



# Key Contact Handbook

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# Introduction

Welcome to C.A.R.'s Key Contact Program! Thank you for your willingness to serve and for your effort on behalf of all California REALTORS®.

As a Key Contact, you play a crucial role in the success of the association's legislative objectives. It is your mission to develop a positive relationship between your legislator, C.A.R., and the other local associations in your legislator's district. To that end, C.A.R. will provide you with the information and support that you need to fulfill this position.

As Key Contact, you will be acting as the principal REALTOR® liaison between the local associations, C.A.R., and your state legislator. It is essential that everyone, including those at the other associations in the district and your own association, be informed when you've had a communication with your legislator or his or her staff.

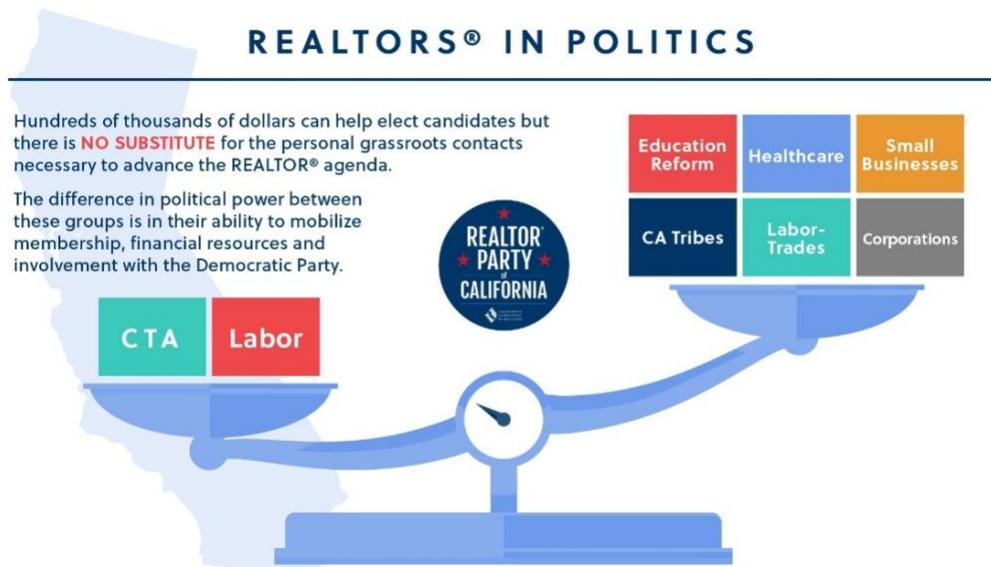
Please make sure you understand your role as a Key Contact by reviewing the Responsibilities listed below. Please use this handbook as a reference as it provides useful information and tips on how to best fulfill your Key Contact responsibilities.

If you have any questions about the Key Contact program, please contact DeAnn Kerr at 1-800-337-9285.

## REALTOR® Party

### VOTE • ACT • CONTRIBUTE

We are the REALTOR® PARTY OF CALIFORNIA, a committed movement of real estate professionals fighting to keep the dream of homeownership alive in California and throughout the country. We value homeownership, private property rights, free enterprise and a responsive government.



# Key Contact Responsibilities

As Key Contact, you will act as the principal REALTOR® liaison between the local associations, C.A.R., and your state legislator. It is essential that everyone, including those at the other associations in the district and your own association, be informed when you've had a communication with your legislator or his or her staff.

- **Respond to Red Alerts/Educate legislators on key issues**
  - Effectively respond to "Red Alerts." A Red Alert is C.A.R.'s term for any effort to mobilize any subset of its membership to persuade a legislator to support or oppose a specific piece of legislation. Red Alerts may target as few as a handful of Key Contacts to the entire C.A.R. membership.
  - Organize REALTOR® in-district meetings with legislators throughout the year that includes all local AOR leadership within the respective legislative district.
- **Participate in Legislative Day**
  - Attend C.A.R.'s Legislative Day in Sacramento. It is the Key Contact's responsibility to arrange the meeting, notify C.A.R. and the other local associations of its time and location, attend the Morning Briefing beforehand, and lead the delegation to the meeting.
- **Building a Relationship**
  - Work seamlessly with any co-Key Contacts working with your legislator and with any GADs or Association Executives from the associations within the district. Use your social media accounts to positively engage with your legislator.
  - Attend fundraisers in the district for your legislator. Up to \$2,000 per election cycle (\$1,000 toward the Primary Election and \$1,000 towards the General Election) is available from CREPAC for Key Contact teams to use towards attending events.
  - Establish and maintain a good working relationship with the legislator and his or her staff.
  - Acknowledge CREPAC checks to the legislator.
  - Conduct at least ONE grassroots activity every year.
- **Report to C.A.R.**
  - Report to C.A.R. any activities between the elected official and REALTORS® within the state.
  - Provide input to CREPAC Trustees (C.A.R.) about the legislator.



## First Steps for a New Key Contact

### Set up a meeting with the legislator.

- Offer to arrange a housing tour and economic data.
- Tell them how you can help them to connect with more REALTORS® and others in the community.
- Ask for their cell phone number. – VERY IMPORTANT
- Ask them to help you connect with their fundraiser and their campaign team.

### Call the campaign or fundraising consultant:

- Get on their fundraising list so you will receive invitations to local events.

### Call the district office.

- Arrange to meet with the district director.
  - When you meet:
    - This should be an informal meeting.
    - Introduce yourself and explain the role you play as Key Contact.
    - Ask for contact info for key staff: the district director, chief of staff, scheduler, and the legislative assistant handling housing.
- Provide data on housing, set up a Real Estate Advisory committee, etc.
- If they have an Open House to celebrate the opening of the office, be sure to go.
- Follow your legislator on social media. You'll want to follow him or her on any platforms in which they are active. This may include Facebook, Twitter, and Instagram. You will want to follow both the campaign account and the official account.
- Sign-up for their e-newsletters.
- Create your contact team (see below).
- Sign up for the Key Contact Mobile App (see page [34](#))

## Key Contact Teams

**RESPONSIBILITY:** WHEN THERE ARE SEVERAL KEY CONTACTS FOR THE SAME LEGISLATOR, IT IS YOUR MISSION TO WORK TOGETHER AS A TEAM TO FULFILL ALL KEY CONTACT RESPONSIBILITIES.

C.A.R. often appoints several REALTORS® to serve as Key Contacts to a legislator. Many districts vary in size and crossover into several associations' boundaries. All Key Contacts may not belong to the same local association, but it is imperative that the group works together seamlessly.

### Hold an Organizational Meeting

Plan an organizational meeting to discuss plans for the coming year. You should cover all pertinent topics at this meeting and, outside of meetings with your legislator; this can be your only meeting as a group for the rest of the year. Be sure to include the Association Executives and GADs from all the associations in the district. You should consider them unofficial members of the team.



## Establish a Communication Network

This is important. When you receive a Red Alert your Team will need to respond quickly. Set up an easy system to make sure that all members to the Team have seen the Red Alert and are responding appropriately. You may want to use a simple phone tree, group faxing, or e-mail.

Make one Team member responsible for maintaining the network. This person should also be in charge of contacting all the local Association Executives in the district so that other REALTORS® can respond as well if appropriate.

## Determine Goals and Plan an Effective Grassroots Strategy

Your overall goal is to affect legislation important to REALTORS®. You achieve this goal by building a strong relationship with your legislator. You can build and nurture this relationship in any number of ways. You can invite your legislator to speak at your association events, host a small fundraiser (contact Political Affairs first), attend his/her Town Hall meetings, form a REALTOR® Advisory group, work on your legislator's pet project, and volunteer to work on his/her campaign.

When delegating team assignments, your team should discuss the following issues:

- Does your legislator serve on any Assembly or Senate committees that consider issues of importance to REALTORS®? Does he or she hold positions of leadership? If you need help collecting this information, contact Mandy Morello at [amandam@car.org](mailto:amandam@car.org).
- Does the legislator understand issues of concern to REALTORS®, or does he or she need to be educated?
- How supportive has the legislator been of legislative and regulatory issues of concern to REALTORS®?
- How accessible has the legislator been to REALTORS® to discuss issues of concern?
- How eager is the legislator to build relationships with REALTORS® and other groups in the community that share our interests?
- How likely is your legislator to be re-elected? Is he or she an entrenched or vulnerable incumbent, or running for another office?



# Red Alerts

Red Alerts are efforts by C.A.R. to have REALTORS® persuade legislators to support or oppose legislation through direct communications. There are a multitude of possible levels of these campaigns, driven by what we believe it will take to convince a given legislator to support our position. These Red Alerts can be very small, targeting a handful of legislators on a key committee with calls or texts from their Key Contacts. They can be very large, with all REALTORS® in a targeted legislator’s district being asked to take action. They can even urge ALL California REALTORS® to reach out to their legislators. Each Red Alert strategy is tailored to achieve the goal of passing or defeating the specific bill while still using members’ time well. We don’t want to ask members to engage unless it is necessary to achieve the objective.

## **RESPONSIBILITY: WORKING WITH C.A.R. TO EFFECTIVELY RESPOND TO "RED ALERTS."**

- C.A.R. will send a Red Alert to Key Contacts when there is an urgent issue in the state legislature.
- Red Alerts will contain an “Issue Background”, which will detail the legislation and provide you with C.A.R.’s position
- Red Alerts will also contain talking points that you can use to help persuade your legislator to support your position.

## WHAT TO DO WHEN YOU RECEIVE A RED ALERT:

- Complete the specified “Action Item”.
- Call or e-mail DeAnn with the legislator’s response. This is CRITICAL because C.A.R. uses the “intelligence” that you gather to help count votes and to follow up on any specific legislator questions.
- Contact your co-Key Contacts and the Government Affairs Directors and Association Executives in your area to discuss any other follow-up that might be necessary.
- Follow-up with a brief note or letter to your legislator. Send a copy to your staff contact and to C.A.R.
- File a report of your interaction through the Key Contact Mobile App by adding an “Activity” (See page [34](#)).

## KEY CONTACTS IN ACTION

A Key Contact who was very close to her legislator had been trying to convince the Senator to vote no on a bill that was heavily supported by one of her chief supporters. The Key Contact was able to finally convince her legislator to not vote for the bill by walking the senator step-by-step how the bill would effectively deprive individuals of their rights. Her tenaciousness and close connection to the senator led to her success. C.A.R. was ultimately able to stop the bill.



# Legislative Day

Legislative Day has remained C.A.R.'s pinnacle legislative event since 1975. Legislative Day gives California REALTORS® the opportunity to meet and discuss issues with their state legislators and staff regarding real estate and homeownership in California. Attending Legislative Day is not only a great investment in your business, it also provides you with an opportunity to hear from California's most dynamic political leaders and the leadership of your state association.

