

# HOW TO HANDLE OBJECTIONS TO RPAC

Most potential donors have a litany of reasons for not being able to contribute – “I gave at the office” or “The check is in the mail.” There is **no** reason why any individual cannot give some level of support to an organization whose sole purpose is to ultimately improve the standard of living for the potential contributor.

## ✘ **I don't believe in giving money to political candidates.**

Actually, rather than “giving” money to political candidates, you are **investing** in your business and **making** a commitment to preserving the future of our industry. I'm sure you have insurance on your car, home, and business office. Bad legislation passed by Congress, the state legislature, or city council could be just as catastrophic financially as the loss of any of your possessions by fire, theft or storm. RPAC helps elect officials at the national, state and local levels who support the free enterprise system and private property rights. That is the best insurance against legislation that can hurt our livelihood as REALTORS®.

## ✘ **I already contribute to political candidates on my own.**

You should contribute directly to the candidates of your choice, but you should also contribute through RPAC. The dollars you give are pooled with literally tens of thousands of other contributors to support candidates who understand the issues that affect our business. Our ultimate goal is to position RPAC as the largest and most influential political advocacy organization in the country. With your support now, we will be one step closer.

## ✘ **I don't have the money.**

You can't afford not to have the money. A \$99.00 contribution to RPAC breaks down to about a quarter a day. Isn't a daily investment of \$.25 worth the additional money in your pocket that results from RPAC's successful efforts to ensure a vigorous and viable real estate industry?

## ✘ **PACs are just in the business of buying votes.**

RPAC does not “buy” votes from politicians. RPAC helps elect candidates who share our philosophy, or will at least listen to the REALTOR® viewpoint. RPAC-supported candidates will not always support us on every vote, but they will usually be more favorable to our point of view than the candidate who ran against them or the incumbent they replaced.

**× I'm a Republican/Democrat, and RPAC has supported candidates of the other party.**

RPAC is nonpartisan in its selection of candidates. Voting records and views on the issues that affect REALTORS®, in addition to the recommendations of local boards and state associations, are the deciding factors on which candidates we support.

**× RPAC supports federal candidates; I'm more interested in state and local candidates.**

Only 30% of your RPAC investment goes to support candidates at the national level. The remaining 70% stays in Georgia for use in supporting candidates here at home. By investing in RPAC, you can help support candidates at all levels of government.

**× I'm not full time, why should I contribute?**

If you benefit from the real estate business at all, you have a vested interest in ensuring that the individuals who pass the laws that affect our livelihood believe in private property rights and the free enterprise system.

**× RPAC is already a successful PAC, you don't need my contribution.**

While RPAC has been successful in advancing the REALTOR® position, there is constantly new legislation being introduced. We must remain strong and ready to assist candidates at all levels who support our point of view. It is imperative that we continue to build on the momentum we have created.