

Cultivating a Culture: Reviving Apathetic PAC Engagement

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2022 Quick Stats: REALTORS® of Arizona PAC (Phoenix)

- Solicitable class: 10,885 members
- Contributing members: 3,025
- Participation: 28.8%
- 2022 receipts: \$144,624
- Leadership Circle investors (\$1000+): 38
 - 2019: 9 LC investors



PAC CPR: Build a Foundation

- Create or find **1 PAC champion**, who will influence more
 - Your contribution increasers **are or love your PAC cheerleaders**
 - Peer-to-peer education and solicitation
- If possible, calculate how PAC action **impacted their bottom line**

RAPAC's advocacy for REALTORS® and homeowners saves time, money, and effort. See how much RAPAC has impacted your business.

How does RAPAC save me money?

<p>I currently make</p> <p>\$ 100000</p> <p>in commissions each year</p> <p>RAPAC saved me \$ 5600.00</p> <p>by defeating attempts to place a sales tax on my commission.</p>	<p>The highest sales price I negotiated for my clients was</p> <p>\$ 500000</p> <p>RAPAC saved my clients \$ 11000.00</p> <p>by passing a Constitutional Amendment banning ANY real estate transfer tax. Sellers could have paid as much as 2.2% of the final sales price in taxes.</p>
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Keep Your Friends Close and Your Solicitables Closer

- What motivates this particular member?
 - ROI: do I get back what I put in and more?
 - Recognition/status
 - Competitive
 - Philanthropic
 - Edge over competitors/client take-home
 - Receiving something tangible
 - Gadfly/interested in politics
 - Access to politicians/industry leaders
 - Insider information
 - Embarrassment: close peers/business partners participating without me
 - Future-looking: ensuring the industry's future

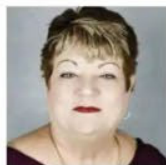




2023
LEADERSHIP CIRCLE
PHOENIX REALTORS®

The Leadership Circle is an elite group comprising the top advocates for private property rights and homeownership. Thanks to these professionals, Phoenix REALTORS® can continue to advocate for strong economies, vibrant communities, and the American Dream of homeownership at every level of government.

LEARN MORE ABOUT
PHOENIX'S TOP LEADERS



SUE FLUCKE
WEST USA



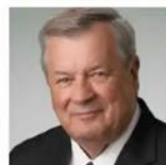
DUANE FOUTS
WEST USA



MARGE LINDSAY
WEST USA



JEFF MURRAY
KELLER WILLIAMS



CRAIG SANFORD
REALTY ONE GROUP



JIM SEXTON
REALTY ONE GROUP

GOLDEN R



CHRISTY WALKER
RE/MAX



SAM MILLER
HOMESMART



SPERO PAGOS
KELLER WILLIAMS



SHERRY RAMPY
BROKERS HUB

CRYSTAL R



JENNIFER ANDERSON
WEST USA



DUANE FOUTS
WEST USA



STEVE BEARDSLEY
KELLER WILLIAMS



LINDA MCPHERSON
BROKERS HUB



GREG HOFFMAN
THE BROCKERY



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MELISSA MULLINS
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KELLER WILLIAMS



JENNIFER ORSINI
KELLER WILLIAMS



STEVE FOUTS
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PHIL ROBERTS
KELLER WILLIAMS



SHERRY RAMPY
KELLER WILLIAMS

STERLING R



KATHY JONES
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DAN SMITH
KELLER WILLIAMS



AMY JONES
KELLER WILLIAMS



BRUCE JONES
KELLER WILLIAMS



BRUCE JONES
KELLER WILLIAMS



LAURIE JONES
KELLER WILLIAMS



LISA JONES
KELLER WILLIAMS



PHIL JONES
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SHERRY JONES
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SHERRY JONES
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Motivator Examples cont.

- **Access:** 2 tickets to Waste Management Phoenix Open, private city hall tour led by mayor
- **Tangible/Competitive:** virtual auction, LVII Super Bowl tix raffle
- **Philanthropic:** PAC Match
- **Recognition/status:** annual dinner at scenic fine dining restaurant, exclusive cocktail hour with mayor and city councilmembers
- **Embarrassment:** PAC champions call to directly solicit their close peers
- **ROI:** bottom line savings calculator, PAC education campaign
- **Insider info/access:** table at State of the City, top business events



Knowing Motivators Produces Results

- REALTOR® 1: increased from \$1,000 to \$2,500 level because a PAC champion and industry peer utilized **embarrassment** in a phone bank
- REALTOR® 2: invested \$2,500 from \$1000 for better odds at **winning a raffle** and bragging rights
- REALTOR® 3: bumped from \$2,500 to \$5,000 once a PAC champion educated her about how the **PAC is protecting the industry's future**
- REALTOR® 4: started at \$2,500 after never investing when she learned it would get her **name and photo in a full-page ad** monthly
- REALTOR® 5: re-upped \$1,000 after **using the savings calculator**



The Secret Sauce

- Build your foundation using PAC champions and annual investors
- Consistency is **essential** to increasing contributions over time
- Understand your large donors and track what motivates them (and if that changes)
- Integrate what works into your annual fundraising plan
- Don't be afraid to try something new



Questions? Let's chat!

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