

# REALTOR® PARTY PROGRAMS AND GRANTS:

COMMUNITY OUTREACH  
AND ENGAGEMENT

RURAL  
OUTREACH  
GRANTS



HOUSING  
OPPORTUNITY  
GRANTS



PLACEMAKING  
GRANTS



SMART  
GROWTH  
GRANTS



TRANSFORMING  
NEIGHBORHOODS  
PROGRAM



LAND USE  
INITIATIVE

FAIR HOUSING  
GRANTS



STATE AND LOCAL  
GROWTH POLLING

# Community Outreach Grants and Resources

An array of advocacy services provided to state and local REALTOR® associations to increase their engagement and influence on community development and fair housing.

**Grants: State & local REALTOR® associations can ONLY apply**

## Grant Types:



### Level 1

**Speakers, Classes & Trainings:**  
Up to \$3,000



### Level 2

**Projects to Address Challenges:**  
Up to \$7,500



### Level 3

**Comprehensive, Partnership-Based Efforts:** Up to \$15,000

*Associations may receive one grant per level each calendar year. Level 3 applies to Housing Opportunity and Smart Growth Only.*



### Applications Period:

January 2 through October 15  
or until commitment level  
reaches capacity.



Learn more at [RealtorParty.realtor/community-outreach](https://RealtorParty.realtor/community-outreach)



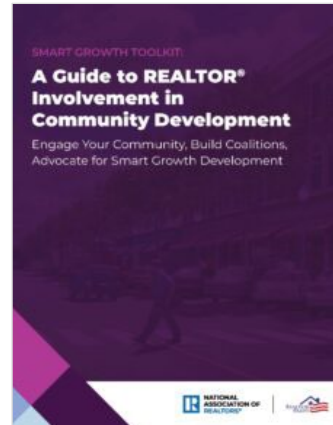
# Grant Toolkits include criteria, resources, and success stories



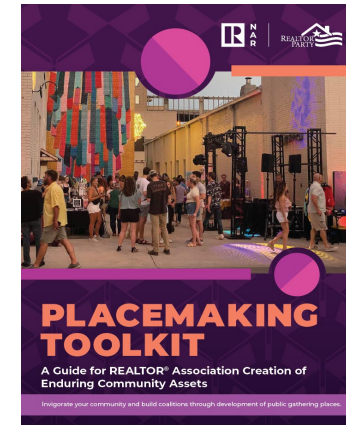
**Housing  
Opportunity**



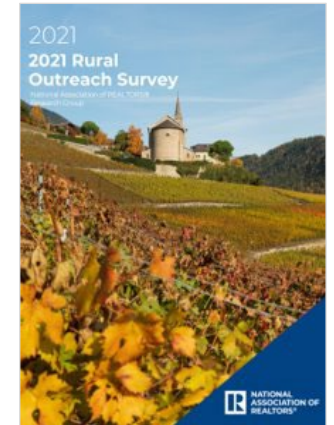
**Fair Housing**



**Smart  
Growth**



**Placemaking**



**Rural  
Outreach**

[Learn More](#)

# Housing Opportunity Grants

Support initiatives that expand access to housing that is affordable



## Level 1 Initiatives

- > Host an educational forum or class for REALTORS
- > Hold a stakeholder or task force meeting



## Level 2 Initiatives

- > Host a housing fair or home buyer education event
- > Conduct a housing assessment study
- > Host a housing policy forum
- > Help develop new policies, ordinances, or legislation
- > Launch a housing needs campaign or resource



## Level 3 Initiatives

- > Lead broad-scale community activities involving both REALTOR® and non-REALTOR® organizations

[Learn More](#)

## SUCCESS STORIES

### [Oklahoma City Metropolitan Association of REALTORS® Launches Campaign to Educate Members and Public to End Homelessness](#)



### [Land of the Sky Association of REALTORS® Uses Housing Opportunity Grant to Boost Landlord Acceptance of Federal Rental Assistance Vouchers](#)



# Fair Housing Grants

Support initiatives that create or improve systems, programs, and policies that uphold fair housing laws and strengthen REALTORS® commitment to offering equal professional service to all.



