



the REALTOR[®] Report

News for you from the ND Association of REALTORS[®]
October 24, 2014

NAR Assists ND REALTORS[®] with Consumer Outreach on Measure 2

Over 30 million people view Realtor.com on a monthly average. A good number of those people live in North Dakota or are looking to move to North Dakota. To help spread the word on the *Vote Yes On Measure 2* campaign, NAR has offered to provide assistance to reach those people.

Every month, NAR e-mails messages or targeted browser ads to 85 million homeowners around the country. They have offered to use the allotment of messages coming to our area and state for October through November 4 to inform people about our measure campaign. The cost for this for ND REALTORS[®] is zero, since this is part of the NAR overall consumer outreach budget. (Another example of how our NAR dues work for us!) So if you are working with clients who have gone to or are going to Realtor.com and mention having received a message regarding *Vote Yes on Measure 2*, it is because of this outreach effort.

ND REALTORS[®] To Receive State *Call For Action* on Measure 2

Sometime next week, ND REALTORS[®] will receive a video message from NDAR's President, Vicki Roller and NDAR's President-Elect and Transfer Tax Committee Chair, Greg Larson, for a *Call for Action* on Measure 2. The video message will come via e-mail and Roller and Larson will be urging all REALTORS[®] to get out to vote YES on Measure 2, as well as to continue to share information with clients, neighbors and friends via yard signs, buttons and the infographic sheet available. **We still have about 20 yard signs left in the Bismarck office if you need one.** We have to continue to educate everyone we meet to vote YES on Measure 2 up until Election Day November 4!

Election Rules re: Yard Signs, Buttons and Measure 2 Materials

Just a reminder to remember to take down your yard signs on November 3, the day before the election. Also no materials can be distributed or visible close to polling sites and you cannot wear your buttons when going to vote. Thank you again to everyone for participating in this very worthwhile effort to keep a transfer tax from coming to North Dakota!

Talking Points on Latest News Stories and Letters to the Editor

Recently media has looked for opponents to Measure 2 because they have not been able to find any! Sen. Judy Lee, R-Fargo, was one of a very small group of Senators who opposed the resolution in the state legislature that put Measure 2 on the ballot. Because she was a REALTOR[®] for many years, media has gone looking for her to be the opposing view on Measure 2. One of Sen. Lee's arguments is that this is a frivolous measure and should not have been a constitutional measure. Property rights are not frivolous and stopping a tax that affects those who buy, sell or transfer property certainly belongs in the ND Constitution. Sen. Lee says we could wait and see if transfer tax ever came and if so, then voters could use the initiated ballot measure process to get it defeated or repealed! So she is making our point that it could come. Minnesota and South Dakota both wish they had been proactive before their taxes on real property were implemented!

On the dollars spent on our campaign. It is true that we have spent about \$900,000 for our campaign. The bulk of that, about \$800,000 has been for radio, television and print advertising and for mailers. Other dollars have been spent on polling, for paying for the services of the advertising agency we hired and for buttons, yard signs and minor expenses such as travel, conference calls, etc. The dollars we received from NAR are our return on investment of the 30% that goes to NAR when we contribute to Issues Mobilization. So these are not "outside interest" dollars, they are our dollars coming back to us to use for important issues such as Measure 2. Make sure you get out and vote and Vote YES on Measure 2!