## Responsibility

### ORGANIZING AND ATTENDING C.A.R.'S LEGISLATIVE DAY IN SACRAMENTO

Legislative Day will take place on Tuesday, April 27, 2021. Due to Covid-19 Health Guidelines the 2021 Legislative Day will be held virtually.

Under normal circumstances when Legislative Day is held in-person, it is the Key Contact's responsibility to arrange the meeting and notify C.A.R. and the other local associations of its time and location. You are also required to attend the Morning Briefing. The Morning Briefing provides all attendees from across the state with valuable information and insight on how to effectively lobby C.A.R.'s legislative platform to their legislator. After the Morning Briefing you will lead your delegation to the meeting with your legislator. You are also required to attend the Morning Briefing beforehand and lead the delegation to the meeting. In most cases a legislative district will cover more than one local association area. It is the Key Contact's responsibility to make sure that the other associations are notified well in advance of your meeting's time, date, and location.

Legislative Day objectives:

- Successfully support C.A.R.'s legislative agenda.
- Demonstrate to elected officials that REALTORS® in their communities will hold them accountable.
- Have a great time!



## Legislative Day Checklist

USE THE FOLLOWING CHECKLIST TO HELP YOU ARRANGE YOUR LEGISLATIVE DAY

### **JANUARY**

- ✓ Work with the other associations in your district to determine a good time to meet. Remember – all visits should take place on Legislative Day, preferably in the afternoon after the Morning Briefing which ends around 11am.
- ✓ Send a letter to your legislator requesting an appointment.
- ✓ Speak to your legislator’s scheduling assistant as a follow-up to your letter.
- ✓ Make necessary travel arrangements.

### **FEBRUARY/MARCH**

- ✓ Send a confirmation letter to your legislator after the appointment has been made.
- ✓ Send an e-mail with the time and location of your meeting to your contacts at the other associations in your legislative district.
- ✓ E-mail the time and location of your meeting to Member Mobilization staff (Mandy Morello at [amandam@car.org](mailto:amandam@car.org)) at C.A.R. so it can be posted to the web site.

### **EARLY APRIL**

- ✓ Reconfirm with scheduling assistant.
- ✓ Reconfirm with other associations.
- ✓ Assemble a list of cell phone numbers of those who will be attending the meeting.

### **ONCE IN SACRAMENTO**

- ✓ In Sacramento, attend the Morning Briefing session.
- ✓ Meet with the other REALTORS® attending your legislator meeting to determine who will discuss which issues and to go over the “Ground Rules.”

### **ATTEND YOUR LEGISLATOR MEETING – DON’T FORGET TO BE ON TIME!!**

- ✓ Send a follow-up letter to your legislator.
- ✓ Send a thank you note to the scheduling assistant.
- ✓ File a report using the Key Contact Mobile App to let us know the details of your meeting. Include a list of the legislator’s staff who attended; how the legislator plans to vote on the Hot Issues; what additional follow-up may be necessary from C.A.R. staff; and any other relevant details.



## What You Will Need to Do to Schedule the Meeting

### BEFORE THE MEETING:

- **Confer with representatives from the other associations in your legislative district (not C.A.R. region) and let them know who will be scheduling the meeting.** Sometimes you may delegate this to your GAD if you have one.
- **Collect the contact information of those who will be attending the meeting.** It's a good idea to have the cell phone numbers of those going to the meeting, in case a meeting time or location changes.
- **Send a letter or email to your legislator requesting a meeting on the specific date.** Include how many people will be there, which local associations will be represented, and provide your name, address and phone number so that the scheduling assistant can get back to you. Ask that the meeting be scheduled after lunch if possible. It's important not to miss any of the Morning Briefing which usually ends around 11:00.
- **Follow-up with a phone call.** Speak personally with the scheduling assistant. Your legislator's scheduling assistant will be important to you as a Key Contact. Get to know him or her so you will get prompt calls back.
- **Confirmation letter or email.** Once the scheduling assistant has confirmed a time and location for your meeting, send a letter confirming all the details to him or her and send copies to everyone on your Key Contact Information Sheet.
- **Notify C.A.R.** Notify Mandy Morello at [amandam@car.org](mailto:amandam@car.org) of the time and location of your meeting so that the information can be posted to the web site.
- **Review the "Tentative" Hot Issues Sheet.** The "Hot Issues" are specific legislation the Government Affairs lobbyists have categorized as the most important issues facing REALTORS® this legislative session. About a week before Legislative Day, C.A.R. will email you a tentative version of these "Hot Issues" which will be distributed to all attendees during the Morning Briefing. This is tentative because the Legislature will be in session and the issues we lobby on Legislative Day may change. It is imperative that you DO NOT distribute this to your legislator or his or her staff.
- **Attend the Morning Briefing Session.** Once in Sacramento, attend the Morning Briefing Session. C.A.R. staff will notify you of its time and location beforehand.
- **Go over the "Ground Rules."** Immediately prior to the meeting, remind those going to adhere to the following "ground rules" and try to assign talking points to others going to the meeting.



## RULES FOR SCHEDULING LEGISLATIVE DAY MEETINGS

- THERE SHOULD ONLY BE ONE MEETING PER LEGISLATOR. Many legislative districts include several associations, and all those groups should be included in this meeting.
- Luncheons DO NOT take the place of the formal office meeting, UNLESS the following conditions are met:
  - All the legislator's constituents will be there. If another association in the district is planning their own luncheon, even if you have invited them to yours, you will need to schedule a formal office meeting and not use the luncheon to discuss the legislative issues discussed in the Morning Briefing; **and**
  - There is an appropriate opportunity to discuss the Hot Issues and ask the legislator how he or she will vote.
- If a legislator's staff tells you they can't accommodate such a large number of people, ask them to work with you to schedule a bigger space. If you're still having problems, contact DeAnn.

If space is still limited, here is the priority as far as those who should attend:

1. Key Contacts
2. REALTORS® who are constituents
3. Those who are attending as part of the Legislative Day scholarship program
4. All other REALTORS®
5. Local staff



# Legislator Meetings

**RESPONSIBILITY:** ORGANIZING REALTOR® IN-DISTRICT MEETINGS WITH LEGISLATORS THROUGHOUT THE YEAR.

As Key Contact, you should organize in-district meetings at least twice a year, usually during Spring Recess and again in July or August. C.A.R. will notify you when it is time to arrange the meeting. Make sure to include representatives from all the local associations in your legislator's district.

C.A.R. will provide you with specific materials for the meeting in the spring. We ask that you discuss our legislative priorities for the coming year. The summer meeting is usually used to discuss a more targeted piece of legislation. Again, C.A.R. will provide you with these materials.

You may wish to meet with your legislator at other times. Please call C.A.R.'s Member Mobilization staff a few days in advance in case any of C.A.R.'s lobbyists have a message that they would like you to convey to your legislator.

As always, follow-up with C.A.R. after your meeting to pass along any helpful information. Any co-Key Contacts you have should be included in every meeting. Local GADs are considered "ex officio" members of your Key Contact team and should be included in all communications.

## BEFORE YOUR MEETING:

Your legislators' calendar is constantly changing depending on unplanned emergency in-district responsibilities or extended legislative hearings. Schedule your meeting several weeks in advance by phoning the legislator's scheduling assistant. Follow-up with a letter confirming the date, time and location of your meeting.

Make sure all attendees to the meeting have all the details needed for the discussion with your legislator, including the issue information n provided by C.A.R. Be sure to contact C.A.R. several days in advance to get the latest information to use in your meeting.

Prepare yourself and others attending by reading any issue information carefully. Make sure you feel comfortable enough with the subject to answer any questions.

## DURING THE MEETING:

As with your Legislative Day meeting, be positive, respectful and professional. Make sure to address your legislator properly (i.e. Assembly Member Smith or Senator Smith), even if you are a lifelong friend. Get to the point of your visit by being clear, concise, and brief.

When discussion a specific bill, give two or three reasons why the bill is good or bad, using your own words. If possible, tell how the measure will affect local REALTORS®, homebuyers, or property owners. Make sure to inform your legislator which committee the bill will next be considered (i.e. the Senate Judiciary Committee). Also, know if your legislator is on that committee. If he or she is not, please ask that they work with their colleagues who are.

This is when you ask for action regarding this bill. "Please vote NO," or "We would appreciate a Yes vote."



Whatever you do, DO NOT discuss campaign contributions during this or ANY legislative meeting. This is ILLEGAL!

#### AFTER THE MEETING:

Follow-up with a letter or email to your legislator, highlighting key points and thanking him or her for the meeting. Send a copy to your staff contact as well. Make sure to send a thank you note to the scheduler too.

File a report using the Key Contact Mobile App to let us know the details of your meeting. Include a list of the legislator's staff who attended; how the legislator plans to vote on the bills you discussed; what additional follow-up may be necessary from C.A.R. staff; and any other relevant details.

If your legislator votes your way, make sure to send a thank you note.



## Tricks of the Trade

Key Contacts have found it helpful to meet with the REALTORS® attending the meeting briefly beforehand. This allows you time to decide who will make key points on which issues. Other members of the delegation may have a relevant anecdote to share. This should all be mapped out before you go in the door.

Occasionally you may encounter a REALTOR® who chooses Legislative Day (or any REALTOR® meeting with a legislator) to share his or her own personal views on matters not related to real estate. Rather than letting the meeting get sidetracked, or worst of all, denigrating to a full-scale debate on controversial issues, we suggest gently and diplomatically shifting the conversation back to real estate. For instance, you might say, "Gee, George, it might be better if that issue were discussed at another time. Assembly Member Jones, can you please share with us your views on Assembly bill 1234?"



# Sample Scheduling Letters

## LEGISLATIVE DAY SCHEDULING LETTER

Here is how to address and write a letter to your lawmaker. Please use your business stationery:

The Honorable John Smith Room 1234  
State Capitol  
Sacramento, CA 95814

Dear Assembly Member Smith:

On Tuesday, April 27, 2021 a delegation of REALTORS® from your district would like to meet with you as part of the California Association of REALTORS®'s annual Legislative Day. On behalf of your local REALTORS®, I would like to request a virtual meeting for the afternoon of April 27th. The purpose of the meeting is to discuss key legislation of interest to the real estate industry, home buyers, owners, and sellers.

I'll be looking forward to working with your staff to arrange this meeting. I can be reached at <insert phone number>.

Thank you in advance for your consideration of this request. We will be looking forward to meeting with you and your staff on April 27th.

