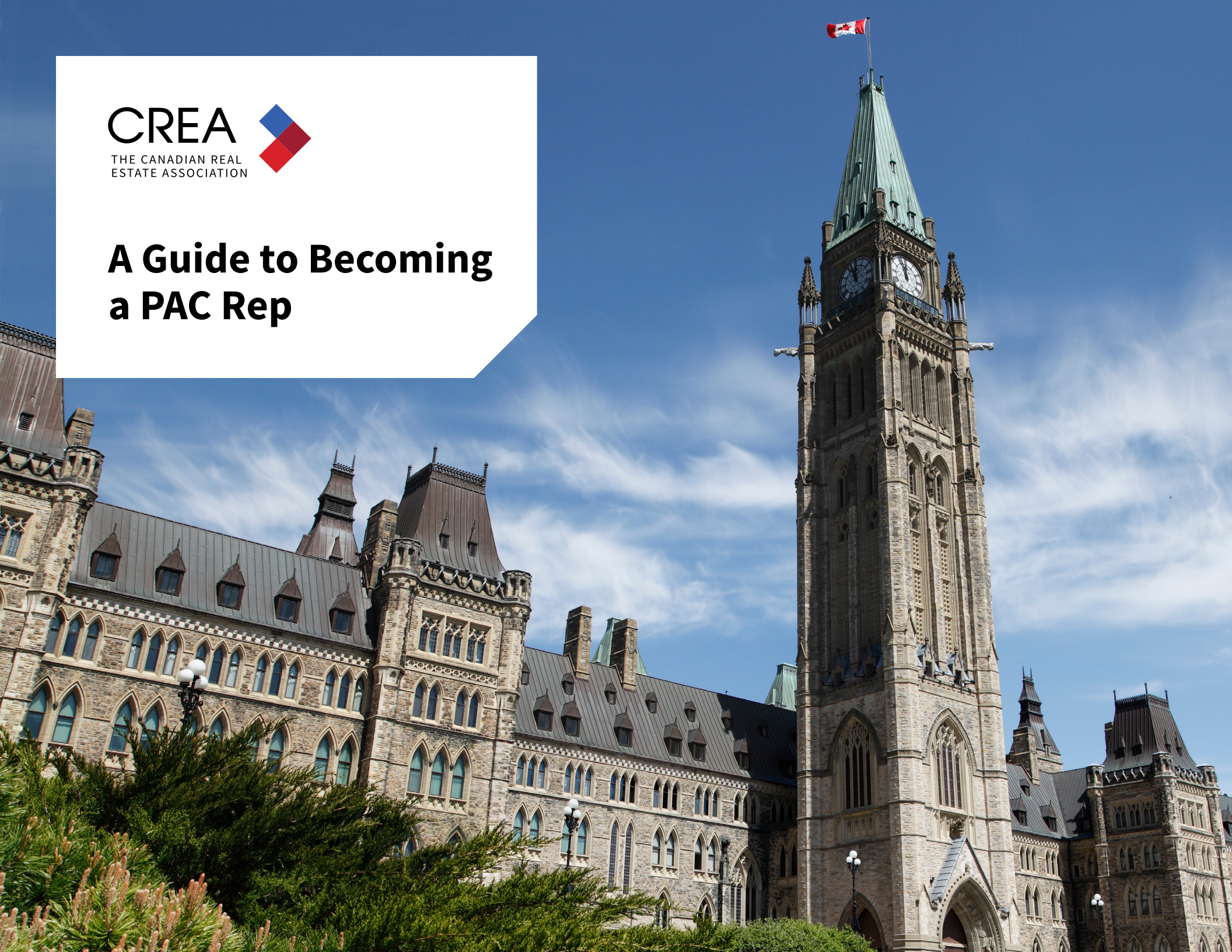




A Guide to Becoming a PAC Rep



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With more than 160,000 members, REALTORS® on Parliament Hill are a unique presence with great potential – but it's engaged REALTORS® that make the difference. At the federal level our industry's Political Action Committee (PAC) network, made up of active and interested REALTORS® like you, is the engine of our federal advocacy work. This network is essential for protecting our industry's interests and it's your involvement that transforms our advocacy potential into power. To build a strong, active PAC network and drive the REALTOR® community's success, we need you!

