

RPAC RECOGNITION PROGRAM

The RPAC Recognition Program is our way of providing acknowledgement to our most valued Major Donor investors through a compilation of benefits that are exclusive to this elite group of REALTOR® Political Action Committee (RPAC) supporters. Through the Recognition Program, we are able to not only credit these constituents with special accolades, but provide tangible and meaningful appreciation for their investment in RPAC. Program Benefits for the various levels of RPAC Major Donors and President's Circle Members are listed inside.

RPAC Major Investor Contribution Levels		
LEVEL	MAJOR INVESTOR ONLY	PRESIDENT'S CIRCLE MAJOR INVESTOR
Platinum R	\$10,000 <i>Sustain:</i> \$5,000	\$10,000 + \$2,000* <i>Sustain:</i> \$5,000 + \$2,000*
Golden R	\$5,000 <i>Sustain:</i> \$2,000	\$4,000 + \$2,000* <i>Sustain:</i> \$1,000 + \$2,000*
Crystal R	\$2,500 <i>Sustain:</i> \$1,500	\$2,000 + \$2,000* <i>Sustain:</i> \$1,000 + \$2,000*
Sterling R	\$1,000	\$1,000 + \$2,000*

***President's Circle requires additional contributions totaling \$2,000 to be made separately and directly to select RPAC-recommended candidates.** Once enrolled, RPAC will provide information on recommended candidates and instructions on how to contribute.

RPAC MAJOR DONOR PROGRAM

The REALTORS® Political Action Committee (RPAC) gives REALTORS® a powerful voice on issues that affect the real estate industry. REALTOR® contributions to RPAC support candidates who support our issues regardless of political party or ideology. Our legislative allies are members of the REALTOR® Party.

Contributing to RPAC is an investment in your profession. Major Donors understand the tremendous impact government can have on their livelihood. By committing \$1,000 or more annually, Major Donors ensure Uncle Sam treats REALTORS® fairly and with respect.

As generous supporters, Major Donors are handsomely recognized at every level: national, state and local. RPAC's Major Donor Program enhances professionalism at three levels: Sterling "R," Crystal "R," Golden "R," and Platinum "R." Access to insider information and other benefits accumulate between the levels, including donor recognition pins as well as invitations to private receptions at NAR meetings and conferences. Further detail is located on the back of this card.

HOW TO BECOME A MAJOR DONOR:

Call your local association

Contact the RPAC Staff at **202-383-1191** or **rpac@realtors.org**

Visit the RPAC website at **www.realtoractioncenter.com/rpac**

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal, 30% is sent to the National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.



NAR RPAC Major Investor Benefits	Sterling R	Crystal R	Golden R	Platinum R	President's Circle	Hall of Fame
Major Investor Virtual Certificate Annually	★	★	★	★		
Major Investor Lapel Pin Annually	★	★	★	★		
Name on electronic banner at National Meetings	★	★	★	★		
Online recognition on RPAC website	★	★	★	★		
Access to the Cook Political Report	★	★	★	★		
Invitation to Major Investor Reception at Annual Convention	★	★	★	★		
RPAC Major Investor Web Button	★	★	★	★		
Bipartisan Publication Subscription		★	★	★		
Access to RPAC Hospitality Suite at National Meetings		★	★	★		
Section 1 Seating for NAR concerts/sessions*		★	★	★		
Quarterly Legislative Webinar with NAR Government Affairs Senior Staff			★	★		
Washington DC Concierge Service				★		
Headquarter Hotels guaranteed at National Meetings**				★		
Headquarter Hotels at National Meetings subject to availability**					Golden R President's Circle Only	
Lapel pin with President's Circle recognition banner					★	
Invitation to RPAC President's Circle Conference				★	★	
Invitation to Hall of Fame Induction Ceremony at Midyear Meeting***						★
Name on Hall of Fame Plaque on the DC Rooftop						★
Personal Hall of Fame Plaque commemorating installation						★
Lapel pin with Hall of Fame recognition banner						★

NOTE: 1) You must be a Major Investor in order to enroll in the President's Circle Program. 2)The above benefits are for Individual Major Investors, not Corporate Entities. For information on Major Investor opportunities for Corporate Entities, please contact NAR RPAC.

