



TOOLKIT



TREPAC BY THE NUMBERS

YOUR ANNUAL TREPAC INVESTMENT



of your TREPAC investment

supports everything we do to help elect REALTOR® Champions—Elected officials who know the value of real estate to Texas' economy and fight for REALTOR® and consumer issues.



could save you **THOUSANDS** each year.

That's a great return on your investment...

In recent years, your TREPAC dollars have supported elected officials who helped

2018
\$5,429,563
50% of 115,429
Texas REALTORS® registered

2017
\$4,978,298

51% of 107,650

Texas REALTORS®

2011
\$2 million+
44% of 76,779

Texas REALTORS®

2005
\$2 million+
49% of 73,020

Texas REALTORS®

2000
\$1 million+
32% of 51,488

Texas REALTORS®

1972*
\$17,250
4% of 24,000

Texas REALTORS®

- Amend the Texas Constitution to ban real estate transfer taxes.
- Repeal a \$300 double tax on broker licenses.
- Reduce the franchise tax rate by 25%.
- Ensure equal and uniform property valuation.
- Protect REALTORS® from patent trolls.
- Improve funding of Texas highways and infrastructure.

48 YEARS

Since 1972, TREPAC has supported candidates who fight for REALTOR® and consumer issues.

TREPAC is the largest and most successful association PAC in Texas and is a model for REALTOR® PACs across the nation.

2x

TREPAC investors vote at **twice** the national average.

48

dedicated TREPAC trustees from across Texas are working for you.

1 GOAL:

raise and disburse funds to promote home ownership, protect real property rights, and increase political awareness



48%

of Texas REALTORS® invested **\$5.4 MILLION** to protect private-property rights in 2019



WAYS TO STAY INFORMED.



Text TREPAC to
512-806-0316



Follow @TexasTREPAC
on Twitter



Visit and like
facebook.com/TREPAC

Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, Texas REALTORS®, and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of Texas REALTORS®.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the Texas REALTORS® political committee administrator at 800-873-9155 to obtain information about your contributions.

GET CONNECTED

Who uses Social Media?

- 69%** of all U.S. adults use Facebook
- 74%** of Facebook users visit the site daily
- 22%** of all U.S. adults use Twitter
- 42%** of Twitter users visit the site daily

Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018.

April 10, 2019. © 2019 Pew Research Center.

Individual Members: Your Friends Value Your Opinion

Every time you share a post or retweet, you are speaking directly to the people in your network. They are your friends, your clients, your neighbors, and elected officials.

Because TREPAC uses non-corporate dollars to fund its social media activity, it can post about candidates, ballot issues, voter registration, and all kinds of other communication, so long as they are not solicitations for TREPAC.

Individuals are generally free to share or retweet TREPAC posts.

People in your network may not know what TREPAC is, but they know you and they value your opinion. It only takes a few seconds a few clicks to make an impact much larger than you can imagine!

**Get informed.
Get connected.**

No matter how you get your information, TREPAC is there:



Subscribe to the Legislative Liaison at TexasRealEstate.com/Liaison



Visit TexasRealEstate.com/our-blogs



Read Texas REALTOR® magazine at TexasRealEstate.com/Magazine



Follow @TexasTREPAC and @TAR_GA on Twitter



“Like” Facebook.com/TREPAC



Text TREPAC to 512-806-0316 for instant text message updates



Visit TREPAC.com/blog

Things Local Boards Should Keep in Mind:

TREPAC, Texas REALTORS®, and local association social media posts cannot include TREPAC solicitations.

Local associations may be more restricted when sharing TREPAC posts and should work with local council. Additionally, local associations cannot use corporate resources to encourage members to share TREPAC communications.



TREPAC paid for this page with non-corporate dollars



2019 TREPAC Legislative Successes

Intense negotiations, late nights, and weekend meetings...sound familiar? That's what it takes to pass strong consumer-advocate legislation during the legislative session. And that's what Texas REALTORS® and TREPAC deliver for you and every Texas real estate consumer. We know we can't do it alone, and we want to thank you for helping make 2019 a monumentally successful legislative year!

Here are several successes you can be proud of from the 2019 legislative session.

Property Tax Reform

After years of advocating for changes to the state's property tax system, Texas REALTORS® have succeeded in giving taxpayers more information about how tax rates are set and how to engage in the rate-setting process that determines your property tax bill.

The Texas Legislature agreed that property tax reform is critical, passing REALTOR®-supported Senate Bill 2, also known as "The Texas Property Tax Reform and Transparency Act."

The legislation was authored by Sen. Paul Bettencourt and sponsored by Rep. Dustin Burrows. The new law implements several REALTOR®- supported measures that enhance transparency for taxpayers.

The new law requires central appraisal districts to create online databases to:

- Show property owners how proposed tax rate changes would affect their bills
- Make it easy for taxpayers to submit comments via an online form
- Provide information about when and where a property owner's local taxing entities are holding public hearings to set their tax rates.

