

ISSUES MOBILIZATION FUND

The Michigan Realtors® shall maintain a separate fund known as the Issues Mobilization Fund (IMF). The fund shall provide financial assistance for support or opposition of issues of significant importance to the real estate industry and the private property owners of Michigan.

Purpose

The IMF's purpose is to improve public policy by encouraging and stimulating REALTORS® and others to take a more active and effective role in state and local government decision-making and the legislative process.

The Fund shall be organized and operated for the purpose of providing financial support for or in opposition to issues at the state and local level that have an impact on the private property rights of real property owners in Michigan. It shall also support related grassroots lobbying and educational efforts. Funds shall not be used to support candidates or for any other purpose prohibited by federal, state or local law.

Funding

The Fund shall be financed through member assessments as described in Michigan Realtors® Bylaws.

Governing Body

Michigan Realtors® Board of Directors shall have supervision and control over the affairs and funds of the Fund.

Guidelines and Procedures

Education Strategies

The IMF will maintain an informational brochure/package. This package will include organizational materials, a directory of Michigan Realtors® staff related to the IMF, funding request guidelines and other resources available from Michigan Realtors®.

Technical Assistance

The IMF may provide staff, volunteer experts and consultants, conduct surveys to identify emerging issues which may impact the real estate industry, implement and maintain an issues database for access by Local Associations, and assist Local Associations in coalition building.

Financial Support Strategies

The IMF may provide funding for advocacy efforts including, but not limited to, issues campaigns, related research and surveys, grassroots efforts, mail and advertising campaigns, phone banks and media, coalition building, lobbying and lobbying strategies, and educational activities.

Criteria for IMF Support

Applicants must show that funds for campaigns have been solicited from other potentially affected individuals and/or groups, and that a portion of funds are derived from local and diverse sources.

A complete cost analysis or budget of the overall campaign, as well as written explanation of how the requested funds will be used must accompany the IMF request.

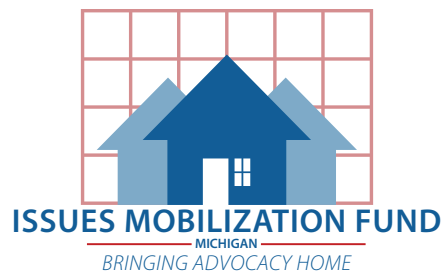
All IMF requests from local associations must have the signature of a Local Association President or Executive Officer, on behalf of its Board of Directors. Requests may be initiated by the Michigan Realtors® through its committees, task forces, officers, or staff.

Funding support for lengthy campaigns may be requested or dispersed incrementally. If incremental funding is exercised, a campaign progress report must be received prior to the additional funding. A final report, together with accounting funds shall be returned to the IMF. Additional reporting may be required.

Requests from local associations should indicate whether other localities could be affected by the issue, and whether REALTOR® Associations in those localities have been solicited to join a regional effort.

Requests will be considered by the IMF on an individual basis. Key considerations may include some or all of the following:

- a. Importance of the issue to all REALTORS®
- b. Funds raised from REALTORS®
- c. Active REALTOR involvement
- d. Funds raised in the community
- e. Broad-based community support
- f. Extensive coalition building
- g. Likelihood of success
- h. Previous activity on the issue



Issues Mobilization Fund (IMF) Assessment Frequently Asked Questions

1. What is the Issues Mobilization Fund (IMF)?

The IMF is specifically allocated for one of three purposes: Ballot issues or board-approved Independent Expenditures, research and development of legislative issues, and local issue advocacy.

2. What is the difference between IMF and RPAC?

RPAC investments are used for the direct support of candidates for public office and Michigan Realtors® remains one of the top PACs in Michigan. *The Citizens United* decision opened up new avenues of financial support for candidates and issues. This required us to look beyond the traditional RPAC funds in order to keep our strong voice in Lansing.

IMF funds can only be used for Ballot Proposals and Independent Expenditure races in addition to local and state issues research and advocacy. An Independent Expenditure campaign is when funds are allocated to support or oppose a candidate or issue. There are strict controls on the Association not coordinating with a candidate or candidate committee.

