DVD VIEWING INSTRUCTIONS

These instructions and script are designed to be used in conjunction with the viewing of the C.A.R. REALTOR® Action Fund/Political Involvement Video produced by C.A.R.'s Political Affairs committee and funded by the Political Activities Fund.

1. *C.A.R. suggests having a member of your association's leadership make the presentation. It will be important that this person be comfortable acting as a spokesperson and specifically asking for members to participate and contribute.*
2. *You will notice that Government Affairs Directors (GAD's) have been specifically mentioned in the talking points. If your association has a GAD, please be sure that your presenter introduces him or her and elaborates on his or her accomplishments. It would also be very appropriate to have your presenter cite specific examples of how your association has successfully used its local IMPAC funds.*
3. *At the end of the presentation, it may be helpful to have another REALTOR® from your association's leadership urge everyone to get involved.*

Presenter: We're going to watch a short video today that explains some of C.A.R.'s political programs and why every REALTOR® needs to be involved in the political process. What you'll discover is that a small investment of time and effort by each REALTOR® will deliver a tremendous return in terms of individual success and prosperity of the profession.

Show the video.

After viewing the video:

Presenter: Now, that you've seen the video, I want to emphasize a few key ideas:

First of all, it is essential that you and every other California REALTOR® get involved in the legislative process. Here's why: Government at every level affects you and your business EVERY DAY. Your city council can impose business license and transfer taxes. The state legislature can make it easier, or harder, for trial attorneys to sue you. Congress can eliminate the mortgage interest deduction or allow other industries to compete unfairly against you. These aren't hypothetical situations – they are all real proposals that have real consequences if REALTORS® are not involved and active.

Next I want to share with you some of the things you need to do to contribute to our industry.

- **Vote in every election.** Simply put, your opinions matter very little if you do not even vote when you are able to. Did you know that half of the state legislative representatives in Sacramento have a local government background? In order to make sure they are sensitive to REALTOR® issues, make it a priority to cast a ballot because it makes a difference for your business.
- **Respond to Red Alerts.** From time to time, C.A.R. will ask you to contact an elected official to voice your opinion. The more of us who take just a minute to make that call, the more likely it is that we will prevail.
- **Become a Legislative Liaison.** Knowledge is power, and C.A.R. Legislative Liaisons are on the front lines receiving updates and keeping their colleagues informed. We will be passing out forms. Please complete them and hand them back to us today.
- **Attend Legislative Day.** It makes a very big impression on California's legislators to see thousands of REALTORS® walking through the state Capitol Building. (*If it's spring,*

please refer to and hand out a Legislative Day flyer). By coming to Sacramento to meet with elected officials and industry regulators, you can make sure they will consider your position when they vote on bills and regulations.

- **Get involved in your local association's legislative activities.** *If your association has a government affairs director:* Our Government Affairs Director, *insert name*, strives each and every day to protect you and your business. Please make a point of getting to know *him/her* and getting involved in our local association's legislative and political activities.
- **And, very importantly, contribute to the REALTOR® Action Fund.**
    - This is the $197 voluntary contribution that appears on your membership dues billing statement. Funds raised through REALTOR® Action Fund are used to support candidates, of either party, who are sympathetic to REALTOR® issues.
    - Your contribution also goes to support initiatives that positively impact your business and defeat those that do not. These local funds, called IMPAC funds, can even be used to establish government affairs programs locally.
    - You may be asking yourself why you should contribute to this. Think of this as an investment in your profession and insurance that protects your livelihood. You wouldn't allow your clients to buy a home without homeowners insurance. C.A.R.'s research shows that members save about $13,000 last year due to the association's legislative successes. $13,000 is a terrific return on a $197 investment.

Finally, before you leave here today, here's what I want you to do:

- **Sign up for the Legislative Liaison program.** We're passing out forms right now. Just complete them and give them back to us.
- **Give your business card to *insert name* who coordinates our local government affairs committee.** They will personally invite you to attend one of our meetings.
- **Contribute to the REALTOR® Action Fund.** We're passing out forms. You can write a check now or charge this to a credit card. Either way, I strongly urge you to contribute before you leave here today.

Thanks everyone for being here today! If you have any questions, please see us before we leave.

NOTE: The DVD will also be available for viewing at www.car.org. You will need QuickTime to view the video which can be downloaded at http://www.apple.com/quicktime/download.