

PRELIMINARY TALKING POINTS ADVOCACY INITIATIVE

Illinois has more units of local government than any other state in the nation. Those with home rule powers have virtually unlimited powers. We have an innovative and aggressive local Government Affairs Directors (GAD) program, with eleven full-time positions. These GADs are tremendous advocates but we are facing an onslaught of local issues that challenge our industry and your ability to keep your clients and customers informed.

The IAR Advocacy Initiative is the next step for IAR to create VALUE for you and in turn for your clients and customers. The program is designed to provide you hands-on material to be the single resource on the meaning and financial impact of local ordinances and regulations effecting your home buying and selling public. Additionally, these materials will be invaluable to the local GADs as they continue to represent you before units of local and county government.

Think about the 55,000 Realtors® in Illinois, and then ask yourself, could you or those Realtors® with whom you work accurately define or explain:

- Development impact fees
- Transaction fees
- Transition fees
- Administrative fees on transfer taxes
- Special Service Areas
- Fall-back Special Service Areas
- As is restrictions
- Pre-sale inspections
- Fire sprinkler requirements

If the answer is no to any of these, our program is designed to change your knowledge and information base, and drive the customer to you for this information.

We intend to have printed materials for you and your customers and clients that will guide you and inform them on the myriad of local requirements.

Another benefit from the development of these materials is that it gives your GADs thorough research and useful analysis and allows them to become armed with an unparalleled expertise when they appear on your behalf at local units of government.

A second component of the initiative is polling. Our intent is to poll new home buyers on a set frequency, such as twice a year, to determine "quality of life" issues. Imagine the value to you of knowing that in a specific area the concerns of your clients and the priorities they attach to such matters, such as schools, infra-structure, open space, and taxes. The second use of this material will be to let our elected officials know what their constituents think is important and to guide them when they stray from these priorities.

The third element is legal analysis and litigation. Units of local government are looking at every possible angle to generate revenue and in many cases to restrict growth. Our initiative would provide legal analysis of the ever increasing and creative local ordinances and would be the source to fund litigation against those ordinances that are an abuse and possible unconstitutional restriction on real estate.

The fourth element is the development of a Realtor® awareness piece. This could be in the form of a self-mailing good-will piece that could be tailored to consumers, policy makers, or the media, highlighting the fact that Realtors® are active and integral members of the community, and are committed to the economic well being and quality of life in their communities, and share the values of their clients and customers.

We are firmly committed to this Advocacy Initiative and will propose the funding of these costs over the next 3 years with an annual \$50 special assessment. We will design performance indicators for this program and will report annually to the Board of Directors. Prior to the end of the 3-year period, we will review the effectiveness of the program together and decide how we expand, or modify the program. In the upcoming weeks we will be distributing detailed printed materials for your review that will contain further explanations and examples of the program content, preliminary cost estimates, and questions and answers.

We as your Leadership Team feel that this program presents an reasonable and realistic approach to the onslaught of local government taxing and regulatory initiatives that jeopardize our ability to service our clients and customers, as well as, protecting our fundamental private property rights.