The REALTORS® Legislative Meetings & Trade Expo is where NAR members take an active role to advance the real estate industry, public policy and the association. REALTORS® come to Washington, DC, for special issues forums, committee meetings, legislative activities and the industry trade show.

Capitol Hill Visit Implementation for CCIM Chapters:

To help build awareness of this new process and ensure a smooth transition, the CCIM Institute needs every chapter's help in the following ways:

Select a Legislative Affairs Contact

Each chapter should make sure it has a designated Legislative Affairs Contact (LAC). It may be beneficial if this person is a Realtor®, rather than an Institute Affiliate, but it is not a requirement. The LAC should reach out to the FPC(s) in the chapter's geographical jurisdiction as a resource for commercial issues and express interest in participating in the Washington, D.C., Hill Visit meetings.

CCIM Institute's Capitol Hill Visit Strategy

In August 2014, the CCIM Institute's executive leadership team voted to align the organization's Capitol Hill Visit strategy with the National Association of Realtors’ Realtor Party Convention (formerly Midyear Meetings), which will be held in Washington, D.C., in May 2016.
Background:

In the past CCIM has collaborated with the Institute of Real Estate Management for a one-day Capitol Hill Visit in April that drew an average of 250 to 300 IREM members and 20 to 30 CCIM members. Members of both organizations would meet with key Congressional legislators and/or their staff to discuss current legislative issues affecting commercial real estate. CCIM's decision to collaborate with NAR going forward presents a unique opportunity for CCIM and NAR members to unite with a larger lobbying voice on behalf of the commercial real estate industry. It will also serve as an effective way to educate Realtors® who are not well versed in commercial legislative issues.

Key Objectives of CCIM's New Hill Visit Strategy:

- **Increased power in numbers.** A primary reason for aligning with NAR for Hill Visits is the increased power in numbers associated with NAR's Realtor Party Convention. A few thousand Realtors® attend NAR's meetings in Washington, D.C. and use this opportunity to meet with their state Congressional leaders to discuss critical issues that are impacting the real estate industry.

- **More emphasis on commercial legislative issues.** While NAR has traditionally focused on issues that impact residential Realtors®, it has started to incorporate more commercial issues in the annual Hill Visit talking points in recent years. In 2014, two of the three key talking points NAR took to the Hill were commercial real estate related issues. These talking points communicated the importance of preserving real estate-related tax policies and reforming the secondary mortgage to provide certainty in the U.S. housing market. Each year the topics are chosen based on importance and timeliness. Your participation at the local and state REALTOR® association level can help to highlight commercial issues.

- **Increased commercial staff support.** NAR now has two government affairs staff dedicated to commercial issues. In summer 2014, NAR hired a new staff member dedicated to monitoring and reporting on regulatory commercial issues in addition to the existing commercial legislative staff member. This demonstration of NAR's commitment to supporting commercial real estate issues makes this the ideal time for CCIM to align with the organization's Hill Visits.
Changes in the Hill Visit Process:

In the past, IREM and CCIM staff played a major role in coordinating the Hill Visit, facilitating meetings with Congressional leaders, and providing a half-day orientation session prior to the single day on the Hill. NAR also provides a Hill Visit briefing on the Wednesday morning of the conference. States also have dedicated briefings provided by NAR staff. Hill Visit materials are also provided on the website and in print to FPCs.

Collaboration with NAR will require much more coordination among CCIM's staff, chapter leaders, and members. Hill Visits are scheduled through NAR's state real estate associations and occur over several days during the Realtor® Party Convention (not a single day as has been done with IREM in the past). Therefore, CCIMs must strengthen and/or establish relationships with state Realtor® associations to ensure they are able to participate in the process.

The Southern California CCIM chapter was represented in the Legislative days process in 2015 including Hill visits and events like White House briefing by its Community and Government Affairs Committee Chair Mr. Antoine M. Ayoub, CCIM, who will also represent the Southern California CCIM chapter at The REALTORS® Legislative Meetings & Trade Expo convention which will take place in May 9 to 14, 2016.