



THE REALTOR® PARTY OF CALIFORNIA

Best Practices Guide

Local Key Contact Program

The California Association of REALTORS® (C.A.R.) Local Key Contacts Program is a coordinated grassroots effort designed to build and sustain REALTOR®-centric relationships with elected officials who serve communities at the regional and local levels within each Association of REALTORS® (AOR). This program focuses on identifying key figures for political engagement, influencing public policy, and strategically leveraging political resources. Through these efforts, REALTORS® can establish strong connections with their local (city and county) policymakers, ensuring that the real estate industry's interests are well-represented and that local housing policies benefit from their expertise.

Here is a comprehensive guide on what the program does and how you can get involved.

What to Know About Starting a Local Key Contacts Program

Recruit Volunteers to Serve:

Eligibility:

- ✓ Must be a California Association of REALTORS® Member (Not open to affiliates).

Expectations for serving:

- ✓ Understand and support C.A.R.'s policy positions.
- ✓ Be familiar with your community's needs and issues.
- ✓ Be able to attend meetings and be flexible with scheduling.
- ✓ Commit to maintaining a positive and ongoing relationship with the official.

What to Look For:

- ✓ Members who have a relationship with local officials already (someone who is friends, neighbors, or has represented the official) or someone who can build a relationship with the elected official.
- ✓ Members who live in the district of the elected official or who do much of their business in that district.
- ✓ Members who understand the REALTOR® Party position on policy objectives and can advocate for those needs above their own personal political ideology.

Next Steps:

- ✓ Appoint individuals or small teams to develop relationships with elected officials—including those who are not natural allies to the REALTOR® Party.
- ✓ Host an orientation or training session to share the program's objectives and their role in achieving those goals.
- ✓ Provide a candidate or elected official dossier to track the history of the relationship.
- ✓ Draft a market report highlighting local housing trends and economic impacts. Use information available from the C.A.R. Research and Economics page at <https://www.car.org/en/marketdata/data>. and ask the Key Contact to share with the elected official.
- ✓ Develop talking points based on your AOR's priorities to use in meetings with elected officials.
- ✓ Ask Key Contacts to attend fundraisers for local elected officials either with their own funds, or through LCRC funds.
- ✓ Send Key Contacts to have meetings with their councilmember or county supervisor in their district or at city hall.
- ✓ Stay informed on the city council or board of supervisors' issues in the area and request reports from the Key Contacts as needed.
- ✓ Encourage Key Contacts to support their local lawmakers by volunteering when their elected official hosts an engagement event in their district, campaign or other activities that foster a positive relationship.