Sincerely,

John Q. Key Contact

<Your Local Association>

<The address of your local association>

Cc: <all local associations in legislator's district>



## SAMPLE IN-DISTRICT MEETING LETTER

The Honorable John Smith Room 1234  
State Capitol  
Sacramento, CA 95814

Dear Assembly Member Smith:

I would like to request a meeting with you and other local REALTORS® to discuss <insert topic or bill number>. We would appreciate having the meeting between <insert date> and <insert date>. If it's convenient for you, the meeting could be held virtually.

I'll be looking forward to working with your staff to arrange this meeting. I can be reached at <insert your phone number and email address>.

Thank you in advance for your consideration of this request. We will be looking forward to meeting with you and your staff.

Sincerely,

John Q. Key Contact  
<Your Local Association>  
<The address of your local association>



## SAMPLE LEGISLATOR INVITATION LETTER

The Honorable John Smith Room 1234  
State Capitol  
Sacramento, CA 95814

Dear Assembly Member Smith:

On Wednesday, March 24, 2021 at 4:00pm, XYZ Association of REALTORS® will be holding our monthly member meeting. As your Key Contact, I would be honored to have you be my guest and take the opportunity to introduce you to attending members.

This informal meeting will give you the opportunity to network with your REALTORS® constituents and see first-hand the current condition of the Real Estate industry in your district. We encourage you to share your outlook from a legislator's standpoint as well.

I'll be looking forward to working with your staff to arrange your attendance. I can be reached at  
<insert phone number and email address>.

Thank you in advance for your consideration of this request. I look forward to meeting with you on March 24, 2021.

Sincerely,

John Q. Key Contact  
<Your Local Association>  
<The address of your local association>  
Cc: <all local associations in legislator's district>



# Relationship Building

As Key Contact, you will act as the principal REALTOR® liaison between the local associations, C.A.R., and your state legislator. It is essential that everyone, including those at the other associations in the district and your own association, be informed when you've had a communication with your legislator or his or her staff.

## WHEN YOU HAVE A MEETING WITH YOUR LEGISLATOR IN-DISTRICT

- Invite a small group, including REALTORS® from other associations in the legislator's district, to attend the meeting with you. **BE SURE TO INCLUDE ANY CO-KEY CONTACTS.** Also notify the Association Executives and GADs from your district.
- Call C.A.R.'s Member Mobilization staff in advance of your meeting to see if there are any messages that need to be relayed to your legislator.
- If appropriate, write a brief article for your association newsletter about your visit.
- After your meeting, relay any significant comments the legislator may have made to C.A.R. using the Key Contact Mobile App. (See page [34](#))
- Provide updates. First, to any Association Executive, GAD, or local president who may not have been able to attend the meeting. Next, if appropriate, to your association at a membership meeting or other event. Check with local staff about getting on an agenda.

## WHEN YOU ARE ARRANGING YOUR MEETING FOR LEGISLATIVE DAY IN SACRAMENTO

- Before you arrange the meeting, touch base with representatives from each of the associations in the district to let them know you are arranging the meeting, and to find out if there are times when they can't be there. **PLEASE NOTE:** You really are at the mercy of the legislator's schedule. Therefore, you may be forced to make an appointment that is not convenient for the entire group.
- After the meeting time and location have been arranged, notify your association contacts and C.A.R. They will make sure that this information is posted to C.A.R. Online.
- After your meeting, again relay any significant comment to C.A.R. staff. (i.e. Senator Smith said she would support the commercial lien bill under the following conditions.)



## OTHER CONTACTS

- You will often attend events that are not designed to be sit-down meetings where public policy is discussed in depth. You may also have personal conversations with your legislator regularly. Even in these situations, if real estate or political issues are discussed that you feel C.A.R. staff needs to be aware, please call us. This kind of “intelligence” is often crucial to our success.

## OTHER RELATIONSHIP BUILDING ACTIVITIES

Look for other opportunities to get to know your legislator or to educate your legislator about the real estate industry. Here are a few:

- Invite him or her to a “site visit” to see how a real estate office really operates.
- Attend your legislator’s Town Hall meetings whenever possible.
- Ask your legislator if you can help him or her establish a Real Estate Advisory committee to provide input on issues that affect the real estate industry. (This should be the nexus for your Key Contact team – see below).
- Arrange a breakfast with potential donors from the real estate industry.
- Report any interaction you have with the legislator to C.A.R. using the Key Contact Mobile App (See page [34](#)).



## Working with Legislative Staff

**RESPONSIBILITY:** ESTABLISHING AND MAINTAINING A GOOD WORKING RELATIONSHIP WITH THE LEGISLATOR'S KEY STAFF ON ISSUES OF IMPORTANCE TO REALTORS®

A legislator's staff often plays a crucial role in his or her public policy decisions. It is essential that you get to know his or her staff WELL. Here are a few that will be important to you:

- **Chief of Staff.** This individual is the legislator's top staff person and often plays the dual role as Legislative Director as well. He or she is responsible for managing the entire legislative office and for advising the legislator on the political and policy significance of specific issues.
- **Legislative Assistant.** Usually, a legislator will have three or four legislative assistants to research and advise him or her on specific topics. There usually will be one legislative assistant responsible for real estate issues.
- **District Director.** This staff person manages the district office for the legislator and is responsible for keeping the political "pulse" of the district.
- **Scheduling Assistant.** The scheduling assistant usually acts as doorkeeper to your legislator and manages his or her schedule.

It's important to establish and maintain a relationship with these staff members.

Here are a few tips:

- Send a note or make a call introducing yourself to the Chief of Staff and to ask which staff member will be responsible for real estate issues.
- Let key staff people know that you would like to be a resource on these issues.
- Offer to establish a Real Estate Advisory committee for your Representative and his or her staff.
- Invite district staff to a local LGR/Governmental Relations committee so they can be introduced.
- Always speak well of staff to the legislator.
- Always make a point of sending thank you notes to staff after a meeting, especially to the Scheduling Assistant. This will go a long way when you are trying to arrange the next meeting.



## How to Tweet

C.A.R. will occasionally ask you to thank your legislator for a vote or other activity using Twitter. This social media platform is great for legislative-focused content and engagement, as well as peer-to-peer. Twitter is the primary social media platform that lawmakers and staff utilize to monitor legislative and policy-related issues.

### BEGINNER: NEW TO TWITTER

1. **Create a Twitter account** – go to [www.twitter.com/signup](http://www.twitter.com/signup) and you will be prompted through a guided sign up experience
  - a. Create a username (your name works great!) – ex: @JohnSmith
  - b. Add a profile picture – preferably a professional headshot
  - c. Add a short bio to tell people about yourself – ex: REALTOR® in Sacramento, dad, avid reader, runner in my spare time
  - d. Follow several accounts to start seeing tweets on your timeline (think local news outlets, local lawmakers, fellow REALTORS®, real estate accounts, etc.)
  
2. **Follow @CARGovAffairs** [on Twitter here](#)



3. **Like and retweet @CARGovAffairs tweets** as much as possible – it’s the best way to spread the reach of C.A.R.’s Government Affairs Team



- a. A **retweet** shares the tweet directly to your followers ([learn more](#))
- b. A **retweet with comment** allows you to add a comment with the original tweet attached ([learn more](#))
- c. A **like** adds the tweet to your Likes tab on your profile and can be seen by others ([learn more](#))

4. **Comment on @CARGovAffairs tweets** to activate your fellow REALTORS®

- a. Click the retweet button (see above) and then click “retweet with a comment” and add your own comment. Example:  
YOUR COMMENT: Who’s looking forward to this year’s @CAREALTORS Legislative Day?





**C.A.R. Gov Affairs** @CARGovAffairs · Feb 25

This year's Legislative Day is May 1, 2019. REALTORS®, don't miss the biggest advocacy event of the year. Find out more: [bit.ly/2oGvxcC](https://bit.ly/2oGvxcC)



## 5. Follow and engage with local lawmakers.

- a. Follow your Assemblymember and Senator as well as other local elected officials (i.e. city mayors, councilmembers, county supervisors, etc.)
- b. Engage with their tweets on housing and other topics by liking, retweeting and replying as appropriate (tip: always be positive!)

### ADVANCED: EXPERIENCED WITH TWITTER

1. **Follow @CARGovAffairs** [on Twitter here](#)
2. **Like and retweet @CARGovAffairs tweets** as much as possible – especially on Red Alerts
3. **Quote tweet relevant @CARGovAffairs tweets** with local impacts or other comments ([How do I quote tweet?](#)).

*Example:*

Here in [REGION], housing prices are up [%%] since [YEAR].





**C.A.R. Gov Affairs** @CARgovaffairs · Feb 21

Housing still costs a fortune in California. Will Gavin Newsom's plan fix that?  
bit.ly/2NrgDTP via @sacbee\_news



**Housing still costs a fortune in California. Will Gavin Newsom's plan ...**

California Gov. Gavin Newsom has proposed increased spending to build more affordable housing in his 2019 budget plan. He also wants to make i...

sacbee.com

*Example:*

Who's looking forward to this year's @CAREALTORS Legislative Day?



**C.A.R. Gov Affairs** @CARgovaffairs · Feb 25

This year's Legislative Day is May 1, 2019. REALTORS®, don't miss the biggest advocacy event of the year. Find out more: bit.ly/2oGvxC



#### 4. Follow and engage with local lawmakers.

- c. Follow your Assemblymember and Senator as well as other local elected officials (i.e. city mayors, councilmembers, county supervisors, etc.)
- d. Engage with their tweets on housing and other topics by liking, retweeting and replying as appropriate (tip: always be positive!)



## 5. Tweet topics:

- a. Housing news (local, statewide and national)
- b. Real estate trends (follow @CAREALTORS, @nardotrealtor and NAR\_Research for good articles)
- c. Local Association updates (meetings, etc.)

## 6. Hashtags:

- a. When tweeting about bills in the legislature, use a hashtag for the bill number (i.e. #SB50) and use #caleg
- b. Hashtag relevant words in the tweet like #housing, #housingcrisis, a location (#Sacramento), etc.