The new law also makes changes to the rollback rate that is currently at 8% for local taxing entities:

- Most cities and counties will be subject to a 3.5% rollback rate
- Most cities and counties will have automatic elections if they exceed the rollback rate. (Currently, these elections may only happen if voters petition for them.)
- Keeps rollback rate at 8% for special taxing units, including:
 - Cities/counties with population
 - Junior colleges
 - Hospital districts.
- Renames the rollback rate the "voter-approval tax rate"
- Renames the effective rate the "no-new-revenue tax rate."

School Finance Reform

The Texas Legislature unanimously approved legislation to reform the public-school finance system and the property tax system: House Bill 3, authored by Rep. Dan Huberty and sponsored by Sen. Larry Taylor.

This REALTOR® -supported law is a comprehensive reform of the state's public-school finance system and property tax system to lessen the burden on local property taxpayers while increasing the state's investment in educators and students.

One of the most impactful changes is the lowering of school property tax rates statewide, which provides \$5.1 billion in tax relief through an average eight-cent tax rate reduction in 2019-2020 and 13-cent reduction in 2020-2021.

Ending Forced Annexation Statewide

REALTOR® -supported House Bill 347, authored by Rep. Phil King and sponsored by Sen. Brian Birdwell, ends forced municipal annexation statewide, giving property owners a say in whether they are annexed.

If a municipality seeks to annex an area into its limits, the municipality must now hold an election of the affected residents.

Expanded Access to Home Equity

House Bill 1254, authored by Rep. Jim Murphy and sponsored by Sen. Kelly Hancock, will allow a property owner to use agricultural land as collateral for a home equity loan.

In 2017, voters approved a REALTOR®-supported constitutional amendment (Prop 2) to modernize the home equity lending process for property owners.

This new law further updates those provisions to allow more homeowners the ability to access the hard-earned equity in their homes while maintaining the strong consumer protections in the Texas Constitution.

TREC Sunset Review

In 2018, the Texas Real Estate Commission underwent what's known as sunset review—a process for state agencies during which Texas Sunset Advisory Commission staff evaluate the agency and issue recommendations for positive change.

Texas REALTORS® staff worked on your behalf with the Sunset Commission and staff on final recommendations for TREC that were reflected in the legislation—REALTOR®-supported Senate Bill 624, authored by Sen. Robert Nichols and sponsored by Rep. Senfronia Thompson.

The new law implements the Sunset Commission's recommendations for TREC, such as extending TREC for six years, allowing the agency to maintain its self-directed, semi-independent status, and requiring additional reporting to the Legislature, governor, and Sunset Commission.

Protecting Property Owners From Excessive

REALTOR®-supported House Bill 1743, authored by Rep. Tracy King and sponsored by Sen. Brandon Creighton, reduces change-of-use lookback taxes due when a property is changed from agricultural to non-agricultural use.

Currently, when a property changes its use classification from agricultural to non-agricultural, county chief appraisers can assess the owners five years of retroactive taxes based on the new classification, plus 7% interest per year.

This new law reduces the lookback period from five to three years and reduces the interest due from 7% to 5%.



Transportation Funding

REALTOR®-supported Senate Bill 962 continues the development of a stronger highway system for Texas. The legislation was authored by Sen. Robert Nichols and sponsored by Rep. John Zerwas.

In 2014, 80% of voters approved an amendment to the Texas Constitution to allocate revenue from oil and gas production tax (a.k.a. severance tax), split between the State Highway Fund and the Economic Stabilization Fund (a.k.a. the state's Rainy Day Fund). The State Highway Fund can only be used for constructing, maintaining, and acquiring rights of way for public non-toll roadways.

The new law extends provisions related to that constitutional amendment to ensure no interruption of funding for 10 years, continuing voters' desire to invest in transportation projects.



Building Materials

REALTOR®-supported House Bill 2439, authored by Rep. Dade Phelan and sponsored by Sen. Dawn Buckingham, protects Texas property owners.

This new law prevents a governmental entity (city/county) from requiring or prohibiting the use of certain building methods, products, or materials in the construction of a residential or commercial structure.



Permitting Fees

REALTOR®-supported House Bill 852 was authored by Rep. Justin Holland—who is a Texas REALTOR® himself—and sponsored by Sen. Pat Fallon.

The new law will keep cities from using construction fees as a backdoor tax for the funding of other services, bring greater fairness to the distribution of the fee burden, and prevent cities from requiring sales price disclosure as part of the permitting process.



Enhanced Seller's Disclosure

Texas REALTORS® supported Senate Bill 339, authored by Sen. Joan Huffman and sponsored by Rep. Geanie Morrison, and **House Bill 3815**, authored by Rep. Morrison and sponsored by Sen. Huffman.