## Level 1 Initiatives

- Host an educational course or book club discussion for REALTORS
- Create new or update course curriculum
- Conduct a stakeholder or task force meeting



## Level 2 Initiatives

- Host a fair housing symposium in partnership with key stakeholders
- Conduct a fair housing awareness campaign leveraging *That's Who We R* assets.
- Create fair housing educational materials
- Offset costs of legislative initiatives

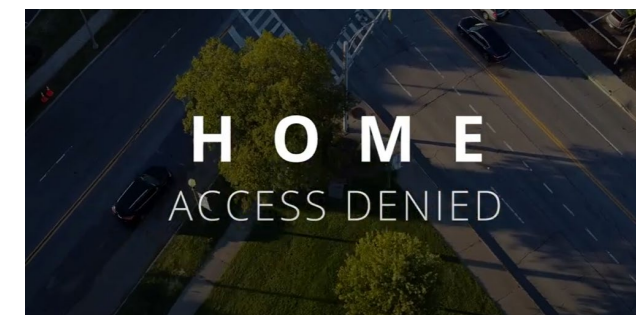
[Learn More](#)

## SUCCESS STORIES

[Associations Around the Country Tap into Training that Helps Members Recognize and Correct a Significant Obstacle to Fair Housing: Implicit Bias](#)



[Greater Rochester Association of REALTORS Produces Video on Local History and Continued Impact of Discriminatory Real Estate Practices](#)



# Rural Outreach Grants

Support for initiatives to address broadband, well and septic, open space preservation, environmental standards, and planning and zoning issues.



## Level 1 Initiatives

- > Host an educational course for REALTORS
- > Create educational materials for REALTORS
- > Conduct a stakeholder or task force meeting



## Level 2 Initiatives

- > Host a workshop, conference or forum in partnership with key stakeholders
- > Contribute to the development of new policies, ordinances or legislation
- > Conduct research, studies and reports

[Learn More](#)

## SUCCESS STORIES

### Greater Piedmont REALTORS® (VA) Use Rural Outreach Grant for Onsite Septic Field Trip

In addition to the CE course it normally offers on well and septic system regulations in its rural Virginia region, the Greater Piedmont REALTORS® hosted a field trip: with support from a Rural Outreach Grant from the REALTOR® Party, they put participants on a bus and took them to see three different kinds of septic systems, up-close and personal.



# Placemaking Grants

Create new, outdoor public spaces and destinations on unused or underused sites.

➤ **Level 1:** Construct outdoor demonstration and **temporary** projects to test a project's viability or inspire permanent projects that increase livability and revitalization.

➤ **Level 2:** Create **permanent** outdoor public spaces such as trails and trailheads, playgrounds, pocket parks, pedestrian plazas, community gardens, dog parks, gathering spots, and alley activations.

Northwest Illinois  
Association of REALTORS®

Pop-up  
underpass park



Before



After

Akron Cleveland Association of  
REALTORS® Public Garden



Before



After

[Learn More](#)

# Smart Growth Grants

Support public policies related to mixed land uses, walkability, public transit, and green space preservation to create livable communities.



## Level 1 Initiatives

- > Host a Planning and Zoning, Smart Growth for the 21<sup>st</sup> Century, or Placemaking class
- > Hold a stakeholder or task force meeting



## Level 2 Initiatives

- > Bring in a visioning & planning consultant
- > Conduct a study
- > Develop a land use or community plan
- > Help develop new policies, ordinances, or legislation
- > Support a conference or forum



## Level 3 Initiatives

- > Lead broad-scale community activities involving both REALTOR® and non-REALTOR® organizations

[Learn More](#)

## SUCCESS STORIES

### [Multiple Local Associations in North Carolina Commission Downtown Assessments to Ignite Sustainable Residential and Commercial Growth](#)



### [Five Years Later, Walkability Study Commissioned by Coastal Carolinas Association of REALTORS® influences Several Smart Growth Initiatives](#)

Walkable Myrtle Beach  
Envisioning a More People-Friendly & Prosperous Kings Highway



# ON COMMON GROUND MAGAZINE

Published Bi-Annually (May & Nov)

