



# Corporate Ally Program

The Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® (NAR) and corporate allies aimed at protecting, promoting, and strengthening the real estate industry.



NAR's REALTOR® Party initiative includes the REALTORS® Political Action Committee (RPAC) providing the hard dollars the association uses to make direct contributions to national, state, and local candidates, as well as the Corporate Ally Program, which provides soft money to support advocacy campaigns and public policy priorities at every level of government.



## **ISSUES ADVOCACY**

- 50% of your investment provides funding for federal issues advocacy campaigns
- 50% stays at home to support or defeat state and local REALTOR® Party issues

## **POLITICAL ADVOCACY FUND**

- 30% of your investment funds NAR's Opportunity Race Program at the federal level
- 70% is used at the state and local levels to host meet and greets with Congressional candidates in their home districts



## Notable Issues Advocacy Successes

### NATIONAL

- Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL)
- Realtors added to unemployment benefits package
- 1031 Exchange tax code remaining unchanged

### STATE

- Added to Tennessee's "Essential Services" list during the pandemic
- Elimination of the "Broker Tax"



- Multiple Listing Services (MLS)
- Real Estate and MLS business partners and advisors
- Real Estate Brokerages
- REALTOR Benefits® Partners
- State and Local REALTOR® associations
- Institutes, Societies, and Councils



For more information about the Corporate Ally Program

Please visit [RealtorParty.Realtor](https://RealtorParty.Realtor)

or

Contact Lauren Cecil at [lauren.cecil@tnrealtors.com](mailto:lauren.cecil@tnrealtors.com)