

LESSONS FROM THE FIELD ON BUILDING THE ANNUITY – LOCAL INVOLVEMENT PAYS LONG TERM DIVIDENDS

PRESENTATION TO THE PUBLIC AFFAIRS COUNCIL

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CHICAGO ASSOCIATION OF REALTORS®

NEED HELP? ASK FOR A REALTOR®!



REALTOR® GOVERNMENTAL AFFAIRS

- NAR® Lobbyists - 7
- REALTORS® State Lobbyists – 50/100
- REALTORS® Local Lobbyists – 350

Illinois has 14 lobbyists

NAR SOURCES INDICATE WE SPEND UPWARDS OF \$50m ACROSS THE NATION ON LOBBYING

IN ILLINOIS WE SPEND \$2m ON LOBBYING

WHY YOU SHOULD DEVELOP RELATIONSHIPS LOCALLY – IT'S A BEST PRACTICE!

- LOCAL GOVERNMENTS ARE THE BREEDING GROUNDS FOR POLICY...
- YOUR LOCAL COUNCILMAN JUST GOT A PROMOTION AND SHE DON'T KNOW YOUR NAME ...
- LOCAL LOBBYISTS ARE GREAT SOURCES
- CULTIVATED EARNED MEDIA IN BIG MARKETS IS HARD – BUT NOT THAT HARD
- LOCAL GOVERNMENTAL PLAYERS AND PROTOCOLS AS A CULTURAL NORM

LOCAL GOVERNMENTS ARE BREEDING GROUNDS FOR POLICY AND OTHER THINGS..

Policy:

- SODA TAX – Local policy copied by other locals.
- AFFORDABLE HOUSING – Progressive policy spread
- SANCTUARY CITY – Local reaction to National policy

Politicians have to start somewhere...

- A certain state senator..
- BEST PRACTICE FOR LOCAL SUCCESS: Find a news aggregator (Daily Line) in Chicago as an example and follow the money.



YOUR LOCAL COUNCILMAN JUST GOT A PROMOTION AND SHE DON'T KNOW YOUR NAME

- A place where REALTOR® Associations success is well documented
 - Because there are so many REALTOR® Associations...
 - And because under all is the land
 - We invest in hundreds of candidates
- Early involvement and investment pays dividends
 - Candidates remember who was with them in the beginning.
- Generally the candidates that emerge from your industry are the best
 - They understand the issues and can be your voice
 - RPR – REALTORS® PROPERTY RESOURCE
- BEST PRACTICE: ID and cultivate the relationships not just with \$ but with policy briefings

LOCAL LOBBYISTS ARE GREAT SOURCES OF INFORMATION

- We talk for a living
- TIP O' NEILL
 - You won't get help if you don't ask
- CAVEAT – As long as your issues don't conflict with mine...
- Potential for coalitions
- Local political action committees may surprise you..
 - You may be from Washington...but they may still listen to me.
- BEST PRACTICE – Many jurisdictions have lists of registered lobbyists and client lists. Pick up the phone.

CULTIVATED EARNED MEDIA IN BIG MARKETS IS HARD – BUT NOT THAT HARD

- LOCAL MEDIA LIKES A LOCAL ANGLE TO NATIONAL STORIES
 - REMEMBER “WHAT DO YOU WANT TO ACCOMPLISH”
 - SET LOW EXPECTATIONS – BUT BE PREPARED TO BE SURPRISED
 - SLOW NEWSDAY
- SOCIAL MEDIA AND LOCAL HASHTAGS
 - #TWILL
- BEST PRACTICE – Be reliable; honest and show the linkage. Do the work for the reporter.

SO EASY I CAN DO IT



LOCAL GOVERNMENTAL PLAYERS AND PROTOCOLS AS A CULTURAL NORM

- Understanding ethics reporting and registering
 - An email can be construed as lobbying in Chicago...
- Contribution rules vary greatly ... sometimes in the same County
 - MWRD
 - COOK COUNTY
 - CITY OF CHICAGO
- Knowing the protocols for each governmental body is critical
 - Public Comment
 - Written Testimony
 - When you are a target
- Role of multiculturalism
 - CASE STUDY - NAR PLAZA
- BEST PRACTICE? FIND AN OLD HAND

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