## 7. Share C.A.R. policy positions from [www.housingforCalifornia.com](http://www.housingforCalifornia.com)

- a. *Example:* As REALTORS®, we support #SB50 because it will help solve the #housingcrisis by boosting development in high-density areas. Learn more: [www.housingforCalifornia.com](http://www.housingforCalifornia.com) #caleg

## TWITTER BEST PRACTICES

- When tweeting at lawmakers, be respectful and avoid using all caps and exclamation points
- Always maintain a positive tone with your tweets
- Only use two to three hashtags at a time
- Develop a “voice” authentic to you – don’t be too stiff or robotic
- Use proper grammar and correct spelling
- Remember that your Twitter account is an extension of your business



**SENATE**

<b>DISTRICT / NAME</b>	<b>USER NAME</b>
1 Brian Dahle	@BrianDahleCA
2 Mike McGuire	@ilike_mike
3 Bill Dodd	@BillDoddCA
4 Jim Nielsen	@CASenatorJim
5 Susan Eggman	@SusanEggman
6 Richard Pan	@DrPanMD
7 Steven Glazer	@Steve_Glazer
8 Andreas Borgeas	@AndreasBorgeas
9 Nancy Skinner	@NancySkinnerCA
10 Bob Wieckowski	@BobWieckowskiCA
11 Scott Wiener	@Scott_Wiener
12 Anna Caballero	@AMCab2
13 Josh Becker	@SenJoshBecker
14 Melissa Hurtado	@Senator_Hurtado
15 Dave Cortese	@sendavecortese
16 Shannon Grove	@ShannonGroveCA
17 John Laird	N/A
18 Bob Hertzberg	@hertzleLA
19 Monique Limón	@MoniqueLimonCA
20 Connie Leyva	@SenatorLeyva
21 Scott Wilk	@ScottWilkCA
22 Susan Rubio	@SenSusanRubio
23 Rosilicie Ochoa Bogh	@RosilicieBogh
24 Maria Elena Durazo	@SenMariaEDurazo
25 Anthony Portantino	@Portantino
26 Ben Allen	@BenAllenCA
27 Henry Stern	@HenrySternCA
28 Melissa Melendez	@senatormelendez
29 Josh Newman	@SenatorNewmanCA
30 VACANT	N/A
31 Richard Roth	@GeneralRoth
32 Bob Archuleta	@SenBobArchuleta
33 Lena Gonzalez	@SenGonzalez_33
34 Tom Umberg	@SenatorUmberg
35 Steven Bradford	@SteveBradford
36 Patricia Bates	@SenatorPatBates
37 Dave Min	@DaveMinCA
38 Brian Jones	@SenBrianJones
39 Tony Atkins	@toniatkins
40 Ben Hueso	@BenHueso (Inactive)

**ASSEMBLY**

<b>DISTRICT / NAME</b>	<b>USER NAME</b>
1 Megan Dahle	@AsmMeganDahle
2 Jim Wood	@JimWoodAD2
3 James Gallagher	@J_GallagherAD3
4 Cecilia Aguiar-Curry	@CeciliaAD4
5 Frank Bigelow	@FrankBigelowCA
6 Kevin Kiley	@KevinKileyCA
7 Kevin McCarty	@KMcCartyAD7
8 Ken Cooley	@KenCooley
9 Jim Cooper	@AsmJimCooper
10 Marc Levine	@MarcLevine/MarcLevine_CA
11 Jim Frazier	@AsmFrazier
12 Heath Flora	@Flora4Assembly
13 Carlos Villapudua	@AsmVillapudua
14 Tim Grayson	@AsmGrayson
15 Buffy Wicks	@BuffyWicks
16 Rebecca Bauer-Kahan	@CBakerAD16
17 David Chiu	@DavidChiu
18 Rob Bonta	@RobBonta
19 Phil Ting	@PhilTing

**ASSEMBLY**

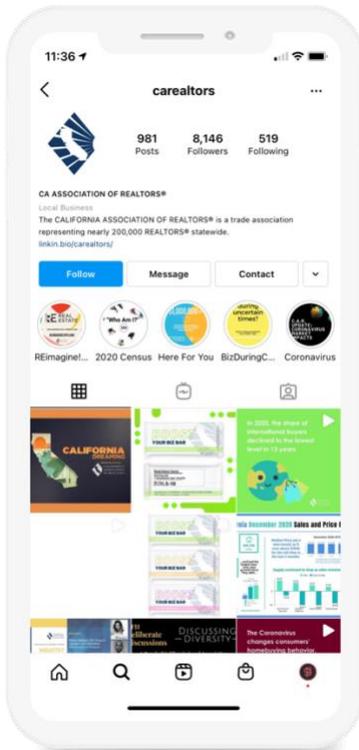
<b>DISTRICT / NAME</b>	<b>USER NAME</b>
20 Bill Quirk	@AsmBillQuirk
21 Adam Gray	@AdamGrayCA
22 Kevin Mullin	@kevinmullin
23 Jim Patterson	@JimPatterson559
24 Marc Berman	@AsmMarcBerman
25 Alex Lee	N/A
26 Devon Mathis	@AD26Mathis
27 Ash Kalra	@Ash_Kalra
28 Evan Low	@Evan_Low
29 Mark Stone	@AsmMarkStone
30 Robert Rivas	@RobertRivas_CA
31 Joaquin Arambula	@drarambula559
32 Rudy Salas	@rudysalajr
33 Thurston Smith	@SmittyThurston
34 Vince Fong	@vfong
35 Jordan Cunningham	@Cunning_Jordan
36 Tom Lackey	@TomLackey36
37 Steve Bennett	@AsmSteveBennett
38 Suzette Martinez Valladares	@N/A
39 Luz M. Rivas	@AsmLuzRivas
40 James Ramos	@AsmJamesRamos
41 Chris Holden	@ChrisHoldenNews
42 Chad Mayes	@ChadMayesCA
43 Laura Friedman	@laurafriedman43
44 Jacqui Irwin	@jacquiirwin
45 Jesse Gabriel	@ASMGabriel
46 Adrin Nazarian	@Asm_Nazarian
47 Eloise Reyes	@AsmReyes47
48 Blanca Rubio	@Blanca_E_Rubio
49 Ed Chau	@EdChau49 (Inactive)
50 Richard Bloom	@RichardBloom
51 Wendy Carrillo	@AsmCarrillo
52 Freddie Rodriguez	@AsmRodriguez52
53 Miguel Santiago	@SantiagoAD53
54 Sydney Kamlager-Dove	@AsmKamlagerDove
55 Phillip Chen	@PhillipChenCA
56 Eduardo Garcia	@voteforgarcia
57 Lisa Calderon	@AsmLisaCalderon
58 Cristina Garcia	@AsmGarcia
59 Reggie Jones-Sawyer	@JonesSawyer
60 Sabrina Cervantes	@AsmCervantes
61 Jose Medina	@AsmJoseMedina
62 Autumn Burke	@AsmAutumnBurke
63 Anthony Rendon	@Rendon63rd
64 Mike Gipson	@AsmMikeGipson
65 Sharon Quirk-Silva	@QuirkSilva65th
66 Al Muratsuchi	@AMuratsuchi
67 Kelly Seyarto	@AssemblySeyarto
68 Steven Choi	@irvinspeaker/@DrStevenChoi
69 Tom Daly	N/A
70 Patrick O'Donnell	@AsmPatODonnell
71 Randy Voepel	@RandyVoepel
72 Janet Nguyen	@JanetNguyenCA
73 Laurie Davies	@AsmLaurieDavies
74 Cottie Petrie-Norris	@AsmCottie
75 Marie Waldron	@StateAssembly75
76 Tasha Boerner Horvath	@ASMTBH
77 Brian Maisenschein	@Bmaisenschein
78 Chris Ward	@AsmChrisWard
79 VACANT	N/A
80 Lorena Gonzalez-Fletcher	@LorenaAD80



# Instagram

Instagram is a great way to share updates with fellow REALTORS® and encourage C.A.R. members to engage with Government Affairs content on Twitter. While lawmakers may be active on the platform, Twitter is still the most effective platform to engage with lawmakers on policy and legislative-related issues.

1. **Follow @cargovaffairs** [on Instagram here](#)
2. **Like @cargovaffairs posts** as much as possible – especially on Red Alerts
3. **Watch @cargovaffairs stories**
4. **Download the Repost for Instagram app** (free on [iOS](#) and [Google Play](#)) to share @cargovaffairs posts to your Instagram followers (this helps spread the word!)
5. **Post your own Instagram stories** about how the housing crisis impacts your job as a REALTOR® and how you see the impacts to your clients



# Requesting CREPAC Checks

**RESPONSIBILITY:** IT IS THE RESPONSIBILITY OF EVERY KEY CONTACT TO REQUEST \$1,000 FROM CREPAC PER ELECTION IN SUPPORT OF THE LEGISLATOR.

Money is made available to Key Contacts to help further the relationship between local REALTORS® and their respective legislator. This type of relationship is important to help facilitate personal interaction between the representative and REALTOR® constituents. REALTORS® play an important role in their community, are at the forefront of change, and can help their legislator stay informed.

For this reason, funding is made available from the California Association of REALTORS® Political Action Committee (CREPAC). CREPAC's support of REALTOR® Party candidates helps REALTORS® promote home ownership and the preservation of real property rights.

**MAKING A FUNDING REQUEST:** The Key Contact is able to request funding by completing the Key Contact Funding Request Form ([page 29](#)) and submitting it to Kevin Rodgers, C.A.R. Political Affairs Coordinator, at [kevinr@car.org](mailto:kevinr@car.org).

Once the form has been processed, an email will be sent to inform all Association Executives, Government Affairs Directors, Key Contact(s), and local CREPAC Trustees that a contribution has been made to the legislator's campaign. All contribution checks will be mailed directly to the campaign treasurer.

Once the Key Contact receives the email notification, they should do one of the following:

- Arrange a meeting with the legislator and invite local leadership from all the Associations in the district to attend.
- Or, if the legislator is hosting a local fundraiser, you can request tickets so that you and other local REALTORS® in the district can attend.

The contribution is to be used to show support and provides another networking opportunity between REALTORS® and the legislator.



## THINGS TO KNOW:

- ✓ You will not be reimbursed for attending an event. Legally, CREPAC **cannot** reimburse you if you contribute directly to your legislator's campaign.
- ✓ Key Contact money is **NOT** available to cover debt retirement of a candidate.
- ✓ Key Contact funds must be requested AT LEAST 30 days prior to the Primary and AT LEAST 30 days prior to the General election to enable C.A.R. staff to process the funding in a timely manner.
- ✓ Remember that if you share the Key Contact responsibility with other REALTORS®, you must work together as a seamless team to make the funding request and attend events.

REALTOR® representatives from all associations within the district should be invited and preference should be given to REALTORS® who are contributors to the REALTOR® Action Fund at the \$148 level.

If you would like to inform C.A.R. staff about your interaction with the legislator or have questions about the funding process, please contact Kevin Rodgers, C.A.R. Political Affairs Coordinator, at [kevinr@car.org](mailto:kevinr@car.org) or 916-492-5236.