This pro-consumer law is the most comprehensive update to the Seller's Disclosure statement since the statement's creation in 1993. The updates add significant information related to flooding and provide buyers with in-depth information about past flooding on a property and its structures, while still limiting the seller's liability.



Disaster Relief/Response

After the devastating effects of Hurricane Harvey and other recent natural disasters across the state, Texas lawmakers passed several REALTOR®-supported bills to increase resources for property owners and create disaster recovery and prevention plans.

House Bill 5, authored by Rep. Dade Phelan and sponsored by Sen. Lois Kolkhorst, creates a catastrophic debris management plan and training for cities and counties.

House Bill 6, authored by Rep. Geanie Morrison and sponsored by Sen. Lois Kolkhorst, creates a disaster recovery task force to assist with long-term recovery plans.

House Bill 7, authored by Rep. Geanie Morrison and sponsored by Sen. Joan Huffman, creates a disaster recovery plan to be enacted by state agencies as needed.

Senate Bill 6, authored by Sen. Lois Kolkhorst and sponsored by Rep. Geanie Morrison, creates a disaster response plan for local officials.

Senate Bill 7, authored by Sen. Lois Kolkhorst and sponsored by Rep. Dade Phelan, creates the Flood Infrastructure Fund to finance flood mitigation projects.

Senate Bill 8, authored by Sen. Charles Perry and sponsored by Rep. Lyle Larson, creates a statewide flood plan.

Tenant Late Fees

REALTOR®-supported **Senate Bill 1414**, authored by Sen. Kelly Hancock and sponsored by Rep. Dade Phelan, establishes clearer parameters around fees that may be assessed for the late payment of rent.

The law clarifies what types of costs and considerations may be included in the calculation of late fees and provides a safe harbor for reasonable late fees.

We Defeat Bad Bills, Too

Texas REALTORS® know harmful legislation when we see it. That's why we go on record in opposition to legislation that would have detrimental effects on Texas real estate. This session, the association successfully opposed legislation on issues including mandatory sales price disclosure, appraisal caps, and weakening equal and uniform appraisal standards.

Wouldn't have happened without you

Because of you, a strong PAC, and our grassroots efforts, lawmakers saw value in pro-real estate legislation. The work you did educating lawmakers during REALTOR® Day at the Texas Capitol went a long way toward doing that. This event is the cornerstone of Texas REALTORS® grassroots advocacy efforts. It brings together our PAC, legislative, and advocacy efforts and allows our members to speak directly to their legislators on topics that concern us all.

This year was the biggest and most successful REALTOR® Day at the Texas Capitol yet! Close to 3,000 REALTORS® from around the state arrived in Austin, educated on the issues and ready to advocate for private-property rights and the real estate industry.

Thousands of Ways to Protect your Business

As in every legislative session, Texas REALTORS® reads every single bill that was filed to ensure the interests of practitioners and consumers are protected.

Texas REALTORS® staff then monitored bills that had been identified with the potential to directly or indirectly affect the Texas real estate industry.

Bills

7,581 bills and resolutions were filed during the 86th legislative session

Texas REALTORS® tracked 2,784 bills that had the potential to affect your profession.



WHAT IS “TREPAC”?

The mission of TREPAC/Texas Association of REALTORS® Political Action Committee is to raise and disburse funds to promote home ownership, protect real property rights, and increase political awareness.

TREPAC backs local, state, and national candidates and elected officials who have a proven track record of protecting private-property rights, preserving the dream of home ownership, and supporting the vitality of the real estate industry.



WHY TREPAC MATTERS

Local, state, and national officials make the rules that govern how to do business.

Political campaigns can't be waged without funds, and elected officials can't win elections without votes. The association represents over 125,000 voters, and TREPAC has the ability to help fund state and local campaigns.

Because of these simple facts, legislators have a vested interest in issues REALTORS® care about.

Knowing what issues are important to their constituents is a critical part of a representative democracy.

WHAT TREPAC DOES FOR YOU

There's an adage in politics: "If you're not at the table, you're probably on the menu." TREPAC ensures the real estate industry keeps a seat at the table.

WHAT YOU CAN DO FOR TREPAC

- **Say it correctly** – “TREE-PACK”, not “TRAY-PACK”
- **Know the difference** – TREPAC, Texas REALTORS®, TREC, NAR, the MLS, and your local board
- **Invest** – visit TREPAC.com
- **Attend and promote local TREPAC events**
- **Understand the issues facing the industry**
- **Use the TREPAC Calculator** as a reference to show exactly how much each member has already saved
- **Stay connected**
 - Text TREPAC to 512-806-0316
 - “Like” Facebook.com/TREPAC
 - Follow @TexasTREPAC and @TAR_GA on Twitter
 - TexasRealEstate.com/our-blogs
- **Tell your colleagues**
- **Visit TREPAC.com/blog**
- **Read and share the Legislative Liaison**
- **Bring your ideas** – your local, state, and national associations need your perspective

MISCONCEPTIONS

“TREPAC only supports Republicans.” WRONG – TREPAC does not consider a candidate's political party – just where that candidate stands on our issues.

