

MICHIGAN RPAC



Invest Through Success

"Invest Through Success" is an innovative and powerful RPAC investment tool available to Realtor® brokerages willing to step up for RPAC. It's based on the notion that there is no better time to invest in your profession than after the close of a successful transaction.

How does it work?

For many years, brokerages have tracked and paid commissions through various request platforms. Whether the request platform is on paper or through an online portal, many brokerages include the option to also direct a portion of the commission to a charitable organization. In addition to providing the charitable organization option, a brokerage may now include Michigan RPAC as a choice for an easy investment.

Thanks to recent clarification to Michigan campaign finance law, it is now permissible for employing brokerages to send the voluntary RPAC investments of its agents as a single contribution to Michigan RPAC. This allows individual RPAC contributions to be batched together within the brokerage and sent to Michigan RPAC in one payment, including the necessary information required under the law for each investor. This clarification has paved the way for Realtors® to voluntarily direct a specified portion of a commission or commissions to Michigan RPAC as part of a brokerage's request platform.

The First Brokerage

As part of a 2018 beta test, Real Living Kee, under the strong leadership of broker John Meesseman, was the first Michigan brokerage to include RPAC as an additional contribution option when requesting an earned commission.

Within 8 months of implementing this new RPAC investment option for members of the firm, the following occurred:

- RPAC participation within the brokerage grew 225%;
- New RPAC investors grew by 355%;
- 255 Individual investments were made.

By fostering a brokerage culture understanding and highlighting the value of RPAC, Real Living Kee found member engagement to be more vibrant than ever before. They are currently working to take that momentum to the next level in 2019.



How does my brokerage get involved?

A brokerage can implement the “Invest Through Success” model with five easy steps:

The Program Checklist

✓ A Commission Request Platform

- This request platform can be either online or on paper. However, it will be important that the platform provide the requesting agent an ability to affirm direction of the investment to Michigan RPAC.

✓ Disclaimer

- Within the commission request platform, all prospective RPAC investors must be made aware that any investment is voluntary. Below is the necessary disclaimer:

“Invest Through Success” RPAC Disclaimer

Contributions are not deductible for Federal income tax purposes. RPAC contributions are voluntary and used for political purposes. You may refuse to contribute without reprisal or otherwise impacting your membership rights. There are no limits on the amount of contributions to RPAC; however, for individuals investing \$1,000.00 or greater in a calendar year in order to obtain recognition from the National Association of Realtors® (NAR), please note that no more than \$700.00 in a calendar year made under this program will be applied for NAR recognition purposes. No amounts contributed pursuant to this program shall be forwarded to the National Association of Realtors® RPAC. Nothing herein shall be construed as a solicitation of contributions from non-members. A copy of the federal report, filed by National RPAC with the Federal Election Commission, is available for purchase from the Federal Election Commission, Washington D.C. 20463. State reports are filed with the Michigan Secretary of State, Elections Division, Lansing, Michigan.

✓ Formal Authorization

- Because all RPAC contributions must be voluntary, it is imperative that the participating broker obtain a written authorization from the RPAC investor to allow for the investment to be collected. We have provided a template within these materials for adoption.

✓ The Investors

- To comply with state election law, all investments that are made through this program must be accompanied by a detailed list identifying each investor, including each name, respective street address, the amount invested, occupation, name of employer, and principal place of business.

✓ The Investment

- If the above formalities are observed, the broker is permitted to transmit a single check or transfer for all the investing agents to Michigan RPAC, accompanied by an itemized accounting for investors.

✓ Ease

- Compliance is made easy by utilizing the ready-made authorization form found on the back of this brochure. The form may also be downloaded at the Michigan Realtors® Broker Portal.

RPAC Pledge Form / Deduction Authorization

Affirmative Consent to Political Contributions. Section 55(6) of the Michigan Campaign Finance Act provides that a corporation, a joint stock company, a nonprofit corporation, a domestic dependent sovereign or a labor organization "may solicit or obtain contributions for a separate segregated fund established under this section from an individual... on an automatic basis, including but not limited to a payroll deduction plan, only if the individual who is contributing to the fund affirmatively consents to the contribution."

Name of Eligible Individual Contributor (Do not list corporate name)

Address of Eligible Individual Contributor

Occupation

Name of Employing Broker

Principal Place of Business

I represent, acknowledge, and agree as follows:

- I am eligible to contribute to RPAC, because I am an individual member of the Michigan Realtors® or a spouse of such an individual.
- For each closing in which I am eligible to receive a commission, I agree to contribute to RPAC an amount equal to \$_____. I authorize _____ to deduct the amount referenced above from any amounts owed to me, and to send such amount to RPAC. This pledge and authorization applies until cancelled by me upon written notification to _____ the Michigan Realtors® and/or RPAC.

(The RPAC Committee recommends \$_____ of a commission per each closing, however, this amount is merely a suggestion)

- ALTERNATIVE: For the closing held on _____ in which I am eligible to receive a commission, I authorize _____ to deduct a one-time amount of \$_____ from any amounts owed to me, and to contribute/send such amount to RPAC on my behalf.

X _____
Signature

X _____
Date

RPAC is required by Federal and State law to collect and report the name, mailing address, occupation, name of employer and principal place of business of individuals whose contributions exceed \$100 in a calendar year.

RPAC contributions are voluntary and used for political purposes. You may refuse to contribute without reprisal or otherwise impacting your membership rights. There are no limits on the amount of contributions to RPAC; however, for individuals investing \$1,000.00 or greater in a calendar year in order to obtain recognition from the National Association of Realtors® (NAR), please note that no more than \$700.00 in a calendar year made under this program will be applied for NAR recognition purposes. No amounts contributed pursuant to this program shall be forwarded to the National Association of Realtors® RPAC. Nothing herein shall be construed as a solicitation of contributions from non-members. A copy of the federal report, filed by National RPAC with the Federal Election Commission, is available for purchase from the Federal Election Commission, Washington D.C. 20463. State reports are filed with the Michigan Secretary of State, Elections Division, Lansing, Michigan.

Contributions are not deductible for Federal income tax purposes.