## INSIDERS TIP

**There are two important fundraising deadlines for legislators to show that they have been working to raise funds: June 30<sup>th</sup> and December 31<sup>st</sup> of every year. Most legislators will conduct fundraisers in proximity to these dates during the months the legislature is out of session. Please reference the 2021 Calendar section of this manual for important dates to consider.**



# CREPAC Funding Request

The Key Contact is able to request funding by completing the Key Contact Funding Request Form and submitting it to Kevin Rodgers, C.A.R. Political Affairs Coordinator, at [kevinr@car.org](mailto:kevinr@car.org). This form can be found on the Key Contact and Federal Coordinator web page: [on.car.org/kcfpc](http://on.car.org/kcfpc)



## KEY CONTACT / FPC FUNDING REQUEST FORM

Date Submitted

### Key Contacts

**Amount Requested: \$1000**  
*(available for the primary and general election for a total of \$2000 per election cycle)*

### FPC Contacts

**Amount Requested: \$1000**  
*(for a total of \$1000 per election cycle)*

**(Do not use Association funds for attending a candidate event...it could jeopardize the Association's tax status and your request for reimbursement will be denied)**

Name of the Key/FPC Contact Requesting Funds	Phone
Email Address	Legislator Name
Office sought or held: <input type="checkbox"/> Assembly <input type="checkbox"/> State Senate <input type="checkbox"/> Congressional	Purpose of funds (if possible, attached flyer)
Have you contacted all the other key/FPC contacts and/or local associations within the district about this event? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	To review the list of the AORs within the district, please click on <a href="http://car.org/difference/getinvolved/keycontactandfpc">car.org/difference/getinvolved/keycontactandfpc</a> and the document is located under "Rosters."
If yes, please indicate name of the person(s)	

**For FPC requests, the check will be sent to you to be delivered to the Congressional member. You MUST provide a home/work mailing address for where the check should be sent. It will be delivered via FedEx.**

Name	Company (Optional)	
Address (No P.O. Boxes)		
City	State	Zip

Submit Request to:  
[kevinr@car.org](mailto:kevinr@car.org)

If you have any questions, please call **Kevin Rodgers** at (916) 492-5236



# Grassroots Activities

**RESPONSIBILITY:** CONDUCT AT LEAST ONE GRASSROOTS ACTIVITY EVERY YEAR.

Your legislator will welcome opportunities to get to know you and your fellow REALTORS®. He or she will especially appreciate opportunities to get to know more of their constituents and to raise more money for their next campaign. Here are a few simple activities that you and your Key Contact team can undertake to continue to develop your relationship with your lawmaker. Any time you interact with your legislator at one of these events, please complete a report using the Key Contact Mobile App by adding an "Activity" (See page [34](#)).

## LOCAL ASSOCIATION EVENTS

- **Installations.** Invite your legislator to attend your association's next installation dinner.
- **Membership luncheons.** Many local associations still have monthly membership luncheons. Ask your legislator to be your keynote speaker at a membership luncheon. The best times for this will be during the legislative recesses in April and July and after the legislature adjourns for the year.
- **Weekly tour meetings.** Most local associations or MLSs still have weekly tour or marketing meetings. Give your legislator an opportunity to speak for a few minutes at one of these events.

## FORM A REAL ESTATE ADVISORY GROUP

Ask your legislator if you can help him or her form a Real Estate Advisory Group, the nexus of which should be your Key Contact team. Add REALTORS® with other specialties. If you and your team do mainly residential business, add someone with commercial background and a property manager. You might also want to add a home inspector or lender, but be careful that conflicting views on an issue not be aired in the presence of your legislator.

The goal of this group is to be an official resource to your legislator and his or her staff on real estate related issues.

## HOST A MEET-AND-GREET

This is a great way to introduce your legislator to more of his or her constituents, and strengthen your relationship as well. These should be coordinated through your legislator's campaign. You can offer simple fare of coffee, punch and cookies, or something more elaborate if you wish. Introduce your legislator to every attendee personally and then give him or her a chance to speak to the group about their legislative priorities.

- **Block Party.** Hold this event at your office and invite owners and employees of other businesses in your building or on your block.
- **Home Meet-and-Greet.** Host this party at your home. Invite your neighbors and friends.
- **REALTORS® Only event.** Again, you can host this event at your office and invite REALTORS® from your local association and from other associations in the district.



#### ATTEND EVENTS ORGANIZED BY YOUR LEGISLATOR IN THE COMMUNITY

Make a point of attending the ones in your area and have other members of your team do so as well. The more “face time” you get with your legislator, the better, even if it’s in a public forum.

#### BE A CAMPAIGN VOLUNTEER

There are literally dozens of things you can do to help your legislator’s campaign efforts. You can serve on a finance committee, walk precincts, work in a phone bank, put up yard signs, and more. Better yet, you can arrange a “REALTOR® Volunteer Day” where local REALTORS® help the campaign out on one particular project.

#### CONTRIBUTE TO YOUR LEGISLATOR’S RE-ELECTION CAMPAIGN

#### PARTICIPATE IN A CHARITABLE ORGANIZATION YOUR LEGISLATOR SUPPORTS



# Working with C.A.R.

## Candidate Funding Request FAQs

### **MY ASSIGNED LEGISLATOR HAS CALLED TO INVITE ME TO A FUNDRAISER. WHAT DO I DO?**

Thank the Legislator for reaching out to you and ask the Legislator to send you the event flyer.

To determine whether funding is available, contact Kevin Rodgers at [kevinr@car.org](mailto:kevinr@car.org). If a contribution has been made, it is important to distinguish if the Legislator is soliciting additional funds. If Key Contact funds are available, complete the Key Contact Request form and submit it by following the steps referenced on page [27](#) of this manual.

### **I HAVE ALREADY USED MY KEY CONTACT FUNDS AND THE LEGISLATOR IS CONTINUING TO REQUEST ADDITIONAL FUNDING, WHAT CAN I DO?**

Thank the Legislator for making contact with you. If Key Contact funds have already been used, be positive and reinforce previous support of the Legislator. Ask if the Legislator has made contact with C.A.R.'s PAC Director, Laiza Negrete in Sacramento. The Legislator can request additional funding from CREPAC. Also, the Key Contact can reach out to Kevin Rodgers to discuss additional funding options.

### **MY ASSIGNED LEGISLATOR DOES NOT CONDUCT FUNDRAISERS IN THE DISTRICT. WHAT SHOULD I DO?**

If Key Contact funds are available, ask the legislator if they would be willing to meet with local REALTORS®. Set up a meeting locally and invite local association leadership and REALTOR® members to attend the meeting. Request Key Contact funds immediately following the meeting (referenced on page 28).

### **I WOULD LIKE TO HOST A FUNDRAISER FOR MY ASSIGNED MEMBER. WHAT DO I NEED TO KNOW?**

Any REALTOR® wanting to host a home/office fundraiser for a legislator is solely responsible for following any FPPC regulations and reporting what such an event may entail. If your association is wanting to host a REALTOR® Action Fund (RAF) fundraiser where a legislator would be a speaker, prior to proceeding, please contact RAF Coordinator Lisa Edwards at 916-492-5211.



## Travel

Unfortunately, limited financial resources do not allow C.A.R. to provide Key Contacts with funding to travel to Sacramento for Legislative Day or to reimburse Key Contacts for travel for events in the district. If you are not funded otherwise for Legislative Day, you may wish to speak to your local association executive about using local ALF funds to help underwrite your trip.

## Dismissal of Key Contacts

C.A.R. hopes that it is never necessary to remove a volunteer from his or her position. However, occasionally circumstances have required it. To be perfectly clear, here are reasons a Key Contact may be dismissed from the program.

- **If he or she gives even the smallest impression to a legislator, or his or her staff, that a particular vote is expected in return for a political contribution.** This is ILLEGAL and damages C.A.R.'s relationship with the legislator.
- **If he or she expresses an opinion to a legislator, his/her staff, the media or in any public forum that is contrary to C.A.R. policy.** If your legislator asks you to testify in support of or in opposition to a bill, you must notify C.A.R.'s Government Affairs staff IMMEDIATELY.
- **If he or she refuses to stay on message** or discusses issues that are not real estate-related during legislator meetings.
- **If he or she acts inappropriately during a meeting with a legislator.** This may include arguing with a legislator or any other unreasonable act that results in an ineffective meeting.
- **If he or she holds private meetings without including REALTORS®** from the other associations in the legislative district during Legislative Day.
- **If he or she doesn't respond** to Red Alerts or calls from C.A.R. staff.
- **If he or she fails to regularly attend previously planned events with the legislator.** This would include in-district meetings, fundraisers, and Legislative Day.
- **If he or she continuously fails to communicate** with or involve the other associations in the legislative district.
- **If he or she is inactive** for a two-year election cycle.
- **If the Key Contact continuously fails to request Key Contact funds,** the CREPAC Trustees may recognize an alternative person to make a contribution request on behalf of a legislative member.



# Key Contact Reporting App

## Welcome to the Key Contact Mobile App User Guide!

Welcome to the new C.A.R. Key Contact Program application! This web app allows you to log your field reports and view and complete assignments (part of the Key Contact program) through your computer or mobile device.

To register, click the link (on either your computer or mobile device) in the email you received welcoming you to the program and register a password.

Enter your email and password and login!

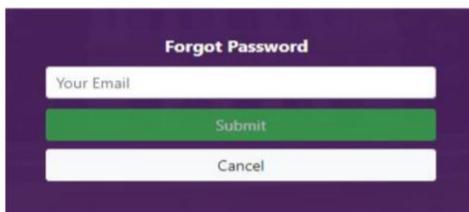
OR

Go to the website on your laptop or mobile device:

<http://carkc.arena360.aristotle.com>

Click "Forgot Password"

Enter the email address associated with your NRDS ID and click "Submit"



Check your email and follow the prompt to reset your password.




### Find Your Legislator

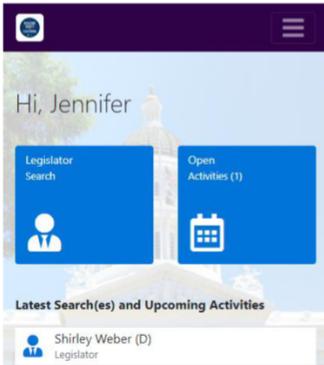
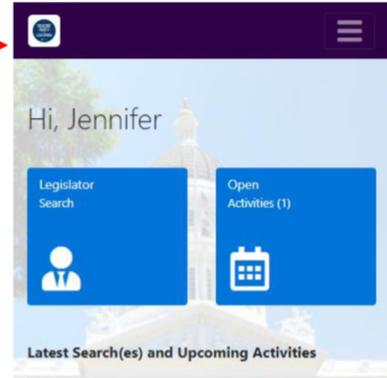
Login to the Key Contact app.

