

Consumer Advocacy Outreach Grant Application

Status: Submitted

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Submitted By: kshindle@parealtors.org

Does the proposed activity adhere to the stated requirement? Yes

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Association: PENNSYLVANIA ASSOCIATION OF REALTORS®

Association ID: 874

Address 1: 500 North 12th Street

Address 2: Suite 1

City: Lemoyne

State: PA

Zip: 17043

Association Executive First Name (if different from above):

Association Executive Last Name (if different from above):

Association Executive Contact Email (if different from above):

State Executive Officer Or His/Her Designee First Name:: Michael **State Executive Officer Or His/Her Designee Last Name::** McGee

State Executive Officer Or His/Her Designee Email Address:: mmcgee@parealtors.org

Is this application for a state or local association?: State

Amount requested:

(up to \$25,000 may be requested if not a collaborative campaign) If collaborative campaign between state and local associations, up to \$75,000 may be requested: \$75,000

1. Describe the consumer-facing activity, campaign, or legislative issue for which you are seeking NAR financial support. Please include:

- **Why the activity is needed and**
- **Consumer awareness of the issue**

: Following the announcement of the NAR proposed settlement, there has been misinformation and a number of misconceptions perpetuated in the media, which has caused confusion for both consumers and Realtor members. Many news articles have made it sound like commissions have been set and they focus on predictions for how the NAR settlement agreement will cause home prices to plummet. PAR believes providing a positive narrative about the value of Realtors and how they advocate for their clients is critical. Consumers are hearing conflicting reports in the media and it's important for the association and its members to educate consumers about the changes that will be occurring in the industry, including how Realtors advocate for them and what they can expect in the transaction. Consumers need to feel confident about the process and understand the value that Realtors bring to the transaction. The campaign will provide a further foundation for advocacy efforts at the local and state levels. We will also arm Realtor members with relevant messaging that can help them more accurately portray their role in the real estate transaction.

2. What tools will you use to communicate with consumers? NAR staff and REALTOR® Party vendors can work with your association to create a campaign plan. If you plan to use other vendors for all or some of your campaign activities, provide vendor name(s) and contact information and the services that they will provide and budget.: PAR, along with 17 local associations, will be working with Jason Kirsch, the principal and senior counselor with PRworks (jkirsch@prworksinc.com) in Harrisburg, PA, to incorporate NAR messaging into a wide-reaching campaign throughout Pennsylvania. PRworks has a well-established reputation for working with other associations. PRworks will be involved in creating the campaign website landing page content, developing infographics for digital channels including the landing page and social media, as well as videos and audio spots deploying via social media, streaming TV and streaming audio. They will consult on communications planning and messaging, strategy for media opportunities, identify target media outlets, write and distribute news releases, pitch reporters in targeted media outlets, coordinate and prepare spokespeople for interviews and monitor and report on media relations. We expect to also provide press releases, op-eds/letters to the editor, and other graphic collateral for local association distribution. In addition, the campaign will coordinate with local associations to provide materials for geo-targeted paid social media ads to further reach clients. The anticipated budget for this project is \$102,500, with PAR and local associations' contributions, along with NAR grant funding.

3. When will the consumer advocacy activity begin and end? Are there significant milestones during the campaign?: We expect the campaign to begin in mid-summer 2024, coordinated with changes to the MLSs in our state and the release of revised forms, and continue through the end of the year. PRworks will monitor media coverage relevant to the settlement and related topics. PRworks will measure and evaluate the campaign results for paid media on impressions, clicks to the campaign landing page, engagement, owned media on the campaign landing page traffic and landing page conversions to Find a Realtor on PAR's website and earned media results on media mentions, audience reach and publicity value.

4. How will association staff be involved in the planning and execution of the activity?: PRworks will handle the planning and execution of the project. Kim Shindle, PAR vice president of communications, will be the key contact for the PRworks. The state association staff will work to provide background on the issues, identify spokespeople, coordinate with the local associations, and incorporate messaging into other association communications efforts, including the PAR website, daily blog, newsletters, direct emails and social media. The digital team will be producing additional collateral to amplify the message through the state association's communication channels as well as the local associations' efforts. Content and approvals regarding member value and the changes to the industry will be handled by the PAR communications/digital team and the legal department.

5. Describe the short and long-term activity or campaign goals, including how this activity will engage and educate consumers on the advocacy issue at the state and/or local level that affect the real estate industry and it aligns with association goals? Is it in association's strategic plan or the focus of committee or leadership?: The goal of the campaign is to empower home buyers and sellers to navigate the real estate process with clarity following the NAR settlement and to make them aware of Realtor advocacy efforts like recent legislative victories in private roadway maintenance agreements and 1031 like-kind exchanges, as well as current activities on first-time homebuyers savings account program, wholesaling and municipal code and ordinance compliance act legislation. In addition, the campaign will help consumers understand and leverage the value and expertise of Realtors. The campaign has several objectives that speak to the overall mission of PAR which is to protect private property rights, facilitate a consistent and reliable marketplace and promote the professional, ethical and successful practice of real estate by 1) Increasing awareness of the impact on agent selection and compensation, 2) Educating consumers on the value of Realtors as essential trusted advisors and 3) Generating positive media and public attention on the benefits of using a Realtor as well as the value Realtors bring to the community.

