

YOUR ROLE IN ADVOCACY

Building and maintaining relationships with your designated lawmakers can have a significant impact when key issues arise. We want your lawmaker to trust you, their Arizona REALTOR® Key Contact, as a reliable source on real estate policy. Your participation is crucial to the Arizona REALTORS® advocacy efforts across the state.



KEY CONTACT RESPONSIBILITIES

The primary responsibility of a Key Contact is to establish and nurture a relationship with your designated lawmaker. This involves not only consistent communication but also educating lawmakers year-round on real estate policies. As a Key Contact, your responsibilities include:

- **Commitment:** Sign the Key Contact Pledge, committing to represent Arizona REALTORS® and the real estate industry within your legislative district.
- **Advocacy:** Act as a spokesperson for Arizona REALTORS® and the REALTOR® Party across Arizona in all interactions with your designated lawmaker
- **Regular Communication:** Reach out to your lawmaker at least once a quarter through email, phone, or in-person/virtual meetings to maintain a consistent relationship.
- **Calls to Action:** Respond to at least 75% of state and federal calls to action
- **Subject Matter Expertise:** Be a knowledgeable and reliable source of information on real estate policy and its impact on the community, providing insights to help lawmakers make informed decisions.
- **Training:** Participate in one Arizona REALTORS® Key Contact Program training session each year to stay updated on advocacy best practices and policy developments.
- **Field Reports:** Submit reports via the Arena app at least once per quarter to keep Arizona REALTORS® staff informed of your interactions and any legislative developments.
- **Meetings:** Arrange to meet with your lawmaker at least twice a year, including attending REALTOR® Day at the Capitol to discuss key issues face-to-face.
- **Engagement:** Involve your lawmaker in local or state association events, such as office openings or annual meetings, to build rapport and keep them informed of REALTOR® activities.

BUILDING AND MAINTAINING RELATIONSHIPS

- **Involvement in Events:** Invite lawmakers to participate in local or state association events, giving them visibility and fostering a stronger connection with the real estate community.
- **Campaign Volunteering:** Volunteer for your lawmaker's campaign to build personal connections and demonstrate your commitment to their success.
- **Get-Out-the-Vote Efforts:** Support Arizona REALTORS® efforts to encourage voter turnout and advocate for lawmakers who are allies of the real estate industry.
- **Campaign Contributions:** Consider contributing to your lawmaker's re-election campaign, as this can increase your influence and strengthen your relationship.
- **Thank-You Notes:** Send follow-up "thank you" notes when your lawmaker supports key issues to acknowledge their efforts and maintain goodwill.
- **Sharing Information:** Provide your lawmaker with Arizona REALTORS® media releases or research publications to keep them informed about industry trends and policy impacts.

ENGAGING WITH STATE LAWMAKERS

DO:

- **Prepare:** Research your lawmaker's positions, recent activities, and relevant legislative history before meeting with them.
- **Plan:** Strategize your talking points and be ready to present data or examples to support your requests.
- **Ask:** Inquire about your lawmaker's position on the issue and listen carefully to any counterarguments they may present.
- **Follow Up:** After the meeting, send a thank-you email and file a Field Report to keep Arizona REALTORS® informed.

DON'T:

- **Overwhelm:** Focus on one issue at a time to avoid overwhelming your lawmaker.
- **Confront:** Avoid being confrontational or argumentative. Always maintain a respectful and professional tone.
- **Assume Expertise:** Don't expect lawmakers to be specialists in real estate policy—be prepared to educate them on the issues at hand.

MEETING REQUESTS

The information below provides a guide for scheduling meetings with your elected officials whether in-district or at the state house. Additionally, you will find information for post meeting actions and expectations, along with communicating with your elected officials through email.

- **Contact Information:** If you don't have contact information for your designated lawmaker, reach out to Arizona REALTORS® staff or use the Arena app to find their details.
- **Requesting a Meeting:** Send a formal email requesting a meeting with your lawmaker. Include reminders of previous interactions, specify the date and time you prefer, and mention the bill name or number if applicable. Provide your phone number or email so they can respond.

WRITING AN EMAIL

1. **State Your Purpose:** Clearly state the purpose of your email in the first paragraph, mentioning the bill number or legislation you're addressing.
2. **State Your Position:** Explain how the bill will affect you, your family, your business, or your community.
3. **Focus on One Issue:** Keep your email focused on one topic, using facts and examples to support your stance.
4. **Be Courteous and Firm:** Be polite but confident in expressing your viewpoint.
5. **Ask for a Reply:** Request a response from your lawmaker with their position on the issue.
6. **Follow Up:** Thank your lawmaker if their response aligns with your stance, or respectfully express disappointment if you disagree.