Click or tap the Legislator Search button:

- Enter your legislator’s first name and last name, and click or tap “Search legislator”
- Click or tap “View Profile” to go to the legislator’s page.

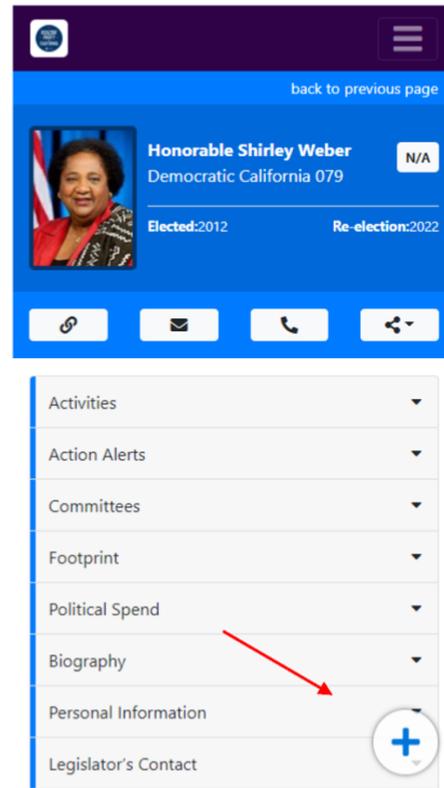
[Note: after you have searched your legislator the first time, his or her name will appear under “Latest Searches”. You can click or tap the name, to go directly to your legislator’s page.]

Handy Hint! The REALTOR® Party of California icon is your HOME button. When you tap this icon, you will return to this page.



### Add Your Report

Once you have landed on the legislator’s page, tap the **blue plus** sign at the bottom right corner:



### Submit Your Report

Select Activity Type – this is the type of communication you have had with your legislator:

- **Appointment** (for any in-person or virtual meeting)
- **Call** (for phone calls or text exchanges with legislators)
- **Email** (for emails to legislators)

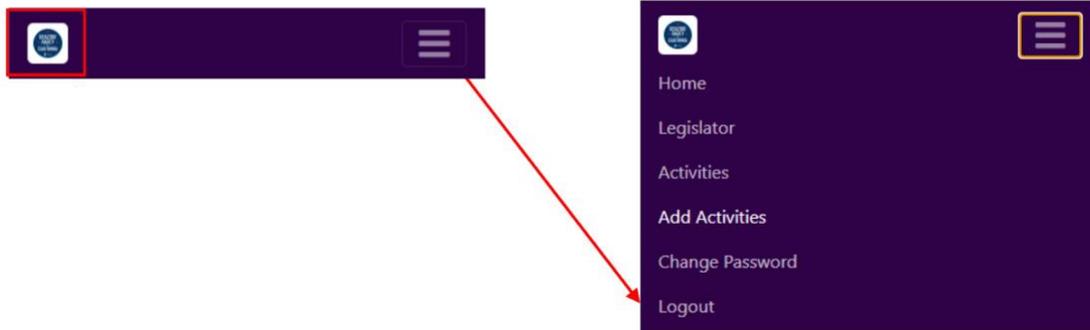
Complete Fields For:

- Start Date/End Date – **this is the date of your communication with your legislator**
- Start Time/End Time (if applicable)
- Subject
- Event Location
- Organizers
- Notes/Description (describe the interaction with your legislator – include all names of legislative staff or other REALTORS® who attended this meeting here. Do not add them as organizers or attendees)
- Status (**Closed**>Attended, Completed, Sent)
  - If you need follow-up from C.A.R. staff, select the status Open>**Follow Up**
- Click or tap **“Add Activity”**

Note! Your name and your legislator’s name will appear in the form. Do not remove these or try to add additional names here. List additional attendees in Notes/Description.

Once your report has saved, you can:

- Log out by tapping the three bars in the upper right
- Tap the “REALTOR® Party” icon in the upper left to return to the home screen
- Tap “back to previous” to return to the legislator’s page.



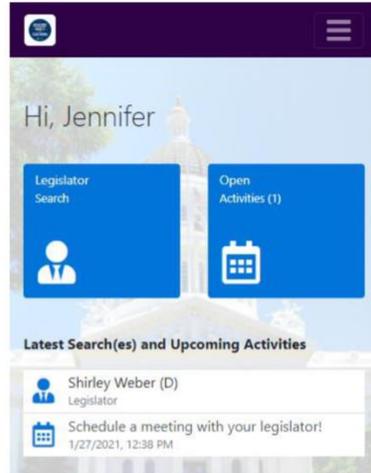
### View and Complete Tasks

When C.A.R. issues tasks to Key Contacts, they will appear in the Open Activities section of the app and they will be listed in the Upcoming Activities Section.

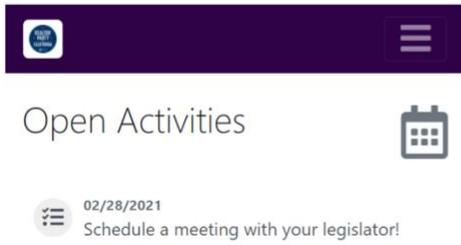
To see the task assigned to you, tap the Open Activities button.

**Handy Hint!** If the due date of your task has passed, it will no longer appear as an Upcoming Activity.

It will continue to show as an Open Activity until you close it.

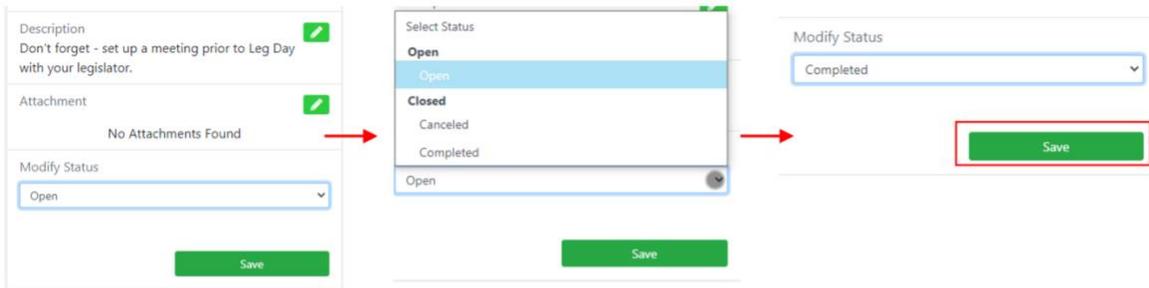


Tap the activity (task) you wish to view:



View the details of the task and when you are ready to mark it as complete, scroll to the bottom of the page:

- Expand the **Modify Status** field
- Change the status from **Open** to **Closed>Completed**
- Click or tap **Save**



Once your report has saved, you can:

- Log out by tapping the three bars in the upper right
- Tap the "REALTOR® Party" in the upper left to return to the home screen
- Tap "back to previous" to return to the legislator's page.



### View Past Reports

Find your legislator by either going to the Home screen and tapping their name in “Latest Search(es)” or tap the “Legislator” button and complete the search fields.

Once on the legislator’s page, expand the Activities blade by tapping the down arrow.

Tap the past activity you wish to view

The image shows a mobile application interface for a legislator's profile. At the top, there is a purple header with a logo and a menu icon. Below that is a blue header with a "back to previous page" link. The main profile area features a photo of Honorable Shirley Weber, her name, "Democratic California 079", and "N/A" in a box. It also shows "Elected:2012" and "Re-election:2022". Below the profile are icons for link, email, phone, and share. A grey menu is open, listing various sections: Activities, Action Alerts, Committees, Footprint, Political Spend, Biography, Personal Information, and Legislator's Contact. A red arrow points from the "Activities" menu item to a detailed view of the "Activities" section. This view shows a toggle for "Exclude Action Alert" which is checked, and a calendar icon next to the date "01/27/2021" and the text "2021 REALTOR Issues".

### Learn More Information About Your Legislator

The Key Contact Program app provides information at your fingertips about your legislator. In addition to previous field reports expand the blades on your legislator’s page to find:

- Committees
- Biography
- Personal Information
- Contact Information
- Staff Contact Information
- Bills



### Save the Application to Your Mobile Device's Home Screen:

Add the app icon to the home screen of your mobile device to make it easier to find in the future. You only need to do this one time.

#### Apple Devices:

1. Open Safari or Chrome on your device and enter the address: <http://carkc.arena360.aristotle.com>
2. Tap the "Share" button
3. Select "Add to Home Screen"
4. Type the name KC for the icon name and tap "Add"

#### Android Devices:

1. Open Chrome and enter the address: <http://carkc.arena360.aristotle.com>
2. Tap the 3 dots in the upper right corner
3. Tap "Add to Home Screen"
4. Type the name KC for the icon name and tap "Add"



# Resources and Other Details

## Staff Contacts

C.A.R. STAFF

**DeAnn Kerr**, Member Mobilization Consultant

1-800-337-9285

Cell 630-649-0854

Email: [deannk@car.org](mailto:deannk@car.org)

Call DeAnn with questions about Key Contact appointments, Red Alerts, training, and Legislative Day.

**Kevin Rodgers**, Political Affairs Coordinator

916-492-5236

Email: [kevinr@car.org](mailto:kevinr@car.org)

Contact Kevin regarding available Key Contact/FPC funds, fundraisers, and in-district events.

**Mandy Morello**, Political Affairs Assistant

916-492-5221

Email: [amandam@car.org](mailto:amandam@car.org)

Contact Mandy regarding Legislative Day, Red Alerts and Key Contact information.