- **We are the REALTOR® Party** – Having friends on both sides of the aisle helps reach the widest amount of support when it comes to our legislative agenda.

“TREPAC only cares about state races.” WRONG – TREPAC knows exactly how much influence local officials have on local policies. County commissioners, judges, mayors, and city council members have a direct impact on the community – and therefore on the real estate industry.

- With 75 local associations, TREPAC counts on local associations to recommend which races to be involved in especially at the local level.

How TREPAC supported-lawmakers have helped you

2019

Property Tax Reform

Give taxpayers more info about how tax rates are set and how to engage in the rate-setting process. Changed the rollback rate for most cities and counties from 8% to 3.5% and require voter approval to exceed the rollback rate.

School Finance Reform

Comprehensive reform of the state's public-school finance system and property tax system to lessen the burden on local property taxpayers while increasing the state's investment in educators and students.

Ended Forced Annexation

Requires a municipality seeking to annex an area into its limits to hold an election for the affected residents to decide whether they wish to be annexed.

TREC Sunset Review

Extend TREC for six years, maintain SDSI status, require additional reporting to the Legislature, Governor, and Sunset Commission.

2017

Linkage Fees

Supported legislation prohibiting cities from imposing fees on all new residential and commercial construction.

Seller's Disclosure

Supported a bill providing buyers with information about the impact of nearby military installations.

2015

Transfer Tax/Homestead increase

Supported a constitutional ban on any tax on real estate transfers and a \$10,000 increase of the homestead exemption.

Occupations Tax

Repealed a fee that double-taxed brokers for their two year license.

Franchise Tax

Supported substantial business tax relief with a 25% reduction in the franchise tax rate.

Equal and Uniform

Required residential and commercial property appraisers adhere to "generally accepted appraisal methods and techniques" when using the equal and uniform provision for property valuation.

Transportation

Required Texas Mobility Funds to be used to decrease debt and eventually pay for roads without the costs associated with borrowing through bonds.

Property Tax Transparency

Required a super majority vote and notification on the taxing unit's website before a local taxing jurisdiction may increase a property-tax rate.

Patent Trolls

Enacted protections against bad-faith claims of patent infringement against end users located in or doing business in Texas.

TWIA

Changed funding structure of the Texas Windstorm Insurance Association. Additionally, changed the composition of the board of directors and required a biennial study to promote private market participation.

2013

Infrastructure

Played a key role in addressing the state's long-term water and public education needs.

Property Tax Loans

Helped enact critical consumer-protection laws in the property-tax lending industry.

2011

Eminent Domain

Enacted strong consumer protections in eminent-domain proceedings.

Transfer Fees

Passed a measure that eliminates most private transfer fees on real estate transactions.

TREC

Helped the Texas Real Estate Commission attain a self-directed, semi-independent status, insulating the agency from future state-mandated budget cuts and enabling TREC to better serve licensees and consumers.

DTPA

Passed a revision to the Deceptive Trade Practices Act that effectively exempts real estate brokerage from liability under the act—as long as the broker or agent hasn't committed an unscrupulous or illegal act.



BROKER TALKING POINTS

BEST PRACTICES FOR SPEAKING TO THIS GROUP

- Remind them about the influence they have over their agents
- Promote use of the **Disbursement Authorization** for investments
- Remind them that you are a practicing agent or broker and you invest because it matters
- **Encourage 100% office participation in TREPAC**
- Use the TREPAC Calculator as an example of how much they have already saved
- Encourage them to earn TREPAC Certified Brokerage Status
- Sign up for Broker Involvement Program: realtorparty.realtor/brokerinvolvement



HIGHLIGHTS THAT MAY RESONATE

- **Protecting our livelihoods** – TREPAC helps you keep more money in your pocket
 - Repealed a \$300 double tax on broker licenses
 - Reducing frivolous lawsuits, bogus DTPA claims, demand letters, triple damages, E&O settlements, patent troll claims
 - Mixed-use vehicle taxation – county tax assessors wanted to tax personal vehicles also used for business Example: a vehicle valued at \$30,000 would have been taxed \$825/year
- **Keeping homeownership affordable**
 - Constitutionally banned real estate transfer taxes
 - Increased homestead exemption by \$10,000
 - Defeated sales tax on commissions – paid by consumers at closing
 - Defeated sales tax on transactions – paid by consumers at closing
- **Homeowner protections**
 - Enabled more Texans to access their hard-earned home equity
 - Enhanced disclosure for real estate consumers
 - Reformed municipal annexation laws to require voter approval
 - Stringent home-equity lending laws helped Texas avoid much of the national recession
 - Consumer-protection laws in the property-tax lending industry
- **Fighting for commercial real estate**
 - Defeated legislation that would have taxed commercial properties on their potential business operations rather than actual value
 - Defeated bills that would have capped appraisal values on industrial and commercial real property, limiting owners' ability to see value increases
 - Prohibited cities from imposing linkage fees on all new residential and commercial construction

CLOSING REMARKS

Our industry's success doesn't happen by accident, it is due to our strong PAC and grassroots efforts.

