

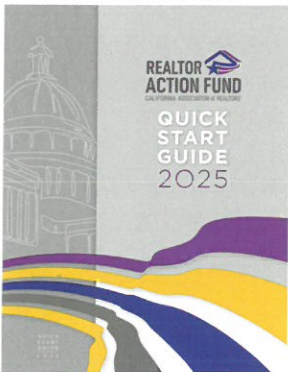
## The REALTOR<sup>®</sup> Action Fund (RAF) is Vital for REALTORS<sup>®</sup> and Their Business

In fact, 30% of RAF investments support local issues that affect the livelihoods of REALTORS<sup>®</sup>. By investing in the REALTOR<sup>®</sup> Action Fund, REALTORS<sup>®</sup> help to protect private property rights through C.A.R.'s lobbying efforts at the local, state and federal levels.

### Investments to RAF have helped to stop:

- Direct taxing of REALTOR<sup>®</sup> commissions and other services related to the transaction
- Point-of-Sale mandates that could cost homeowners thousands of dollars
- Political candidates who are against building housing and against REALTOR<sup>®</sup> issues
- Independent Contractors License

### RAF FUNDRAISING RESOURCES



C.A.R. provides associations with collateral materials to assist in fundraising efforts, as well as educate the members on the importance of investing in RAF. C.A.R. Field Representatives are available to meet with and discuss different options available to a local association. Examples of successful fundraising activities are in the RAF Quick Start Guide.

- **RAF Fundraising Quick Start Guide** includes a wide variety of information on RAF, including the different levels of investment, promotional materials, sample fundraising events, and much more
- Levels of investment
- Promotional materials
- Suggested fundraising events
- Local Association fundraising metrics
- Major Investor recognition
- Fundraising templates
- Pre-approved Recognition Event ideas

### RAF ASSOCIATIONS CONTESTS

#### C.A.R. Directors' Challenge



C.A.R. Directors who reach 100% investment participation (\$148 or more) of all your Region's C.A.R. Directors will receive recognition at the Fall Board of Directors Meeting and a "100% REALTOR<sup>®</sup> Action Fund" flag.

#### Battle of the Associations



##### #1 Participation Contest

Associations compete for the highest percentage of members participating in the REALTOR<sup>®</sup> Action Fund.



##### #2 Investment Contest

Associations compete to get the highest investment per contributor while achieving 2% above the prior year's RAF participation percentage.

### RECEPTIONS

#### RAF Capitol Reception in Sacramento

The annual RAF Reception following C.A.R.'s Legislative Day in Sacramento recognizes and thanks all voluntary REALTOR<sup>®</sup> Action Fund investors of \$449 and above. Members of the Legislature and California Constitutional Officers are also invited to attend.

#### Congressional Reception in Washington DC

This event is held annually during NAR's Mid-Year meeting, and all California attendees in DC are invited to attend (this is not a fundraising event).

**Your one-stop shop for fundraising!**

**[RAF.CAR.ORG](http://RAF.CAR.ORG)**

Contact your C.A.R. Field Representative for more information.



# Did You Know?



## Your Membership = Your Voice

RAF supports critical advocacy efforts that defend homeownership, support REALTOR® interests, and ensure a fair and thriving Real Estate environment.

## Your Advocacy Works:

- ✚ **STOPPED** Numerous attempts to pass **rent control** and dismantle **Costa-Hawkins** in 2018, 2022, 2023, 2024, and 2025
- ✚ **PREVENTED** Multiple attempts to **raise fees and taxes** on homeowners and housing providers in 2021, 2022, 2023, 2024, and 2025
- ✚ **PROTECTED** the **Mortgage Interest Deduction** in 2021 and 2024

## Why Invest in the REALTOR® Action Fund?

Your RAF investments position C.A.R. to address major statewide proposals that could impact REALTORS®, property owners, and housing opportunities.

- ✚ **Split Roll:** Proposals to reassess commercial property differently than residential property
- ✚ **More Transfer Taxes:** Potential local and statewide increases in Real Estate transfer taxes
- ✚ **CEQA Reform:** Legislative or ballot measures to streamline or change the CEQA
- ✚ **Down Payment Assistance Funding:** Securing resources for programs that help Californians become homeowners

## Have influence, please invest!

Protecting homeownership and the ability to conduct business effectively requires strong advocacy at every level of government

**We are the  
REALTOR® Party of California.**



## RAF & RPAC INVESTMENT LEVELS

### RAF INVESTMENT LEVELS



#### INTRODUCTORY LEVEL

Annual RAF Investment..... \$ 25

#### PARTICIPATION CLUB

Annual RAF Investment..... \$ 49

#### COST OF DOING BUSINESS

Annual RAF Investment..... \$ 148

- RAF lapel pin given annually
- RAF widget for website and signature use

#### CAPITOL CLUB *formerly California Silver Bear*

Annual RAF Investment..... \$449

- Capitol Club lapel pin
- Invitation to C.A.R. Capitol Reception and special events
- RAF widget for website and signature use