6. Describe why this activity or advocacy issue is important to consumers, current homeowners or potential homeowners, the impact of this issue will have on your community/state.: PAR has had an overwhelming response from local associations interested in partnering on this project because they see the value in communicating with consumers about how the industry may change with the implementation of the new rules and forms. While Pennsylvania has a buyer agency law, the new requirements as a result of NAR's settlement exceed that of our state law. This means many consumers are unaware of the requirements of signing a buyer representation form when they begin working with a Realtor. The campaign will target messaging to first-time homebuyers and repeat buyers, as well as home sellers, to help them understand how Realtors are compensated in the transactions.

7. How will this activity or campaign benefit consumers, the REALTOR® association, and its members?: This campaign will demystify the real estate landscape post-NAR settlement through consumer awareness and education, positioning Realtors as essential, trusted advisors. While Pennsylvania has had a buyer agency law, we find that many members are not executing the contract as early in the transaction as they should. PAR will be working to support and further educate members to understand the implications of the settlement and issues they should consider in their business practices in the future. In addition, the campaign will incorporate messaging that has been tested by NAR and was provided to communication directors and the surrogate program. PAR will be working with member spokespersons to tell their stories of working with homebuyers and sellers to help them achieve their dream of homeownership.

8. Has your association engaged with consumers about this issue before and if it has, describe your association efforts and results.: PAR has not previously engaged with consumers on this issue; however, the association previously conducted a campaign consisting of billboards and social media ads based on NAR's That's Who We R advertising campaign.

9. List any other state or local REALTOR® associations or organizations that have worked on this issue or plan to partner with your association in the activity. Describe their role(s) in the activity. Note: Partnership with any organizations/coalition may involve further disclosure on how funds will be used.: The following 17 local associations will partner with PAR on this campaign. They will identify local spokespersons and media opportunities, distribute op-eds/letters to the editor and local press releases and coordinate geotargeted social media ads. Allegheny Highland Association Beaver County Association Bucks County Association Central Susquehanna Valley Board Greater Erie Board Greater Harrisburg Association Greater Philadelphia Association Greater Scranton Board Lancaster County Association Lebanon County Association Pike/Wayne Association Pocono Mountains Association Realtors Association of Metro. Pittsburgh Realtors Association of York and Adams Counties Washington-Greene Association West Branch Valley Association Westmoreland West Association

10. If you are using outside vendor, please attach their budget proposal.

The following are NOT eligible uses of grant funds.

- REALTOR® association staff time/hours
- Cash prizes or purchase of gifts and prizes

- Fundraising contributions
- Money to hold a fundraiser
- General operating expenses
- Donations to another organization
- Materials for construction/rehab of a property
- Landscaping materials
- Home furnishings
- Food and beverages

The Following are eligible uses of grant funds.

- Direct mail
- Website/landing page on HOM site
- Infographics
- Online ads (standard), include Facebook
- Emails
- Phone calls
- Shareable posts for social media
- Pre-roll video production
- Pre-roll video standard, include Facebook
- Other

Amount requested (up to \$25,000 may be requested if not a collaborative campaign)	\$75,000
Required contribution from your association (Must be equal to at least 15% of requested grant amount. Do not include staff-time or in-kind donations.)	\$20,000
Contribution from other REALTOR® association(s)	\$7,500
Contribution from non-REALTOR® collaborating partners	\$0
Revenue from sponsors (e.g., payment for advertising, etc.)	\$0
Total	\$102,500

11. Has your association previously received a Consumer Advocacy grant? What was the issue, activity, or campaign?: No
12. Has your association applied for funding for THIS activity from another NAR REALTOR® Party program including Smart Growth, Diversity, Placemaking, or Issues Mobilization?: No
13. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on the REALTOR® Party website) as an example of a successful application?: Yes

Expiration of funds

Offer to fund proposed project expires one year from date of award approval if the proposed project has not been initiated.

Reimbursement Details

Funds awarded as a Consumer Advocacy Outreach grant will be awarded through the following reimbursement processes:

1. If your application is approved, NAR will refund expenses up to the grant allocation. Your application must be sent to NAR six weeks before your event takes place otherwise your grant will not be considered.
2. NAR is willing to fund activities that will generate tangible results; NAR will not fund recognition activities through this grant program.
3. The association will submit to NAR proof of money spent totaling the amount of the grant award.
4. Acceptable forms of proof of money spent include an invoice from a vendor, a signed contract with a consultant/speaker; receipts for items purchased, and cancelled checks.
5. The request for reimbursement must be made within 90 days of the completion of the activity for which the grant was awarded.
6. In order to receive reimbursement up to the allocated grant amount, you must also submit a completed evaluation form that will be sent to you once you are approved. We ask that the evaluation form be submitted within 30 days of your event.
7. Once all documentation is received, NAR will send to the association a check for the amount of the incurred costs.

NOTE: Application must either be submitted by the AE or the AE must be copied on the submission.

Please direct questions to:
 Erin Murphy
 202-383-1079
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