* Based on Availability.

** Benefit does not begin until the following year. For Golden R President's Circle members, early registration optimizes chances of Headquarter Hotels placement.

*** Must be a current RPAC Investor at the Fair Share amount or higher.



realtoractioncenter.com/rpac

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PRESIDENT'S CIRCLE PROGRAM

The President's Circle is an influential group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level. Political Action Committees, like our REALTORS® Political Action Committee (RPAC), can only legally contribute \$10,000 per election cycle to a Member of Congress. The President's Circle Program supports REALTOR® Party Champions – Members of Congress who have made significant achievements in advancing the REALTOR® public policy agenda. The President's Circle Program allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill.

Top Ten Things You Need to Know about the President's Circle Program

1. WHY IS THE PRESIDENT'S CIRCLE PROGRAM IMPORTANT IF WE ALREADY SUPPORT REALTOR® CHAMPIONS WITH RPAC MONIES?

The REALTORS® Political Action Committee (RPAC) is only legally allowed to contribute a maximum of \$10,000 to a Member of Congress every two year election cycle. While many other PACs also have the resources to “max out” to a Member of Congress with a \$10,000 contribution, they do not have the grassroots power that REALTORS® have. Thus the President's Circle program was developed in 2003 to mobilize President's Circle members to invest directly in REALTOR® Champions who take the lead on our issues in Congress. NAR lobbyists communicate to the Member of Congress and provide them with a list of everyone who supported their campaign via the President's Circle. That way the Member knows how much was invested under the “REALTOR® umbrella” in addition to RPAC monies. The President's Circle is well known on Capitol Hill; Members of Congress inquire how they can receive President's Circle support!

2. WHAT ARE THE DEADLINES FOR PRESIDENT'S CIRCLE INVESTMENTS?

\$500 is due by May 31, 2014. The full \$2,000 is due by September 30, 2014. For new members of the program, \$500 is due upon enrollment to actually be an official President's Circle member and begin receiving President's Circle benefits.

3. SINCE PRESIDENT'S CIRCLE MEMBERS MUST BE RPAC MAJOR INVESTORS, MUST THEY INVEST IN RPAC BEFORE THEY CAN BECOME A PRESIDENT'S CIRCLE MEMBER?

No, you can join the President's Circle and remain a member in “good standing” as long as you fulfill your RPAC Major Investor amount (minimum \$1,000) by the year-end deadline for RPAC which is October 17, 2014. *Important: Your state probably set an earlier year-end deadline for RPAC so they will have adequate time to transmit the monies to NAR by October 17. Please check with your state if you plan to invest in RPAC at the end of the year so your investment will count towards 2013.

4. HOW MANY OPPORTUNITIES WILL THERE BE TO CONTRIBUTE IN 2014?

There will be four target rounds available in 2014: January, March, May, and July. President's Circle members may contribute any month in between; the above months are simply when the new “target lists” will be available.



PRESIDENT'S CIRCLE PROGRAM

5. HOW DO I MAKE MY PRESIDENT'S CIRCLE INVESTMENTS?

President's Circle members make their contributions through a website that collects the monies and disseminates them to the appropriate Member of Congress or National Party Committee which can be found here: nar.votesane.com It is preferable that President's Circle members contribute via the above website to ensure accurate contribution tracking, but they may also write a check made payable to the Member of Congress's campaign or National Party Committee.

NAR staff will provide the needed information to the President's Circle member so he/she can mail a check. If a check is sent directly to the Member of Congress's campaign, the President's Circle member must provide a copy of the check to NAR RPAC staff.

6. WHAT ARE THE CHOICES FOR MY \$2,000 ANNUAL COMMITMENT?

Each President's Circle member has the option of giving \$500 to one of the National Party Committees and may designate any Member of Congress to receive credit for the contribution. To clarify, this must be an incumbent – not someone running who is currently not in Congress. How does this help the Member of Congress? Each Member of Congress is tasked with raising a specific amount of money for their Party Committee, and the President's Circle member's contribution goes against the total they must raise or either contribute from their own campaign coffers.