## On Common Ground

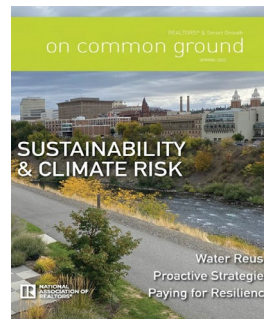
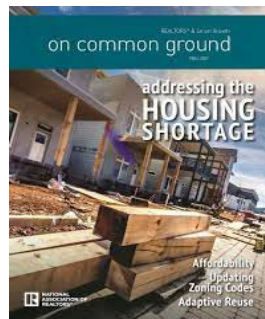
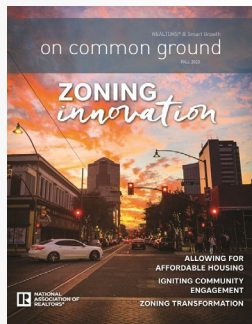
Presents a wide range of views on smart growth issues, with the goal of encouraging dialogue among REALTORS, elected officials and other stakeholders.

### Option 1: Ship to Association Office

- ✓ Ship up to 200 copies of each new issue directly to your association, to use as a leave-behind when visiting officials.

### Option 2: Mail Directly to Public Officials

- ✓ At no cost to your association, NAR can mail up to 300 copies directly to your local public officials, along with a cover letter.



Download OCG APP on [Apple](#) or [Google Play](#)!

 NATIONAL ASSOCIATION of REALTORS® |   
REALTORS® & Smart Growth  
on common ground

[Learn More](#)



# On Common Ground Spring 2024 edition **IS HERE!**



## On Common Ground Magazine: Spring 2024: *Engaging the Community*



*Highlights diverse strategies to gather community voices and shape an evolving built environment. Explore both low-tech and hi-tech methods that integrates inclusive perspectives into the planning and zoning input process.*



**Download the OCG App**

Scan the QR code to download the app for iPhone and Android.



# Transforming Neighborhoods




The NAR Partnership with Counselors of Real Estate (CRE) Consulting Corps helps associations address critical real estate issues such as commercial disinvestment, housing gaps, and redevelopment after natural disasters.

CRE Consulting Corps provides analysis, plans, and recommendations for REALTOR® associations and key stakeholders.

[Learn More](#)

Applications Open  
January 2, 2025

Projects with Local REALTOR Associations



**Five Steps to Increase Spokane's Housing Supply on behalf of REALTOR®**  
Seven housing solutions from similar cities across the U.S. are analyzed, objective review of relevant data, examination of barriers to development, best practice solutions to increase housing options that will help meet housing needs.

**CRE® Consulting Corps: Rebuilding Paradise on behalf of REALTOR®**  
Recommendations focus on immediate action items, plans, to rebuild Paradise's housing stock and commercial services that were lost in the wildfire.

Final Report  
Commercial Connections


the CRE® Consulting Corps

Invited the Counselors of Real Estate process. These individuals have unparalleled expertise in solving housing and economic development issues.

Chair, Spokane Association of REALTORS®

I kept hearing about all the problems [Spokane] had, but I kept hearing about all the brilliant people who can provide solutions. I knew that the CRE® Consulting Corps was objectively helping us get out of our own silos and exceeded my expectations.

Authey Peiris, Association Executive, Paradise Association of REALTORS®




**TUCSON ASSOCIATION OF REALTORS®**

**Assessing Demand for Downtown For-Sale Housing**

Recommendations by the CRE Consulting Corps

MARCH 2020

CRE THE COUNSELORS OF REAL ESTATE®




**Paradise Association of REALTORS®**

**Rebuilding Paradise**

Recommendations by the CRE® Consulting Corps

JANUARY 2022

CRE THE COUNSELORS OF REAL ESTATE®



**Actions Steps to Increase Spokane's Housing Supply**

Recommendations by the CRE Consulting Corps

DECEMBER 2021

CRE THE COUNSELORS OF REAL ESTATE®



# Planning and Zoning: *Advocating for your Community's Future*



**Sponsored by REALTOR® Associations, the Planning & Zoning Resource: Advocating for your Community's Future class is a six-hour course that teaches REALTORS:**

- The basic process of community planning and zoning.
- State-of-the-art community planning concepts that they can apply.
- How to get their community to live up to its potential.
- What is needed to make their community a better place to live and do business.
- The value and benefits of smart growth neighborhoods to homebuyers and communities.
- How they can help make smart growth possible.



