

Protecting Realtors®' Right to do Business

Realtor® Advocacy, one of the key services offered by the Association, provides members with **professional** representation before local and regional governments through a full-time Realtor® Advocacy Department. It is the objective of the membership, who authored the Realtor® Advocacy Policies, that the policies be implemented as a **proactive** means to promote equitable homeownership, the **protection** of private property rights and the Realtor® right to conduct business. The objective of the policies is to increase Realtor® **presence** within governmental entities and with the public, and to influence change when appropriate. PMAR members meet regularly to ensure the governmental actions of the Association meet the needs and concerns of the Realtor® member. All members are invited to attend the meetings of the Realtor® Advocacy Committee.

Realtor® Advocacy Staff

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Portland Metropolitan Association of Realtors® (PMAR)

As part of a national professional organization, PMAR's 8,000+ members are committed to protecting and promoting homeownership, establishing and maintaining high professional standards of practice and creating unity in the real estate profession.

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Are you ready for your seat at the table?



MEMBER EDUCATION

Expand membership knowledge of Realtor® Advocacy through the following:

- Member orientation
- Newsletters & Calls to Action
- Educational programs and meetings
- Diversity, Equity & Inclusion Initiatives

COALITIONS

Work with other organizations when common ground exists to:

- Advocate for equitable homeownership
- Ensure and maintain an adequate inventory of housing units
- Promote affordable homeownership
- Promote and protect private property rights
- Protect Realtors®' ability to conduct business
- Encourage the outreach to underrepresented members of the Association, including but not limited to: people of color, the LGBTQIA2+ community, and people with disabilities.
- Encourage partnerships with minority supportive housing organizations.
- Support cost-effective approaches towards preventing and ending homelessness. This includes modifications of zoning and land-use regulations to accommodate appropriate housing options, shelters and services specifically for the unhoused populations within our region.

LAND DEVELOPMENT

Evaluate for action the impact of governmental policies, actions and/or regulations that affect the development of private property with regard to:

- Redevelopment and infill
- Permit fees and/or Systems Development Charges
- Adequate public facilities fees
- Inclusionary zoning
- Infrastructure
- Permit processing and time frames
- Taxes or assessments related to changes in land development potential
- Supporting Urban Renewal when appropriate

ECONOMICS

Monitor issues affecting the availability and cost of housing, such as:

- System Development Charges
- Utility regulation/deregulation
- Alternative energy sources
- Green Building requirements/regulations/opportunities
- Those promoting a strong & sustainable regional economy.

REALTOR® INVOLVEMENT

Encourage Realtor® involvement in all governmental affairs that affect their business. Members are encouraged to participate, take action and report back.

Governmental Bodies: Encourage the recruitment of PMAR members to join and monitor local, city, county, and regional bodies, including Metro.

Other Entities: Encourage the recruitment of PMAR members to join and monitor citizen and business organizations (e.g., Citizen Participation Organizations and neighborhood associations).

LOCAL AND REGIONAL GOVERNMENTS

Monitor and influence governmental decisions at all appropriate levels to have a positive impact on the real estate industry.

Familiarize local and regional public officials and employees about PMAR positions and policies.

Support the desired objective of creating more equitable, affordable homeownership opportunities through the Urban Growth Boundary process.

Support timely investigation and evaluation of funding mechanisms to pay for comprehensive planning of land brought into the Urban Growth Boundary.

TAXES

Evaluate and promote alternatives to: a) legislation that creates inequitable taxes, and b) niche taxation/fees, as they pertain to the real estate industry.

PMAR PAC

Organize for upcoming political cycles, elections, and issues. Educate members regarding the purpose of the Realtor® Political Action Committee (RPAC). Conduct fundraising for PMAR PAC, ORPAC, and RPAC. Support and help elect local and regional candidates who support Realtor® issues.

LAND USE

Inform membership as to potential impacts resulting from statewide land use and LCDC actions affecting local areas.

Support the preservation and enhancement of private property rights. Support land owners' protection from unnecessary "takings." Oppose regulatory and/or non-regulatory "takings" that would result in a diminished use or loss of private property without just compensation.

Support comprehensive community planning. Support the State mandate that areas within Urban Growth Boundaries contain a minimum 20-year supply of buildable land. Support the creation and preservation of commercial and industrial land within the Urban Growth Boundary.

Oppose Transferable Development Rights (TDRs). In its place encourage exploration of other environmental and developmental protections. In a situation where TDRs are adopted by a governing body, TDRs should be voluntary and based on a free market system. Oppose government serving as a "TDR bank."

ZONING

Support zoning that promotes the highest and best uses of land. Evaluate for action the implementation of regional environmental zoning codes and their effect.

BUSINESS ISSUES

Protect Realtors®' ability to do business. Oppose unnecessary business taxes. Protect Realtors® from unnecessary government regulation.

WATER/SEWER

Evaluate the effects of governmental action on water rights. Evaluate proposed water sourcing and placement of pipelines and meters. Promote additional water sourcing so that all communities have access to safe drinking water. Evaluate proposed sewage treatment facilities and placement of pipelines.

TRANSPORTATION

Promote and support appropriate means of multi-modal transportation in the region including, but not limited to:

- Highways and streets
- Bike/Pedestrian pathways
- Mass transit
- Bridges and thoroughfares