced the interests and issues of REALTORS® and property owners.
- Requests can be made for incumbents or for non-incumbents. NAR's REALTOR® Party Coordinating Committee (RPCC) will review any and all information to determine if the candidate has a realistic chance of winning the seat.



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2012 Independent Expenditures

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IEs were done on five state legislative candidates

- Sen. Bill Haine, candidate, Illinois Senate Dist. 56
- Rep. Skip Saviano, candidate, Illinois House Dist. 77
- REALTOR® Sam Yingling, candidate, Illinois House Dist. 62
- REALTOR® Frank Gambino, candidate, Illinois Senate Dist. 34
- REALTOR® Carl Wasco, candidate, Illinois House, Dist. 68


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General Guidelines for IEs

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A candidate who is being recommended for IE support may also receive an RPAC contribution.


- The RPAC request must be submitted to the RPAC of Illinois Trustees pursuant to a recommendation by the local association.

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The Process for IEs

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- Two IAR staff members will coordinate with NAR on the candidate-support activities.
- These staff members cannot coordinate or communicate with the candidates, nor anyone else in the REALTOR® associations about these activities.

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The Process for IEs

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- This “firewall” will permit IAR governmental affairs staff, local AEs, GADs and REALTORS® to communicate with the candidates, present RPAC checks, etc.
- Communication with the candidates can never be about IE activities.

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2013 Municipal Races

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- Key date: Tuesday, April 9 (General Election)
- A few municipalities will hold a primary election on Feb. 26.
- NAR has allocated \$197,700 to Illinois for IEs in 2013

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The Procedures

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Step one: Determining whom to recommend

- Local Government Affairs Directors (GADs) will make recommendations on candidates for IE support.
- Discuss with your GAD which candidate(s) rise to the level of "REALTOR® Champion."
- These recommendations will be made to: the local Association Executive, the Association President, and the local Government Affairs Chair.
- The deadline for request submissions is **Feb. 15, 2013**.

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The Procedures

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Step two: After a recommendation is made

- The GAD will complete the request form which contains information about the candidate(s) and the political environment in the municipalities.
- This form must be submitted to IAR staff members (Mike Scobey or Aimee Bick).

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The Procedures

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Step three: REALTOR® contact

- The local AE and the GAD will designate a REALTOR® contact for each candidate.
- The REALTOR® contact will review IE activities (such as voter outreach materials, direct mail).
- The REALTOR® contact **SHALL NOT** have any contact with the candidate. The REALTOR® contact will work with IAR staff on the content of the voter outreach materials.
- The REALTOR® contact will be required to sign an affidavit which attests there has been no coordination with the candidate.

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Step four: Final step

- IAR staff members will submit the formal requests to the NAR REALTOR® Party Coordinating Committee (RPCC) on behalf of the local associations.


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IE Support

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The main form of IE support will be direct mail to targeted voters.

- Two to three mail pieces per candidate is a good target and an effective form of voter outreach.




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General Guidelines for IEs


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IAR will create an IE Committee and will complete the necessary reports on expenditures to submit to the Illinois State Board of Elections.

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Questions?

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