Establishing a strong PAC culture is essential to the success of our industry, our livelihood, and our pocketbooks. But it all starts with you and your investment in TREPAC.

RESOURCES AVAILABLE

- Text TREPAC to 512-806-0316
- Like us at Facebook.com/TREPAC
- Follow @TexasTREPAC and @TAR_GA on Twitter
- TREPAC Talking points



Trustee Checklist

TREPAC-Certified Brokerage Program

We ask brokers to use their passion for private-property rights and their leadership to share the importance of TREPAC with their agents. TREPAC has developed the TREPAC-Certified Brokerage program to recognize those offices that excel in advocating for real estate.

Use the following checklist to help brokerages increase their participation in TREPAC and earn TREPAC-Certified Brokerage status.



CHECKLIST:

To earn this prestigious honor the broker must encourage all agents to register to vote and 75% of the sponsored agents must:

- Follow TREPAC on social media
 - Like Facebook.com/TREPAC
 - Follow @TexasTREPAC on Twitter
 - Text "TREPAC" to 512-806-0316 for mobile alerts
- Participate in NAR Calls for Action
(Text "TXREALTORS" to 30644 to sign up)
- Make at least a \$35 TREPAC investment to join the Participation Club.

Submit certificate requests to dreed@texasrealtors.com



TREPAC-Certified Affiliate

Real estate affiliates have a lot of responsibility before, during, and after every real estate transaction. Just like Texas REALTORS®, they also advocate heavily for private-property protection.

TREPAC wants to recognize your affiliate office's efforts through the TREPAC-Certified Affiliate program.

To earn TREPAC-Certified Affiliate Status, your office must complete the following:

- Be an affiliate member of your local association.
- Participate in at least two TREPAC events (either by advertising or other involvement), provided there are two events.
- Contribute at least \$35 for the year and then, at some point later in the same year, present twice to employees at an office meeting about the importance of real estate advocacy and TREPAC.*
- Have at least one branch employee involved in a state or local association Committee, TREPAC Committee, or Govt. Affairs Committee (if applicable).
- Encourage all branch employees to register to vote.

*To satisfy legal requirements, make sure to provide the TREPAC solicitation disclaimer (see the bottom of this page) each time your office encourages participation in or support of TREPAC.

When you have met these requirements, contact **TREPAC Education Manager Dallas Reed at dreed@texasrealtors.com** to receive two coveted TREPAC distinctions that commemorate your status:

- A written declaration of your advocacy efforts to proudly display in your office.
- A TREPAC advocacy badge designed for affiliates to include in your email signatures.

Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, Texas REALTORS®, and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of Texas REALTORS®.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the Texas REALTORS® political committee administrator at 800-873-9155 to obtain information about your contributions.



Certified Affiliate

Let it hereby be known in the year 2018 TREPAC/Texas Association of REALTORS® Political Action Committee Trustees hereby recognizes

Erzatz Title

Their steadfast dedication to the Texas real estate industry and ardent leadership, by setting an example of advocacy for Texas private-property rights, has strengthened REALTOR® grassroots efforts and the REALTOR® Party voice across Texas and our nation. We, the undersigned, hereby certified that the above-named Texas Association of REALTORS® affiliate has completed the requirements necessary to



Trustee Checklist

TREPAC-Certified Affiliate Program

Affiliates and Texas REALTORS® each succeed with the help of the other and the ultimate goal is to provide the best service possible to their clients. These services include advocating for private-property rights.

Use the following checklist to help your affiliate members effectively participate in TREPAC and earn TREPAC-Certified Affiliate status.



CHECKLIST:

- Promote the Affiliate Program to the contact person(s) for the affiliate member.
 - Please note that TREPAC communications cannot be broadly directed at employees of an affiliate member, as these individuals are not members of Texas REALTORS®. An affiliate member or a Trustee may only promote TREPAC or seek TREPAC support from these individuals if the affiliate member has already contributed at least \$35 from company funds that year.
- Tailor your talking points to local and state issues that mutually affect your clients, affiliates, and yourself.
- Ensure the affiliate has completed the requirements
 - Is an affiliate member of the local association
 - Participated in two TREPAC events, providing there are two events
 - Contributed at least \$35 for the year and then, at some point later in the same year, present twice to employees at an office meeting about the importance of real estate advocacy and TREPAC.
 - Has at least one branch employee involved in a state or local association Affiliate Committee, TREPAC Committee, or Government Affairs Committee (if applicable)
 - Encouraged all branch employees to register to vote

Submit certificate requests to dreed@texasrealtors.com



BEST PRACTICES FOR SPEAKING TO THIS GROUP

- **AEs are essential** to building the PAC culture that makes TREPAC so successful. As part of the local community, AEs are a powerful voice in local issues advocacy and often the go to source for community issues and events for REALTORS®.
- **Members depend on AEs** to keep an eye on community issues that might affect them, keeping them educated and engaged.
- **AEs are the nucleus** of local political advocacy, but TREPAC trustees and staff are here to help.
- Remind them that you are a participating agent or broker and you invest because it matters.
- **Take a copy of the TREPAC Mission Statement** with you to start the conversation about what TREPAC does.

