

### Top Ten Reasons to Invest in RPAC

10. RPAC works at all levels of government. The majority of each investment is used at the local or state level.  
*Most of the money stays in your backyard for issues like property taxes, yard sign ordinances, and disclosure requirements.*
9. RPAC is truly non-partisan. That's why we call it the REALTOR® Party!  
*It's not about Republicans or Democrats, liberals or conservatives. The REALTOR® Party is focused only on issues that matter to you and your clients.*
8. Being a member of the REALTOR® Party is as easy as: Vote. Act. Invest.  
*The REALTOR® Party supports candidates who support our issues; urges policymakers to support pro-real estate issues; and engages our members and communities in activities that make our cities and neighborhoods stronger.*
7. It's not just about us as REALTORS®.  
*It's not charity, but it's not self-serving either. RPAC supports our clients and communities.*
6. RPAC is like an insurance policy for your business. It protects you more than you know!  
*You've got insurance for your home, your car and your health, right? Why not your career?*
5. RPAC focuses on issues that affect our industry, so we can focus on our clients.  
*RPAC and the REALTOR Party save us from having to read legislation and regulations and spend our time lobbying.*
4. You can invest on a monthly or quarterly basis.  
*It's easy to invest the amount that's right for you and your budget.*
3. RPAC works to protect the Mortgage Interest Deduction and other tax benefits.  
*We need the 30-year mortgage, property tax deduction, like-kind exchange, and other benefits in order to keep property ownership accessible and affordable.*
2. RPAC amplifies our voices, from City Hall, to the Statehouse, to Capitol Hill.  
*The more participation we have in the REALTOR® Party and RPAC, the stronger our collective voice.*
1. I'm an investor, and I'm asking you to invest, too.  
*RPAC is important to me, and it will mean a lot for you to join me as an investor.*

### Top Ten RPAC One-liners

10. RPAC really is your best investment in real estate.
9. You may not love politics, but if you work in real estate, then politics is your business.
8. RPAC is the member benefit that benefits the public.
7. Can you keep up with what's going on in the Capitol? I'm glad I invested in RPAC.
6. You seem pretty upset about that new regulation. Have you invested in RPAC?
5. You wouldn't believe the crazy stuff RPAC *stopped* from happening to our industry!
4. Congrats on that closing. Have you invested in RPAC yet this year?
3. We've got an RPAC event coming up, are you going to be there?
2. Hey, did you respond to that call for action? How about adding to your RPAC investment?
1. Do you know about RPAC?

## Top Ten Excuses Not to Invest in RPAC

10. **I'm not really worried. I'm not sure RPAC makes a difference.**  
Someday an issue will get you worried, and you'll find out that it's just the tip of the iceberg. RPAC stops countless pieces of legislation each year which would make it more difficult for you to make a living as a REALTOR®.
9. **I invested once and nothing changed.**  
I went the gym one time and I still haven't gotten in shape. Investment doesn't guarantee we win, but doing nothing guarantees we lose.
8. **I don't agree with some of the candidates that RPAC has supported.**  
But do you agree with the issues? By focusing on the issues that are most critical to your business and your clients, RPAC supports the elected officials who help us most. We are non-partisan. We are the REALTOR® Party!
7. **I already contribute to political candidates on my own.**  
That's great! RPAC can give you an even bigger voice joined with your fellow REALTORS®. Let me tell you about the President's Circle...
6. **I don't have the money. My kids are in college...I have some big expenses...**  
Is that Starbucks in your hand? Seriously, you can't afford NOT to invest because your business pays the bills, and RPAC protects your business. If you spend at least \$2.74 a day on coffee that adds up to \$1,000 a year. What is your business worth?
5. **I already paid my REALTOR dues, isn't that enough?**  
Your REALTOR dues pay for the car, RPAC is the gas that gets us where we need to go.
4. **Ask someone else who is better off than I am.**  
We have and we'll continue to. Everyone needs to invest in RPAC because we all share in its results.
3. **I don't believe in contributing to candidates. I think you're buying votes.**  
We don't (and can't) "buy" votes. But RPAC ensures we have a voice when policies that affect us are being considered.
2. **No one has ever asked me to invest in RPAC before.**  
Well I'm asking now. RPAC accepts personal checks or credit cards, we take pledges and offer payment plans. None of your investment goes to overhead – 100% goes to fight for the issues that matter most to you and your clients.
1. **What's RPAC?!**  
Like the insurance on your house or your car, the REALTORS® Political Action Committee is there to protect your business. RPAC gives us a powerful voice at all levels of government by supporting candidates who support our issues. It's the best investment you can make in real estate!