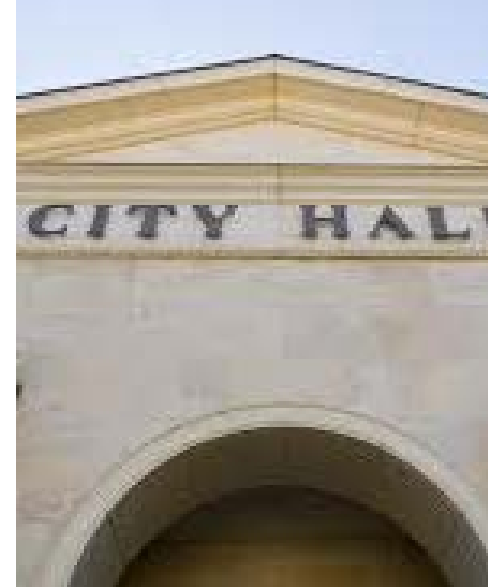




**Greater
Harrisburg
Association of
REALTORS®**



Local Political Coordinator Manual



What Is a Local Political Coordinator?

LPCs are selected members who play an important role in the grassroots and advocacy efforts of Greater Harrisburg Association of REALTORS®. Each member that serves as an LPC is matched with local elected officials with whom they will cultivate a relationship and educate on issues important to the real estate industry and private property rights.

ABOUT THE LPC PROGRAM



The Greater Harrisburg Association of REALTORS® Local Political Coordinator Program is an important part of our advocacy efforts. The goals are to build relationships between local elected officials and REALTORS®, have REALTORS® ready to engage if any issues arise in a municipality, and to serve as a pipeline of information for the Greater Harrisburg Association of REALTORS® members and staff. The program is inspired by the National Association of REALTORS® Federal Political Coordinator (FPC) and the Pennsylvania Association of REALTORS® State Political Coordinator (SPC) programs.

ABOUT THE LPC PROGRAM



Elected officials want to know how a specific issue will affect their constituents and will look to you for answers. It is your voice and your experience that will help guide their decisions.



Your efforts to educate your designated officials will make the difference. When an important real estate industry issue arises, we want your elected officials to pick up the phone and reach out to you first; their LPC friend who they know and trust. That's why maintaining your relationship matters.



This material will provide you with essential resources for the LPC Program. It includes different ways to get involved. Thank you for your service to this program. Your involvement is crucial to the success of our lobbying efforts on behalf of the Greater Harrisburg Association of REALTORS®.

LPC DUTIES AND EXPECTATIONS



Support direct lobbying with grassroots REALTOR® involvement.



Provide a critical link to ensure constant and consistent messaging to elected officials and in the assigned municipalities.



Attend city council meetings from time to time (it's important for elected officials to hear the local perspective or impact of issues).



Maintain contact with your elected officials and involve them in appropriate local association events.



Attend events when requested and funded by REALTORS® Political Action Committee (RPAC).



Advocate for REALTORS® and the REALTOR® Party.

ABOUT THE LPC PROGRAM

- Respond to all Calls for Action and Greater Harrisburg Association of REALTORS® requests to contact your elected officials.
- Participate in training as required by Greater Harrisburg Association of REALTORS®.
- Attend the three Government Affairs Breakfasts during the year.
- Attend annual PAR Hill Day.
- Participate in REALTOR®-related political activities for the elected official/candidate.

Responsibilities

- Respond to all GHAR calls to action.





Responsibilities

- Advocate on behalf of Realtors® and the advocacy priorities of GEAR.



Responsibilities

- Keep in frequent contact with assigned municipality.

Responsibilities



- Participate in training and additional meetings as required.

Responsibilities



- Attend the three Government Affairs Breakfasts.

Responsibilities



- Attend annual PAR hill day visits.

Do's & Don'ts



Work With Your GAD

- Keep your GAD in the know; potentially include them in the meeting if it's appropriate.
- Ensure that GHAR talking points are obtained before the meeting and be sure to review them.
- There may be value in providing your elected official with RPR reports and/or local housing market reports.
- Leverage GHAR, NAR & PAR resources (i.e. Realtor® Party program funding).

Be Prepared

- Some meetings may be short and sweet. Your time is precious. Your elected official's time is precious.
- Be prepared for a meeting that could end quicker than anticipated.
- Be prepared for multiple questions from your elected official.

Explaining our Position

- Be direct and explain our position in simplistic terms.
- Provide personal examples of how supporting/opposing an issue would impact constituents / your clients.
- Make it relatable. Why should they vote in our favor?
- Lastly, ask “will you support/oppose this issue?”

Do Not Make Up Answers

- If an elected official asks you a question and you don't know the answer, don't make one up!
- Let them know that you will follow back up with them ASAP.
- Reach out to your local GAD immediately.
- Follow up with the elected official and/or their staff once you receive an answer.

Do Not Make Any Demands

- Even our Realtor® champions may not support our priority issues 100% of the time.
- They may support us 99% of the time.
- Demanding 100% support may lessen their support of future priority issues.

RPAC and Campaigning

- Meeting with them in their government office? Don't bring up campaigning or election/re-election efforts. Same goes with RPAC. Do not discuss RPAC on government grounds or via government email.
- Holding a Zoom meeting? If they are in their government office, do not mention RPAC, campaigning or election/re-election efforts.
- When delivering an RPAC check to a supported candidate, do not include the check in the photo.

Follow Up

- Always follow up with your elected official or their staff.
- Send an email or letter.
- Within the correspondence, thank them first. Then, include a brief note asking them to support/oppose the issue discussed during the meeting.
- If your local GAD was not in the meeting, hold a short debriefing meeting with them (phone call, email, in-person).

Questions

If you have any questions, please contact:

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