



Gainesville-Alachua County Association of Realtors

*Gainesville-Alachua County
Association of REALTORS® Inc.
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Dear Fellow Brokers,

As I'm sure you are aware, NAR has developed an enormous breakthrough in how REALTORS can more effectively lobby Federal and State lawmakers through greater participation in Calls for Action (CFAs).

Our Broker Involvement Program provides you with a quick and easy tool to rally all your agents. NAR has discovered that agents respond to key issues, listen and take action when they receive notice from their brokers.

You, as a Broker, should consider joining the nearly 1400 brokers already in the program! With strong and united voices Congress will pay attention to our important real estate issues. Our goal is to have 100% participation with your help.

The Broker Involvement Program offers you and your agents:

- An effective method to increase our influence on important legislation and help shape legislation that can affect your bottom line.
- A program that requires only a small amount of your time with no costs involved. NAR does much of the work for you and you have significant control.
- Personalized message and Call for Action with your name and company logo, putting you in the position of leadership and knowledge for your agents.
- An efficient fundraising method to support Realtor® friendly campaigns through RPAC. A future option is online fundraising (contingent on your state agreement). More information will be provided as this develops in your state.
- A proven program – We know from the Brokers that are already in the Program that the CFA response rate is significantly higher when agents receive their message from you, their Broker. You're important!

Our next Broker Roundtable is scheduled for February 26, 2010. Every broker that signs up for this program will have an opportunity to win a \$100.00 gift card.

I am looking forward to working with you this coming year and appreciate your support.

Regards,

Joyce B. Dorval
2010 GACAR President

Robin Schwartz
2010 Government Affairs Chair