WHY TREPAC MATTERS

- TREPAC/Texas Association of REALTORS® Political Action Committee is the muscle behind the association's political advocacy efforts.
- **TREPAC ensures the real estate industry is protected** by backing elected officials at all levels who have a proven track record of protecting private-property rights, preserving the dream of homeownership, and supporting the vitality of the real estate industry.
- **The issues we advocate** for aren't just REALTOR® issues, they're consumer issues. AEs can encourage REALTORS® to talk to their clients, friends, and neighbors about consumer advocacy.

ENCOURAGING INVOLVEMENT

- Encourage them to display the TREPAC Mission Statement at their board office.
- Plant the TREPAC seed at New Agent Orientation and establish the AE as a reliable source.
- Stay informed, and be visible, by articulating the value of the P.A.C.
 - **Participate** – Attend TREPAC events
 - **Articulate** – Know the issues
 - **Communicate** – Spread The Word
- TREPAC Orientation offers AE specific events to help build a PAC culture.
 - Local board leadership should encourage attendance.
 - TREPAC stipend is available to offset housing costs for up to three room nights.
 - Local TREPAC Chair, Vice-chair, and Board President should also be invited to encourage a PAC culture.
 - Board Officers Leadership Conference takes place after TREPAC Orientation. Many boards budget for AEs to stay an extra day for this event.
 - Lead by example... invest in TREPAC.

CLOSING REMARKS

Our industry's success doesn't happen by accident, it is due to our strong PAC and grassroots efforts. Establishing a strong PAC culture is essential and starts with the AE.

SPEAKING TO NEW OR YOUNG AGENTS

- Remind them that they are the future leaders of the industry; i.e., the next president of the local association might be in this room!
- Not into politics? That's OK - Most business owners don't have time to constantly track what policy changes are happening at the local, state, and national level. TREPAC does all that for you, and Texas REALTORS® lobbies to protect your business so you can focus on growing it.



HIGHLIGHTS THAT MAY RESONATE

- **TREPAC is your ally**
 - TREPAC is on your team
- **Protecting your livelihoods**
 - TREPAC helps keep more money in your pocket
 - Reducing frivolous lawsuits
 - key words:
DTPA exemption,
demand letters,
triple damages,
E&O settlements
 - Vehicle taxation
 - county tax assessors wanted to tax personal vehicles also used in the production of income
 - a vehicle valued at \$30,000 would have been taxed \$825/year
- **Keeping homeownership affordable**
 - Defeated sales tax on commissions
 - paid by consumers at closing
 - Defeated sales tax on transactions
 - paid by consumers at closing
 - Eliminated most transfer fees
 - A plan for the future
 - Texas REALTORS® long-term strategy consists of infrastructure issues (water, transportation, and public education) that affect the future of Texas.
- **Cool tools** – SMS messages, Facebook, Twitter, YouTube
- **What goes on** – They might be surprised at the sophistication of the association's political-advocacy process
- **The REALTOR® Party** – TREPAC does not consider political party, only candidates' stance on issues that affect real estate

WHAT IS TREPAC

The Texas Association of REALTORS® Political Action Committee (TREPAC) is the muscle behind the association's political advocacy efforts.

TREPAC backs local, state, and national candidates and elected officials who have a proven track record of protecting real property rights, preserving the dream of home ownership, and supporting the vitality of the real estate industry.

WHY TREPAC MATTERS

Local, state, and national officials make the rules that govern how to do business.

Political campaigns can't be waged without funds, and elected officials can't win elections without votes. Texas REALTORS® represents 125,000+ voters, and TREPAC has the ability to help fund state and local campaigns.

Because of these simple facts, legislators have a vested interest in issues REALTORS® care about.

Knowing what issues are important to their constituents is a critical part of a representative democracy.

There's an adage in politics: "If you're not at the table, you're probably on the menu."

CLOSING REMARKS

The success of the PAC is its robust grassroots efforts. By being a member of YPN you are already making the decision to be a leader in the community. TREPAC recognizes YPN's importance, and we ask for your help in protecting the American Dream.