**Interested in sponsoring a class? Apply for the Smart Growth Action Grant to get up to \$3,000 to cover the hosting fees. [Learn More](#)**



# Land Use Initiative

Upon request, NAR provides analysis of proposed state and local land-use measures that impact the transfer of real property.

## Issues Covered:

- ▶ Planning Enabling Legislation
- ▶ Point-of-Sale Requirements
- ▶ Property Maintenance
- ▶ Regional Planning
- ▶ Residential Rental Property Regulation
- ▶ Sign Regulations
- ▶ Subdivision Regulations
- ▶ Transfer Taxes
- ▶ Transferable Development Rights
- ▶ Tree Preservation/Landscaping
- ▶ Vacant Properties
- ▶ Zoning Enabling Legislation
- ▶ Affordable Housing
- ▶ Annexation
- ▶ Community Character Preservation
- ▶ Comprehensive/General Plan
- ▶ Design Standards/Review
- ▶ Eminent Domain
- ▶ Environmental Regulations
- ▶ Growth Management
- ▶ Historic Preservation
- ▶ Impact Fees/Exaction
- ▶ Moratoria

## MEMORANDUM

Proposed Short-Term Rental Ordinance  
City of Greensboro, NC

March 12, 2022

### CONFIDENTIAL

The information and analysis contained in this memorandum was developed and provided to NAR by Robinson & Cole LLP as consultants to NAR for the NAR Land Use Initiative Program. Users of this information and analysis are specifically reminded that the license agreement, to which all users agree as a condition of gaining access to Realtor.org, limits the use of content provided by others, including that contained here, as follows: Users may download only one copy of such content for their own personal, non-commercial use, and such content may not be copied, reproduced, republished, updated, posted, transmitted, or distributed in any way without the express permission of NAR. The analysis contained in this memorandum is for informational purposes only and users who have any legal questions concerning the analysis in this database should consult with their attorneys before relying or acting upon any information or analysis contained in this memorandum.

### SUMMARY OF REQUEST

The National Association of Realtors® ("NAR"), on behalf of the Greensboro Regional Realtors® Association (the "Association"), has requested an analysis of the short-term rental ordinance (the "STR Ordinance") proposed for the City of Greensboro, North Carolina (the "City"). The STR Ordinance would amend the City's Land Development Ordinance (LDO) by defining "short-term rental" and classifying short-term rentals as a use that is permitted, in the R-3, R-5, R-7, RM-5, RM-8, RM-12, RM-18, RM-26, RM-40, O, MU-L, MU-M, and CB zoning districts, subject to the standards of proposed Section 30-8-10.4(U).<sup>1</sup> The proposed standards would require that short-term rentals obtain a "zoning permit" that would have to be renewed annually and would be subject to revocation by the Planning Department based on "continuing violations" of the STR Ordinance. The additional use standards would also limit short-term rentals to a maximum of two adults per bedroom and would prohibit any publicly announced or promoted gathering that involves more than twice the number of persons renting a short-term rental. For "whole house"<sup>2</sup> short-term

<sup>1</sup> See STR Ord. § 1 (amending Table 8-1) and § 6 (defining "short-term rental" to mean: "The rental (for a fee or other valuable consideration) of a portion or all of a residentially used property for a period of at least 2 nights and no more than 30 days.")

<sup>2</sup> "Whole house short-term rental" is defined as the "rental of an entire residence (at any time) to persons for a fee." STR Ord. § 6.