#### GOLD VIP

Lifetime RAF Investment..... \$ 10,000+

*Members must make an investment within the calendar year to receive these benefits:*

- Gold VIP lapel pin
- Invitation to C.A.R. Capitol Reception and access to VIP Bar
- Invitation to C.A.R. special events
- Priority seating at Legislative Day and REImagine! Conference
- RAF widget for website and signature use

### RPAC MAJOR INVESTOR LEVELS



#### STERLING R

Initial Sterling R..... \$ 1,000

- To sustain or renew..... \$1,000
- To sustain pre-2002 Chartered Sterling R..... \$ 449

- Sterling R lapel pin given annually
- Invitation to special functions at NAR meetings
- Invitation to C.A.R. Capitol Reception and special events
- Major Investor custom item

#### CRYSTAL R

Initial Crystal R..... \$ 2,500

- To sustain or renew..... \$1,500

- Crystal R lapel pin given annually
- Invitation to special functions at NAR meetings
- Invitation to C.A.R. Capitol Reception and special events
- Major Investor custom item

# RPAC MAJOR INVESTOR LEVELS *continued*



## President's Circle

is an influential group of RPAC Major Investors who invest an additional \$2,000 annually to support federal candidates for Congress and U.S. Senate

Political contributions are not tax deductible as charitable contributions for federal and state income tax purposes. Contributions to the REALTOR® Action Fund are voluntary, but you may give more, or less, or nothing at all. Failure to contribute will not affect an individual's membership status in the California Association of REALTORS® (C.A.R.). Contributions will be allocated among three of C.A.R.'s political action committees (PACs), according to different formulas approved by C.A.R. for personal and corporate contributions. These PACs are: CREPAC (supports state and local candidates); CREPAC/Federal (supports federal candidates); and CREIEC (makes independent expenditures in support of or opposition to candidates). C.A.R. also sponsors IMPAC which supports local and state ballot measures and other issues that impact real property in California. The allocation formula may change including redesignating a portion to IMPAC.

## GOLDEN R

|                                                                                                                                                                                                                                                             |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Initial Golden R.....                                                                                                                                                                                                                                       | \$ 5,000 |
| • To sustain or renew.....                                                                                                                                                                                                                                  | \$2,000  |
| • To sustain pre-2002 Chartered Golden R.....                                                                                                                                                                                                               | \$ 449   |
| <ul style="list-style-type: none"> <li>• Golden R lapel pin given annually</li> <li>• Invitation to special functions at NAR meetings</li> <li>• Invitation to C.A.R. Capitol Reception and special events</li> <li>• Major Investor custom item</li> </ul> |          |

## PLATINUM R

|                                                                                                                                                                                                                                                                                                                             |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Initial Platinum R.....                                                                                                                                                                                                                                                                                                     | \$10,000 |
| • To sustain or renew.....                                                                                                                                                                                                                                                                                                  | \$5,000  |
| <ul style="list-style-type: none"> <li>• Platinum R lapel pin given annually</li> <li>• Invitation to RPAC's President's Circle Conference</li> <li>• Invitation to special functions at NAR meetings</li> <li>• Invitation to C.A.R. Capitol Reception and special events</li> <li>• Major Investor custom item</li> </ul> |          |

## PRESIDENT'S CIRCLE

You must also be an RPAC Major Investor to enroll in the President's Circle program

|                   |                                              |          |
|-------------------|----------------------------------------------|----------|
| <b>STERLING R</b> | President's Circle Enrollment.....           | \$ 1,000 |
|                   | • To sustain or renew.....                   | \$1,000  |
|                   | Annual Investment in President's Circle..... | \$ 2,000 |
| <b>CRYSTAL R</b>  | President's Circle Enrollment.....           | \$ 2,000 |
|                   | • To sustain or renew.....                   | \$1,000  |
|                   | Annual Investment in President's Circle..... | \$ 2,000 |
| <b>GOLDEN R</b>   | President's Circle Enrollment.....           | \$ 4,000 |
|                   | • To sustain or renew.....                   | \$1,000  |
|                   | Annual Investment in President's Circle..... | \$ 2,000 |
| <b>PLATINUM R</b> | President's Circle Enrollment.....           | \$10,000 |
|                   | • To sustain or renew.....                   | \$5,000  |
|                   | Annual Investment in President's Circle..... | \$ 2,000 |

- RPAC President's Circle lapel pin given annually
- Invitation to RPAC President's Circle Conference

## HALL OF FAME

Lifetime Investment Total ..... \$25,000 / \$50,000 / \$75,000 / \$100,000

- Celebratory crystal item
- Invitation to C.A.R. Capitol Reception and VIP Bar
- Invitation to C.A.R. special events
- Name plaque displayed at NAR in D.C.
- Hall of Fame lapel pin
- Custom premium item for inductees