COMMERCIAL TALKING POINTS

BEST PRACTICES FOR SPEAKING TO THIS GROUP

- Refer to them as commercial practitioners or commercial brokers and avoid calling them "REALTORS®"; many consider "REALTORS®" a residential real estate term
- Stay away from topics relating to residential real estate
- Focus on business
- TREPAC fights for commercial real estate



HIGHLIGHTS THAT MAY RESONATE

▪ 2019

Property Tax Reform

Give taxpayers more info about how tax rates are set and how to engage in the rate-setting process. Changed the rollback rate for most cities and counties from 8% to 3.5% and requires voter approval to exceed the rollback rate.

School Finance Reform

Comprehensive reform of the state's public-school finance system and property tax system to lessen the burden on local property taxpayers while increasing the state's investment in educators and students.

Ended Forced Annexation

Require a municipality seeking to annex an area to its limits to hold an election for the affected residents to decide whether they wish to be annexed.

TREC Sunset Review

Extend TREC for six years, maintain SDSI status, require additional reporting to the Legislature, Governor, and Sunset Commission.

▪ 2017

Linkage Fees: Supported legislation prohibiting cities from imposing fees on all new commercial construction.

▪ 2015

Transfer Tax: Supported a constitutional ban on any tax on real estate transfers.

Equal and Uniform: Required commercial property appraisers to adhere to "generally accepted appraisal methods and techniques" when using equal and uniform provision for property valuation.

Franchise Tax: Lowered the state's franchise tax rate 25%.

CLOSING REMARKS

Our industry's success doesn't happen by accident. The government doesn't spend its money, it spends our money. Without a strong PAC the government will find a way to take more of it. The success of the PAC is its robust grassroots efforts. Establishing a strong PAC culture is essential and starts with your investment in TREPAC.

RESOURCES AVAILABLE

- Text TREPAC to 512 806 0316
- Like us at [Facebook.com/TREPAC](https://www.facebook.com/TREPAC)
- Follow @TexasTREPAC and @TAR_GA on Twitter
- TREPAC Talking points



A-Team Visit Overview

The A-Team is designed to make maximum use of all four of our governmental affairs areas: TREPAC, public policy, political affairs, and issues mobilization. Just like a four-legged stool, each of the four areas is necessary to support our overall governmental affairs success. We've provided tools and resources for you below to help get you started.

Who



Your A-Team should consist of three to four people who are able to speak about TREPAC, public policy, political affairs, and issues mobilization.

Examples include:

- TREPAC trustees
- Local association leadership
- PIC members
- Local TREPAC chairs
- Local board or Texas REALTORS® Staff

What

The purpose of an A-Team presentation is to effectively educate REALTORS® about the four key areas and help Texas REALTORS® connect the dots on how they all tie together. Each program has equally important goals and objectives designed to help us speak with a strong, unified voice for the real estate industry.

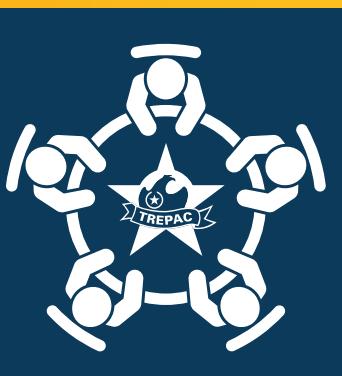
“Vote ... Act ... Invest.”



Where

Here are some ideas for places to conduct an A-Team presentation.

Sometimes, all you need is a quick “TREPAC minute.”



- Office visits
- Local-association orientations
- Local-association committee meetings
- MLS meetings
- Affiliate group activities
- Texas REALTORS® Leadership Program (TRLP) activities.



When

The time is now!

Conduct A-Team visits as soon as you can and as often as you can.

Get your team together, arm yourself with the facts, and hit the road!

Additional tips



- Start and end with TREPAC. Explain what TREPAC is, making sure to go over our mission. While you may understand the value and importance of TREPAC, only 48% of all Texas REALTORS® invested last year. Our job is to ensure Texas REALTORS® know exactly how TREPAC helps protect their business and their industry.
- Groom others to lead. Train other REALTORS® to be part of the A-Team, so all the work doesn't have to always be on your shoulders.
- Send out information and reminders about TREPAC before and during dues billing. Members are less likely to uncheck the box to make an investment to TREPAC on their dues statement if they are already educated about the benefits of the PAC.
- Your A-Team can host a call-to-action mixer; it's more fun than a traditional business meeting.

THE FOUR-LEGGED STOOL

Public Policy

It is during each legislative session that we are able to see the fruits of our labor. Last session, over 7,500 bills were filed that impacted you in some way.