As a REALTOR® who lives and does business in your community every day, you know your clients, colleagues and local market well. This can make you a powerful advocate – trust us. Are you interested in becoming a PAC Representative (PAC Rep)? Here's what you need to know about what PAC Reps are, what PAC Reps get, what PAC Reps do, and the qualities PAC Reps have:

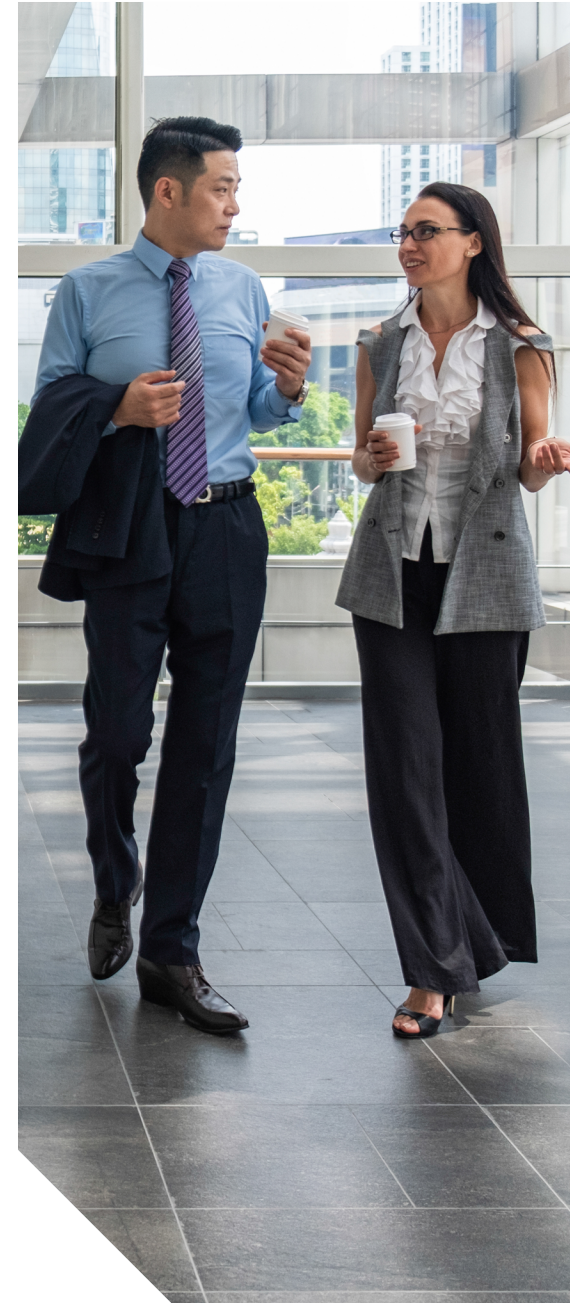
What you are

PAC Reps are the life force of the Canadian Real Estate Association's (CREA) federal advocacy program. The PAC network is made up of individuals like you across the country, who are dedicated to making Canada a better place for all of us to live and do business. Great PAC Reps are just like great REALTORS®, personable, motivated and creative self-starters who know the value of building and maintaining long term relationships.

As a PAC Rep, you are a key local spokesperson on federal issues. You're the face and voice for your REALTOR® community and bring your industry and community knowledge into discussions with political decision makers. There are a lot of individuals, businesses and other organizations vying for government's attention; PAC Reps help cut through the noise and make sure local decision makers are aware of the REALTOR® perspective. Once you are a PAC Rep, you help build and maintain a relationship with your Member of Parliament (MP) and put a friendly, constituent face and local perspective on national issues. PAC Reps play a vital role in the national conversation by alerting CREA to emerging issues and helping inform our lobbying efforts.

What you get

As a PAC Rep you acquire expertise that supports your business, strengthens professional credibility, broadens your network and builds profile. You can provide additional value to clients by knowing and explaining how recent legislation and regulation affects them. CREA offers training on a regulations basis, sharing information through email, webinars, live presentations and our online advocacy portal the [REALTOR® Action Network \(RAN\)](#). You're the first to receive background on emerging issues and guidance on how to comply with new legislation and regulations. Finally, you get an insider's perspective on Parliament Hill and a direct channel to refer issues to CREA's Federal Affairs Committee. Holding a direct connection with your local MP to discuss the impacts of legislation on our sector is a prestigious role. Your colleagues, your clients and CREA will thank you for working on their behalf and for sharing helpful information.