The remaining \$1,500 goes directly to Members of Congress that are on an approved list by the national RPAC Trustees. The list is always bipartisan – offering Democratic and Republican choices. If a President's Circle member does not want to support a National Party Committee, he/she can contribute the full \$2,000 directly to one of the Members of Congress who are on the approved target lists.

Effective 2012, Federal Political Coordinators (FPC) are offered the opportunity to invest \$500 directly to the Member of Congress for which they serve as the FPC. The remaining \$1,500 goes to one of the REALTOR® Champions on the approved lists. To clarify, an FPC must choose to either invest \$500 to his/her Member of Congress OR a National Party Committee – but not both.

7. IS IT POSSIBLE TO CONTRIBUTE TO PRESIDENT'S CIRCLE OTHER THAN THE TIMES WE RECEIVE PRESIDENT'S CIRCLE EMAIL SOLICITATIONS?

Yes. A President's Circle member may contribute at any time by going to the REALTOR® Action Center and clicking on "RPAC" at the top. A large "Invest in President's Circle" button is on the RPAC homepage and members can click that button at any point and be linked to the VoteSane website to make a President's Circle investment.

8. MAY I CONTRIBUTE TO ANY MEMBER OF CONGRESS VIA THE PRESIDENT'S CIRCLE?

Members may not contribute directly to a Member of Congress unless he/she is a target picked by the national RPAC Disbursement Trustees. The reason for this is so that President's Circle members can invest collectively in a small number of incumbents in order to make a big impact. If President's Circle members contribute to whomever they choose, our strength is diluted and the program is not as powerful.



PRESIDENT'S CIRCLE PROGRAM

HOWEVER, remember that President's Circle members may contribute \$500 of their \$2,000 commitment to one of the national political party committees and designate any Member of Congress to receive credit for the contribution. (For Example: A President's Circle member may invest \$500 to the National Republican Senatorial Committee and designate Senator Johnny Isakson to receive "credit" for the \$500.) And FPCs can give \$500 directly to the Member of Congress they serve as FPC.

9. WHICH PRESIDENT'S CIRCLE MEMBERS RECEIVE PREFERRED PLACEMENT AT HOTEL HEADQUARTERS AT NATIONAL MEETINGS?

President's Circle members who are Golden Rs receive preferred placement at one of the headquarter hotels at national meetings the following year. President's Circle members who are Platinum Rs receive guaranteed headquarter hotels at national meetings the following year. Due to the significant amount of time it takes to plan the annual meetings, the hotel headquarters cannot be guaranteed until the following year. (Example: If a Platinum R joins the President's Circle on August 1, 2014, they will receive guaranteed hotel headquarters at Midyear Meetings and Annual Convention in 2015.)

10. HOW DO I FIND OUT WHICH MEMBERS IN MY STATE ARE IN THE PRESIDENT'S CIRCLE AND HOW MUCH THEY OWE?

There is a President's Circle roster located on the REALTOR® Action Center that is updated every Thursday evening. Simply go to this link. And of course, feel free to contact RPAC staff if you need to find out about a member's President's Circle investment before the Thursday update

PRESIDENT'S CIRCLE LEVELS

PRESIDENT'S CIRCLE/STERLING R

\$2,000 annual contribution to the President's Circle
\$1,000 annual Sterling R contribution to RPAC

PRESIDENT'S CIRCLE/CRYSTAL R

\$2,000 annual contribution to the President's Circle
RPAC Discount!! \$2,000 (instead of \$2,500) to join RPAC as Crystal R and \$1,000 (instead of \$1,500) annually to sustain RPAC status each year you remain a President's Circle member**

PRESIDENT'S CIRCLE/GOLDEN R

\$2,000 annual contribution to the President's Circle
RPAC Discount!! \$4,000 (instead of \$5,000) to join RPAC as Golden R and \$1,000 (instead of \$2,000) annually to sustain RPAC status each year you remain a President's Circle member**

PRESIDENT'S CIRCLE/PLATINUM R

\$2,000 annual contribution to the President's Circle
\$10,000 annual Platinum R Contribution to RPAC