3. Will the IMF take away from RPAC Dollars?

Other states that have adopted similar IMF assessments have actually seen their RPAC contributions increase. This has been attributed to more members realizing the important and different mission of the Issues Mobilization Fund (IMF) versus Realtors® Political Action Committee (RPAC).

4. Why is a strong IMF fund important right now?

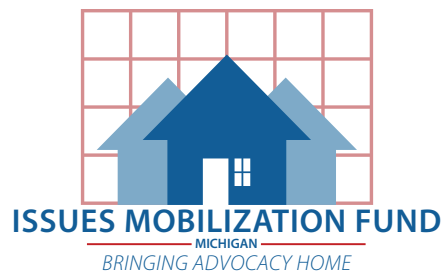
Your Realtor® leadership strongly supports making ours the strongest voice at the state and local level. It is estimated that spending on Michigan's 2014 elections topped \$127 million, and at least a dozen possible statewide ballot proposals appear every two years. A robust IMF is used to fend off multiplying attacks on our industry, private property rights, and Michigan's economic recovery.

In 2018, Michigan will see one of its biggest election years ever when all three state-wide offices (Governor, Secretary of State, Attorney General) will be open seats, along with the entire Michigan, House, Senate, and Congressional delegation. When including potential ballot issues, Michigan Realtors needs to be well positioned to defend the real estate industry and our elected Realtor champions.

5. What has the IMF done for me?

- Ballot proposals and independent expenditures. The IMF proactively supported ballot initiatives such as Proposal 4 of 2006 to Protect Private Property Rights and Proposal 1 of 2014 to eliminate the onerous Personal Property Tax. The IMF has also reacted when we needed to work to defeat proposals such as the 2006 K-16 Spending Mandate and 2010's Reform Michigan Government Now. In addition, we have successfully utilized Independent Expenditure funds in the last four Michigan Supreme Court races. Expenditures for statewide elections have increased over the years from an average of \$300,000 to \$450,000 in 2014.





- Research and development of legislation. IMF funds have been used to assist in legislative victories for our membership and homeowners including: Property Tax Records (Public Act 39 of 2015), Commercial Broker Lien (Public Act 201 of 2010), Critical Dunes Reform Legislation (Public Act 297 of 2012), Land Use/Placemaking (Public Act 120 of 2009), Lighter, Quicker, Cheaper Program (LQC) and the Agency Responsibility Act (Public Act 91 of 2008). These Public Acts bring significant benefit to the membership and utilizing the IMF for these types of initiatives is a priority.
- Advocating for local association issues. A key component to the IMF is assisting local associations in defeating burdensome regulation. Many locals have been assisted in defeating or crafting improved local regulations including: defeating overreaching sign ordinances, vacant housing registries, short term vacation rentals, prescriptive neighborhood requirements, and noxious weed ordinances.

6. Where did a directive for an IMF increased assessment come from?

The Michigan Realtors® Finance Committee performed an analysis of the IMF budget and the funds needed to effectively address the needs of our members through IMF advocacy. As a result of their review, they made a recommendation to the Michigan Realtors® Board of Directors and Leadership to increase the Issues Mobilization Fund assessment beginning in 2017. The Board supported the recommendation and this motion was approved by the Delegate Body (statewide committee made up of two representatives from each local association).

7. What happened to the 2009 IMF assessment?

In 2009, Michigan Realtors® general dues increased by \$50. Of that increase, \$40 was allocated to the IMF in the first year, and \$20 each subsequent year, for a total of three years. With current levels of funding earmarked specifically for the IMF, we are not in a strong position to promote or defeat future statewide ballot proposals.

8. Does any of the IMF assessment go toward NAR?

No. 100% of the Michigan Realtors® IMF stays in Michigan working on state and local industry issues.

9. When does the new IMF assessment begin?

The IMF assessment begins with the 2017 dues billing cycle.

10. Does the IMF assessment go toward state association operating costs?

No. The IMF is a fund that works on state and local issue development and advocacy, ballot proposals and independent expenditure campaigns. General association operating costs are not paid for through IMF.