[Learn More](#)



# GROWTH MANAGEMENT FACT BOOK

**With modern management techniques that inform REALTOR® Associations & help them develop growth-related policy positions.**

- Moratoria
- Adequate Public Facilities
- Impact Fees, Exaction (Proffers)
- Special Assessment Districts
- Tax Increment Financing
- Open Space Preservation Techniques
- Transfer of Development Rights
- Farmland Protection Techniques
- Cluster Zoning and Planned Unit Development
- Sustainable Development Requirements
- Tree Preservation
- Scenic Districts and Conservation Easements
- Development Design Review
- Form-Based Codes
- Mixed-Use Regulations
- Vacant Property Regulation
- Parking Reform
- Rental Restrictions
- Inclusionary Zoning
- Housing Linkage
- Accessory Dwelling Units
- Missing Middle Housing

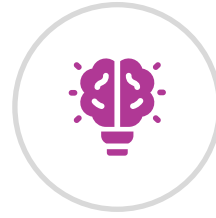


**Covers impact on property values, development costs, amount and patterns of development, housing affordability, pros & cons and incentive-based alternatives!**

# Community Outreach Planning Sessions



30 Minute Zoom Session  
with Community Outreach  
Team for GADS, AEs



Brainstorm ways to use a  
grant or resource



Wednesdays and Thursdays,  
1 pm or 2 pm ET

Sign up at [RealtorParty.realtor/community-outreach-planning-sessions](https://RealtorParty.realtor/community-outreach-planning-sessions)



# 2025 Community Outreach Webinar



Deep dive into funding levels, types of initiatives supported, eligible expenses, application and review process timeframe, new reimbursement deadline and success stories.

[RealtorParty.realtor/community-outreach](https://RealtorParty.realtor/community-outreach)

**COMMUNITY OUTREACH GRANTS**

REALTOR Party Community Outreach programs are a gateway for advocacy, engagement and education —providing the opportunity to build goodwill with policymakers and stakeholders while elevating your association as a housing and community development policy voice.

Both State & Local REALTORS® Can Apply for Community Outreach Grants!

Grant Types		
<b>Level 1</b> Speakers, Classes & Trainings: up to \$3,000	<b>Level 2</b> Projects That Address Challenges: up to \$7,500	<b>Level 3</b> Comprehensive, Partnership Based Efforts: up to \$15,000

Level 2 Housing Opportunity and Smart Growth Days

Grant Toolkits include criteria, resources and success stories!

Application Process Opens January 2<sup>nd</sup> 2024!

One Grant Per Level Each Year  
30% Financial Commitment Requirement Waived under Right Tools, Right Now  
Applications Accepted: Level 3 Commitment Level Reaches 100% in 2024  
Last 10/15

NAR

# Cross-Pollination of REALTOR® PARTY Resources Case Study: Growth Moratorium



East Tennessee REALTORS® Defeats Detrimental Zoning Proposals with Trifecta of REALTOR® Party Resources

[realtorparty.realtor/news/success-stories](https://realtorparty.realtor/news/success-stories)

**Land Use Initiative:** Used LUI analysis to provide initial feedback proposed changes on efforts to limit growth via a moratorium + create campaign talking points.

**State & Local Growth Polling:** Use results to inform & contextualize talking points for a campaign to support growth and development.

**Housing Opportunity Grant:** Use level 1 to conduct stakeholder meetings to discuss solutions and level 2 to conduct policy forum to discuss detrimental impacts of moratorium and potential policy solutions.

**Issues Mobilization:** Used IM to create a campaign website, branding, online ads, & landing page to reach elected officials.

**Advocacy Everywhere:** Used AE to engage consumers in call-for-action in conjunction with IM.





# Questions?

---



## **Hannah Dannenfelser**

Manager, Grants and Resources

[hdannenfelser@nar.realtor](mailto:hdannenfelser@nar.realtor)

202-383-1132



## **Hugh Morris**

Manager, Community Development  
and Growth

[hmorris@nar.realtor](mailto:hmorris@nar.realtor)

202-383-1278



## **Safiyya Suhaimi**

Processor

[ssuhaimi@nar.realtor](mailto:ssuhaimi@nar.realtor)

202-383-1000



## **Christine Windle**

Director, Community Outreach

[cwindle@nar.realtor](mailto:cwindle@nar.realtor)

202-383-1135

# THANK YOU



N  
A  
R



NARdotRealtor



nar.realtor