What you do

The most important things you can do as a PAC Rep is build and maintain a strong relationship with your local MP and stay connected to the rest of the PAC network. Here's how you do it:

1. Stay connected with your MP

- ◆ Connect at least three times a year with your MP.

You can connect with your MP in many ways, including by phone, email, sending a local economic report or update, talking with the MP's staff, attending events or face-to-face meetings. You should contact them at least three times a year, including at least one formal meeting, either during PAC Days in Ottawa or at home in the constituency office. Second, you should engage your MP at one or more events in the community, like a roundtable or backyard barbecue. Public events are a great opportunity for you to get to know your MP and establish yourself as a credible, non-partisan, persuasive authority and valuable resource on real estate issues. You should also try following your MP's [Open Parliament](#) RSS feed or social media accounts, visit their website regularly and reach out to them when relevant events arise. Since developing these crucial relationships takes time, we ask that PAC Reps make a minimum two year commitment to the job.

Government Relations / MP Meetings

Relations gouvernementales
Rencontres avec les députés

PAC DAYS 2022  JOURNÉES
DU C.A.P. DE 2022

2. Report all meetings with your MP

- ◆ Report all MP contacts to CREA on [RAN](#).

All meetings, events and contact with your MP must be recorded through [RAN](#). MP Report Forms are intended to capture all the contact you have with your MP, either on Parliament Hill or in the constituency. CREA uses the reports to improve briefing materials, undertake research and facilitate dialogue with MPs and their staff.

3. If selected by your board/association, attend PAC Days in Ottawa

- ◆ Meet your MP in Ottawa during the annual PAC Days conference.
- ◆ Attend informative and fun sessions about all things political.

At the PAC Days conference, you get to improve your advocacy skills; hear from journalists, public policy experts and party insiders; network with other PAC Reps and like-minded real estate professionals; and take our industry's recommendations to your MP on the Hill. PAC Days is an excellent opportunity to immerse yourself in large scale federal lobbying, learn and grow in your role.



4. Respond to CREA Calls to Action

- ◆ Respond to all Calls to Action sent out through RAN.
- ◆ Encourage fellow REALTORS® to respond to Calls to Action.

When a federal issue of great importance to our industry arises, CREA's Federal Affairs Committee can launch a Call to Action. Calls to Action happen through [RAN](#) by sending a notice out to all [RAN](#) members asking them to lend their voice to the cause by electronically signing a letter to their MP. CREA can then compile these messages and deliver them to political decision makers. The whole process only takes a couple of minutes and a click of a link – but it can send a powerful message when many voices come together. As a PAC Rep, we ask you to set an example. Your colleagues rely on you to respond to all of these Calls to Action. As a key REALTOR® advocate to government, your REALTOR® colleagues see you as a leader and we ask you to lead by example.

After responding to a Call to Action, encourage other REALTORS® to do the same by sharing the Call to Action campaign and making brief presentations to your board, association and brokerage offices.

Think You're Up For The Job?

Think you're up for the job? Please review the following checklist of some of the skills and qualifications that characterize a successful PAC Rep. Remember, greatness isn't achieved overnight. Just like federal advocacy, being an amazing PAC Rep is not a sprint – it's a marathon. CREA will train you on our REALTOR® recommendations and how to hold an effective MP meeting. Your board or association and CREA will continue to work with you to build your skills throughout your term(s) as PAC Rep.

- You live in the riding of one of your board's or association's MPs.
- You are interested in meeting and building relationships with key local decision makers.
- You are willing to use your industry knowledge and experience working with home buyers and sellers in your community to foster MP support for our REALTOR® issues and policy positions.
- You can leverage your network and reputation to help build grassroots support for our REALTOR® issues and national real estate policy positions.
- You are involved, or would you like to be involved, with your local board or association and CREA.
- You can remain non-partisan and avoid personal bias when driving forward industry policy recommendations and advocating on behalf of the REALTOR® community.
- You're interested and able to dedicate the time to building and improving your advocacy skills, and commit to a two year term as a PAC Rep.
- You are willing to regularly report back your advocacy efforts to CREA.

If the answer is yes, then get involved today!

Contact your local Executive Officer to let them know you are interested or email CREA's government relations team at pac@crea.ca