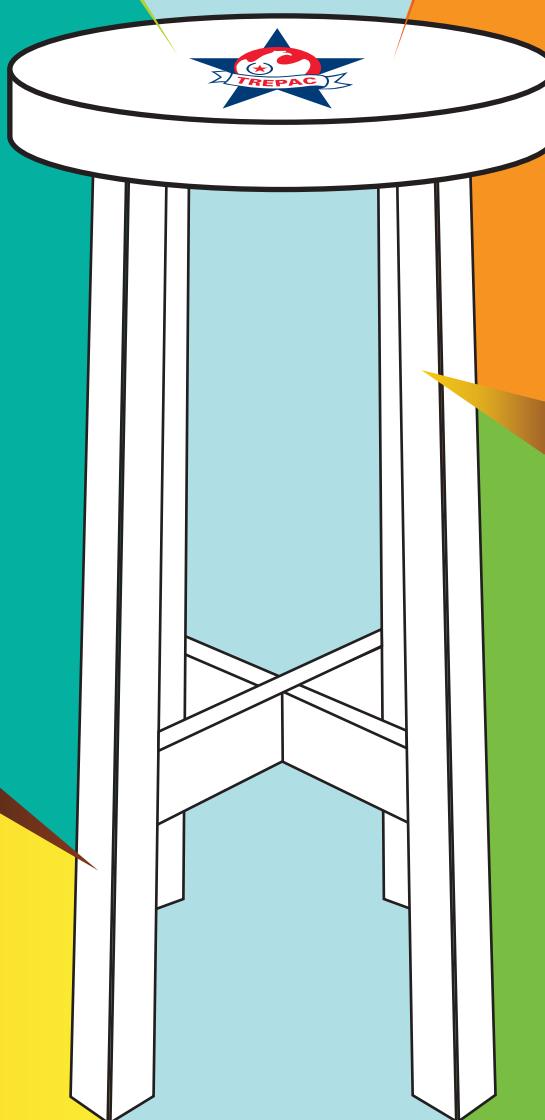
In fact, TREPAC has a long history of successful legislative efforts. Recent successes have included:

- Banning any tax on real estate transfers
- Increasing the homestead exemption to \$25,000
- Repealing a \$300 fee that double-taxed brokers for their two-year license
- Providing business-tax relief with a 25% reduction in the franchise tax rate
- Revising the property appraisal process to ensure equal and uniform property valuation
- Helping enact critical consumer-protection laws in the property-tax lending industry.

Political Affairs

Grassroots activism, the core of the association's political advocacy, never stops.

We help support and elect candidates who will look after our issues through a number of our political affairs programs. Candidate interviews, opportunity races, voter registration drives, calls for action, and contact teams are just a few of the many ways Texas REALTORS® are encouraged to get involved.



TREPAC

The mission of TREPAC/Texas Association of REALTORS® Political Action Committee is to raise and disburse funds to promote home ownership, protect real property rights, and increase political awareness.

A \$35 or \$45 investment can save you thousands of dollars each year. The TREPAC Calculator is designed to show Texas REALTORS® how much money they saved. It is wise to reinvest some of those savings back to TREPAC.

By investing in TREPAC, you are investing in the future of your business. "If you're not at the table...you are on the menu."

Issues Mobilization

Every day, local governments make decisions that directly affect how you do business.

The Texas Association of REALTORS® Issues Mobilization Political Action Committee (IMPAC) assists local entities by bringing Texas REALTOR® viewpoints to the general public to positively influence public opinion and public policy.

Examples of issues where a local association may request help from IMPAC are rental registration, environmental ordinances/regulations/referenda, sign ordinances, ordinances that restrict growth, zoning changes, local tax increases, and school bond issues.

TREPAC Trustee Checklist

- ✓ Lead by example
- ✓ Encourage others to “Do their Dues”
- ✓ Know the issues. Use the Trustee Talking Points
- ✓ Get connected. Help spread the word
- ✓ Promote Texas REALTORS®/National Association of REALTORS® calls for action
- ✓ Work with your local associations throughout the year
- ✓ Educate, Educate, Educate about the value of TREPAC
- ✓ Know your elected officials. Connect the dots
- ✓ Use your trustee toolkit
- ✓ Reward and recognize TREPAC investors
- ✓ Have fun! “If you’re not having fun, you’re doing it wrong”



Do your dues

While paying your REALTOR® association dues, take an important step toward ensuring your business success.

Invest in TREPAC

By investing in TREPAC, you take an active role in defeating policies that would threaten our industry and take money from your pocket.

You know how decisions made in Washington, Austin, and your local government can dramatically affect your business. Investing in TREPAC is your chance to shape your future. Don't let someone else call the shots.

Show your commitment to success by investing in TREPAC when you pay your association dues. There's no easier way to protect your livelihood. And there is no investment that will provide you a greater return.

**Do your dues. Invest early.
Invest in TREPAC!**

48%

OF TEXAS REALTORS®

worked hard to protect your business
last year by investing in TREPAC.

Don't let them carry that burden
alone this year.



VISIT TREPAC.COM

[@TEXASTREPAC](https://twitter.com/TEXASTREPAC)

[FACEBOOK.COM/TREPAC](https://facebook.com/TREPAC)

Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, Texas REALTORS®, and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of Texas REALTORS®.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the Texas REALTORS® political committee administrator at 800-873-9155 to obtain information about your contributions.



TREPAC.com