Please call C.A.R. Member Mobilization and Political Affairs staff at: 916-492-5200

## 2021 Calendar

Important Dates in the State Legislature

- **January 11<sup>th</sup>** Legislature reconvenes
- **March 25<sup>th</sup> – April 5<sup>th</sup>** Spring Recess
- **Tuesday, April 27<sup>th</sup>** **Legislative Day**
- **June 4<sup>th</sup>** First house deadline (bills must be passed from their house of origin or they are dead)
- **June 30<sup>th</sup>** Legislator's Fundraising Filing deadline
- **July 16<sup>th</sup> – August 16<sup>th</sup>** Summer Recess
- **September 10<sup>th</sup>** Last day to pass bills; Legislature adjourns
- **October 10<sup>th</sup>** Last day for Governor to sign or veto bills
- **December 31<sup>st</sup>** Legislator Fundraising Filing deadline



# Key Contact and Federal Coordinator Web Page

You should "bookmark" this page [on.car.org/kcfpc](https://on.car.org/kcfpc)

**Key Contact and Federal Coordinators**

HOME > MAKE A DIFFERENCE > KEY CONTACT AND FEDERAL COORDINATORS

PRINT | EMAIL | SAVE SHARE

**Key Contact Responsibilities**  
**Key Contact Field Reporting Form**  
**Federal Coordinator Responsibilities**

**Federal Coordinator Reporting Form**  
**Key -FPC Contact Request Funding Form**  
**Rules for Attending Fundraisers, Distribution of Tickets and Setting Up Presentations**  
**FPC Contact Toolkit**

**HANDBOOKS & RESOURCES FOR KEY CONTACTS & FEDERAL COORDINATORS**

**First Steps for New Key Contact/FPC**  
**Key Contact Handbook**  
 2021 Key Contact Calendar and Staff Contact  
**Federal Coordinator Handbook**  
 2021 FPC Calendar and Staff Contact info  
 Key Contact Policy Webinar slides  
 Key Contact Policy Webinar recording

This page includes:

- Red Alerts and Calls-for-Action
- Website links
- Updated lists and rosters
- Volunteer handbooks
- Resources for Legislative Day and Hill Visits
- Resources for in-district meetings
- Volunteer newsletters
- Staff contacts



# Storytelling:

## Using Anecdotes to Illustrate Your Point

You are often provided with data to help persuade a legislator to support C.A.R.'s position on legislation. However, your argument will be stronger if you can pair the data with an example of how pending legislation may impact a real person or family.

For instance, you may tell a legislator that x number of families won't be able to afford to buy a home if a certain bill is passed. But then you tell your legislator a story about your buyers, a young couple with two children, who live in a rented condo in your town. If this legislation becomes law, they won't be able to afford to purchase a home. By sharing the details about this family, you are making the effects of the bill real and personal.

Here's How to Tell an Impactful Story:

- **Only tell a story if it relates DIRECTLY to the legislation being discussed.** If you have to stretch to make it fit, it's not the right story to tell.
- **Keep it real.** Use a story that has actually occurred or would occur if the legislation passes. If you don't have one, ask others (your team, members of your LGR committee, other agents).
- **Own it.** If you don't have a real client's story to use but can easily see how this would affect a potential client, use an "if, then" story and keep it general. You don't want to give them impression that you lied to your legislator.
- **Keep it short.** If this story drags on, your audience will quickly lose interest.
- **Make it personal.** If this is a "real" story, give specifics to make it "real" to your audience.
- **Outline the story before you use it.** (see below)
- **Practice telling the story a few times** and bring the outline with you as notes.



## CREATING A STORY ARC

This is the same process you would use if you were writing a short story.

- **Identify your protagonist.** This would be your client. Are they a young family, seniors, or investment property owners?
- **Where do they start?** Are they living in an apartment? Have the seniors been living in the same home for decades? Are they landlords? Are they a family with aging parents?
- **What is changing in their lives?** Is the young couple expecting a child and wanting to buy their first home? Are the seniors hoping to downsize? Do the landlords want to go out of business? Does the family with aging parents need to build an ADU to house them?
- **What obstacles do they face?** This could be a problem the pending legislation solves and one that would be created by the legislation.
- **What is the turning point?** This will always be the bill being discussed.
- **What happens as a result?** What potentially happens if the bill passes or fails?
- **What is the final resolution?** Can the couple buy the house? Can the landlord go out of business? Can the couple afford to downsize? Can the family with aging parents build suitable accommodations for them?



## Web Sites

The following are some helpful web sites.

### REAL ESTATE:

- **C.A.R. Online:** Of course, we start with the best. C.A.R. Online provides you with all kinds of helpful information about C.A.R. and its member services. Among other things it boasts a comprehensive section containing political and legislative information. Please note, C.A.R. has established a special web page just for Key Contacts and Federal Coordinators. You can get there by logging on to [www.car.org](http://www.car.org) and going to the Governmental Affairs homepage.
- **C.A.R.'s Key Contact page:** See below for a screen shot and some idea of what it includes. [on.car.org/kcfpc](http://on.car.org/kcfpc)

### CALIFORNIA POLITICAL AND LEGISLATIVE NEWS:

- **Rough and Tumble:** Jack Kavanaugh, the host of a widely respected television show on California politics, is the editor of this web site. It contains links to the day's most important political headlines and columns. [www.rtumble.com](http://www.rtumble.com)
- **Capitol Alert:** Compiled by the staff of the Sacramento Bee, this site is well designed, easy to use, and contains a lot of good information. [www.capitolalert.com](http://www.capitolalert.com)

### U.S. POLITICAL AND LEGISLATIVE NEWS:

[www.politico.com](http://www.politico.com)

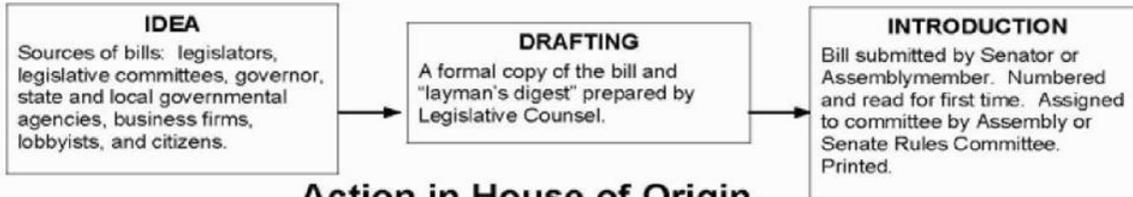
[www.realclearpolitics.com](http://www.realclearpolitics.com)



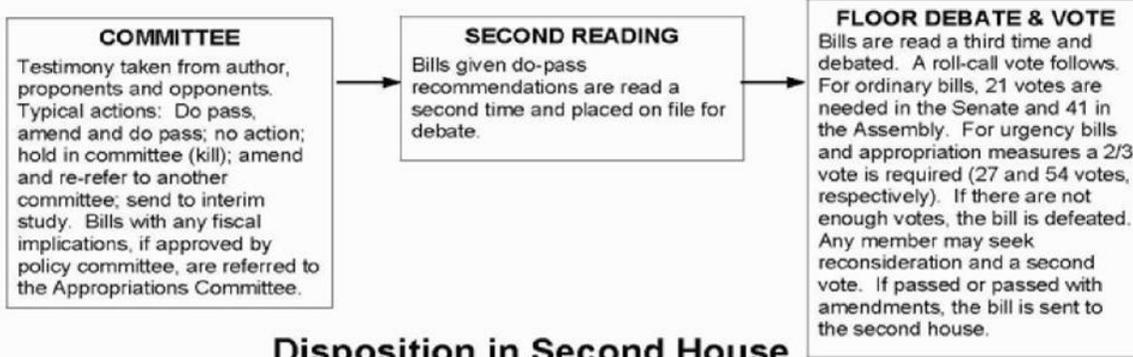
# How a Bill Becomes a Law



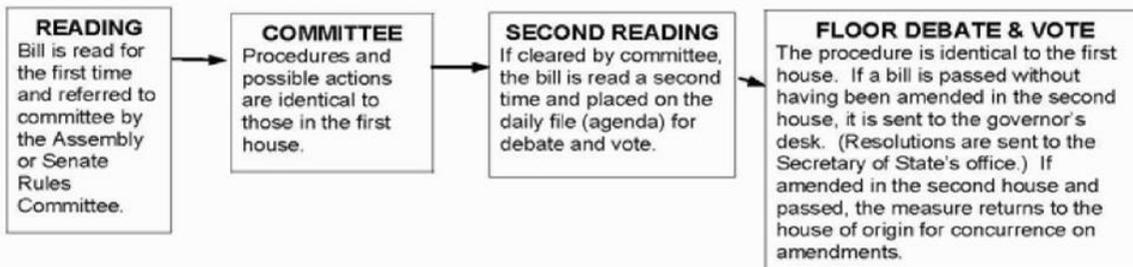
## Initial Steps by Author



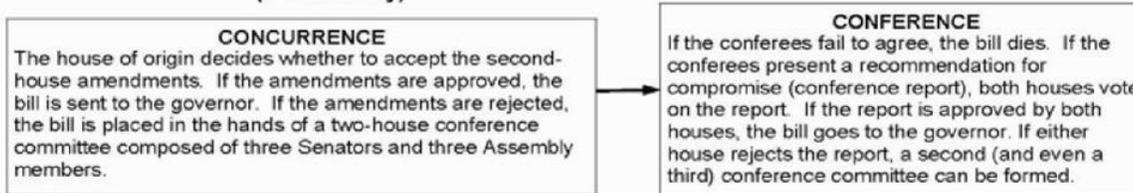
## Action in House of Origin



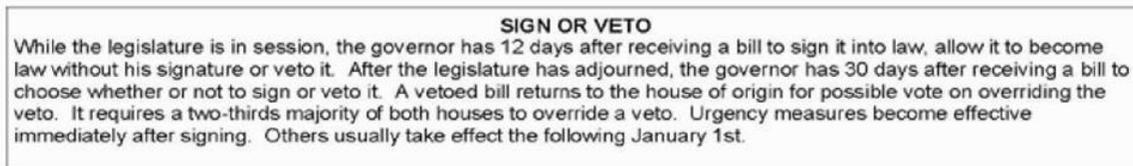
## Disposition in Second House



## Resolution of Two-House Differences (if necessary)



## Role of the Governor



## Local Associations by Assembly Districts

### **AD 1 – Megan Dahle**

Lassen, Nevada County, Placer County, Plumas, Shasta, Siskiyou, Sierra North Valley, Tahoe Sierra

### **AD 2 – Jim Wood**

Coastal Mendocino, Del Norte, Humboldt, North Bay, Trinity County

### **AD 3 – James Gallagher**

Sierra North Valley, Oroville, Paradise, Sutter-Yuba, Tehama

### **AD 4 – Cecilia Aguar-Curry**

Lake County, North Bay, Northern Solano County, Yolo County

### **AD 5 – Frank Bigelow**

Amador County, Calaveras County, El Dorado County, Fresno, Madera, Mammoth Lakes, Mariposa County, Placer County, South Tahoe, Tuolumne County

### **AD 6 – Kevin Kiley**

El Dorado County, Placer County, Sacramento

### **AD 7 – Kevin McCarty**

Sacramento

### **AD 8 – Ken Cooley**

Sacramento

### **AD 9 – Jim Cooper**

Lodi, Sacramento

### **AD 10 – Marc Levine**

Marin, North Bay

### **AD 11 – Jim Frazier**

Delta, Northern Solano County

### **AD 12 – Heath Flora**

Central Valley, Lodi

### **AD 13 – Carlos Villapudua**

Central Valley, Lodi

### **AD 14 – Tim Grayson**

Contra Costa, Delta, Solano

### **AD 44 – Jacqui Irwin**

### **AD 15 – Buffy Wicks**

Oakland/Berkeley, Contra Costa

### **AD 16 – Rebecca Bauer-Kahan**

Bay East, Contra Costa

### **AD 17 – David Chiu**

San Francisco

### **AD 18 – Rob Bonta**

Bay East, Oakland/Berkeley

### **AD 19 – Phil Ting**

San Francisco, San Mateo County

### **AD 20 – Bill Quirk**

Bay East

### **AD 21 – Adam Gray**

Central Valley, Merced County

### **AD 22 – Kevin Mullin**

San Mateo County

### **AD 23 – Jim Patterson**

Fresno, Tulare County

### **AD 24 – Marc Berman**

San Mateo County, Silicon Valley

### **AD 25 – Alex Lee**

Bay East, Santa Clara County

### **AD 26 – Devon Mathis**

Kern River-Lake Isabella, Tulare County

### **AD 27 – Ash Kalra**

Santa Clara County

### **AD 28 – Evan Low**

Santa Clara County, Silicon Valley

### **AD 29 – Mark Stone**

Monterey County, Pajaro Valley, Santa Cruz

### **AD 30 – Robert Rivas**

Monterey County, Pajaro Valley, San Benito County, Santa Clara County, North San Luis Obispo

### **AD 31 – Joaquin Arambula**

Fresno, Kings County

### **AD 32 – Rudy Salas**

Bakersfield, Kings County

### **AD 33 – Thurston Smith**

Big Bear, East Valley, High Desert, Joshua Tree Gateway, Rim O' The World

### **AD 34 – Vince Fong**

Bakersfield, Ridgecrest Area, Tehachapi Area

### **AD 35 – Jordan Cunningham**

Lompoc Valley, North San Luis Obispo, Pismo Coast, San Luis Obispo, Santa Barbara, Santa Maria

### **AD 36 – Tom Lackey**

Greater Antelope Valley

### **AD 37 – Steve Bennett**

Ojai Valley, Santa Barbara, Santa Ynez Valley, Ventura County Coastal

### **AD 38 – Suzette Martinez Valladares**

Conejo Simi Moorpark, Southland Regional

### **AD 39 – Luz M. Rivas**

Burbank, Southland Regional

### **AD 40 – James Ramos**

Citrus Valley, East Valley, Inland Valleys

### **AD 41 – Chris Holden**

Arcadia, Citrus Valley, Pasadena Foothills

### **AD 42 – Chad Mayes**

California Desert, East Valley, Inland Valleys, Joshua Tree Gateway, Palm Springs Regional

### **AD 43 – Laura Friedman**

Beverly Hills/Greater LA, Burbank, Glendale, Pasadena-Foothills



Conejo Simi Moorpark, Ventura  
County Coastal

**AD 45 – Jesse Gabriel**  
Conejo Simi Moorpark, Southland  
Regional

**AD 46 – Adrin Nazarian**  
Burbank, Southland Regional

**AD 47 – Eloise Reyes**  
East Valley, Inland Valley

**AD 48 – Blanca Rubio**  
Arcadia, Citrus Valley

**AD 49 – Ed Chau**  
Arcadia, Montebello, Pasadena-  
Foothills, West San Gabriel Valley

**AD 50 – Richard Bloom**  
Beverly Hills/Greater LA, Conejo Simi  
Moorpark, Malibu

**AD 51 – Wendy Carrillo**  
Beverly Hills/Greater LA, Glendale

**AD 52 – Freddie Rodriguez**  
Citrus Valley, Inland Valleys

**AD 53 – Miguel Santiago**  
Beverly Hills/Greater LA, Rancho  
Southeast

**AD 54 – Sydney Kamlager-Dove**  
Beverly Hills/Greater LA, Southwest LA

**AD 55 – Phillip Chen**  
Citrus Valley, Pacific West, Tri-Counties

**AD 56 – Eduardo Garcia**  
California Desert, Imperial County,  
Joshua Tree Gateway, Palm Springs  
Regional

**AD 57 – Lisa Calderon**  
Citrus Valley, Pacific West, Tri-Counties

**AD 58 – Cristina Garcia**  
Downey, Montebello District, Pacific  
West, Rancho Southeast

**AD 59 – Reggie Jones-Sawyer**  
Beverly Hills/Greater LA

**AD 60 – Sabrina Cervantes**  
Inland Valleys, The Inland Gateway

**AD 61 – Jose Medina**  
East Valley, Inland Valleys

**AD 62 – Autumn Burke**  
Beverly Hills/Greater LA, Inglewood,  
South Bay

**AD 63 – Anthony Rendon**  
Pacific West, Rancho Southeast

**AD 64 – Mike Gipson**  
Rancho Southeast, South Bay

**AD 65 – Sharon Quirk- Silva**  
Pacific West

**AD 66 – Al Muratsuchi**  
Palos Verdes Peninsula, South Bay

**AD 67 – Kelly Seyarto**  
Inland Valley, Southwest Riverside

**AD 68 – Steven Choi**  
Orange County, Pacific West

**AD 69 – Tom Daly**  
Pacific West

**AD 70 – Patrick O'Donnell**  
Pacific West

**AD 71 – Randy Voepel**  
Idyllwild, Greater San Diego, Pacific  
Southwest

**AD 72 – Janet Nguyen**  
Orange County

**AD 73 – Laurie Davies**  
Orange County

**AD 74 – Cottie Petrie-Norris**  
Laguna, Newport Beach, Orange  
County

**AD 75 – Marie Waldron**  
North San Diego County, Southwest  
Riverside County

**AD 76 – Tasha Boerner-Horvath**  
North San Diego County

**AD 77 – Brian Maienschein**  
North San Diego County, Greater San  
Diego

**AD 78 – Chris Ward**  
Greater San Diego, Pacific Southwest

**AD 79 – VACANT**  
Greater San Diego County, Pacific  
Southwest

**AD 80 – Lorena Gonzalez-Fletcher**  
Pacific Southwest



## Local Associations by State Senate Districts

### **SD 1 – Brian Dahle**

El Dorado Hills, Lassen, Nevada, Placer, Plumas, Sacramento, Shasta, Siskiyou, South Tahoe, Tahoe-Sierra

### **SD 2 – Mike McGuire**

Coastal Mendocino, Del Norte, Humboldt, Lake, Marin, North Bay, Solano, Trinity

### **SD 3 – Bill Dodd**

Contra Costa, Delta, North Bay, Northern Solano, Solano, Yolo

### **SD 4 – Jim Nielsen**

Nevada, Sierra North Valley, Oroville, Paradise, Placer, Sacramento, Shasta, Sutter-Yuba, Tehama

### **SD 5 – Susan Eggman**

Central Valley, Lodi

### **SD 6 – Richard Pan**

Sacramento, Yolo

### **SD 7 – Steven Glazer**

Bay East, Contra Costa County, Delta

### **SD 8 – Andreas Borgeas**

Amador, Calaveras, Central Valley, Fresno, Madera, Mammoth Lakes, Mariposa, Tuolumne

### **SD 9 – Nancy Skinner**

Bay East, Oakland/Berkeley, Contra Costa

### **SD 10 – Bob Wieckowski**

Bay East, Santa Clara County

### **SD 11 – Scott Wiener**

San Francisco, San Mateo

### **SD 12 – Anna Caballero**

Central Valley, Fresno, Kings, Lodi, Madera, Merced County, Monterey County, North San Luis Obispo, San Benito County

### **SD 13 – Josh Becker**

San Mateo, Silicon Valley

### **SD 14 – Melissa Hurtado**

Bakersfield, Fresno, Kings County, Tulare

### **SD 15 – Dave Cortese**

Santa Clara, Silicon Valley

### **SD 16 – Shannon Grove**

Bakersfield, Big Bear, California Desert, Joshua Tree Gateway, Kern River-Lake Isabella, Ridgecrest, Tehachapi, Tulare

### **SD 17- John Laird**

Monterey, North San Luis Obispo, Pajaro Valley, Pismo Coast, San Luis Obispo, Santa Clara, Santa Cruz

### **SD 18 – Bob Hertzberg**

Burbank, Southland Regional

### **SD 19 – Monique Limón**

Lompoc Valley, Ojai Valley, Santa Barbara, Santa Maria, Santa Ynez Valley, Ventura County Coastal

### **SD 20 – Connie Leyva**

Citrus Valley, Inland Valleys

### **SD 21 – Scott Wilk**

Greater Antelope Valley, Southland Regional, High Desert

### **SD 22 – Susan Rubio**

Arcadia, Citrus Valley, Pasadena/Foothills, West San Gabriel Valley

### **SD 23 – Rosilicie Ochoa Bogh**

Big Bear, Citrus Valley, East Valley, High Desert, Inland Valleys, Joshua Tree Gateway, Rim o' the World

### **SD 24 – Maria Elena Durazo**

Beverly Hills/Greater Los Angeles, Glendale

### **SD 25 –Anthony Portantino**

Arcadia, Burbank, Citrus Valley, Glendale, Pasadena-Foothills

### **SD 26 – Ben Allen**

Beverly Hills/Greater Los Angeles, Palos Verdes Peninsula, South Bay

### **SD 27 – Henry Stern**

Conejo-Simi-Moorpark, Malibu, Southland, Ventura County Coastal

### **SD 28 – Melissa Melendez**

California Desert, Idyllwild, Joshua Tree Gateway, Palm Springs, Southwest Riverside

### **SD 29 – Josh Newman**

Citrus Valley, Pacific West, Rancho Southeast, Tri Counties

### **SD 30 – VACANT**

Beverly Hills/Greater Los Angeles, Southwest LA

### **SD 31 – Richard Roth**

Inland Valleys, Southwest Riverside, The Inland Gateway



**SD 32 – Bob Archuleta**

Downey, Montebello, Pacific West,  
Rancho Southeast, Tri-Counties

**SD 33 – Lena Gonzalez**

Downy, Pacific West, Rancho  
Southeast

**SD 34 – Tom Umberg**

Orange County, Pacific West

**SD 35 – Steven Bradford**

Inglewood, Rancho Southeast, South  
Bay, Southwest Los Angeles

**SD 36 – Pat Bates**

Laguna, North San Diego County,  
Orange County

**SD 37 – Dave Min**

Laguna, Newport Beach, Orange  
County, Pacific West

**SD 38 – Brian Jones**

North San Diego, Pacific Southwest,  
Greater San Diego

**SD 39 – Toni Atkins**

Greater San Diego, North San Diego  
Pacific Southwest

**SD 40 – Ben Hueso**

Greater San Diego, Imperial County,  
Pacific Southwest





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