

# Residential Real Estate Council Election Rules and Campaign Guidelines

## Candidate Qualifications

1. Required Qualifications: With the exception of one outside director, all applicants for FVP or BOD must maintain active membership in the NATIONAL ASSOCIATION OF REALTORS®, hold Certified Residential Specialist (CRS) Designee status, and must be actively engaged in the daily practice of buying and selling residential real estate. Directors cannot be employees of the Council.
2. Preferred Qualification: Verification from your broker that you were in the top 25% of your market within the last 3-5 years.
3. Key Experiences may vary based on the need and composition of the Board: The ideal candidate for First Vice President or Board of Directors will have over ten years of experience as a real estate professional and at least five years as a CRS Designee. He or she should also have:
  - a. History of involvement with RRC on a local/state/national level;
  - b. Have attended at least one NAR annual meeting and one Sell-a-bration before the term of the office begins;
  - c. Experience serving on other boards outside the real estate profession;
  - d. Proven leadership experience (participation in leadership academies is a plus);
  - e. Business background;
  - f. Knowledge of human resources (e.g. the hiring and management of employees);
  - g. Experience building and leading a dynamic organization;
  - h. Demonstrated commitment to the role professional education plays in business success;
  - i. Strong communication skills, including interpersonal etiquette and body language;
  - j. Skill in finance and strategic planning;
  - k. Personal integrity and objectivity, including no conflicts of interest that would prevent him or her from discharging responsibilities;
  - l. Recommendation from State/Region RRC Network; and
  - m. Highly suggested that candidate be a RPAC Major Investor.

## Application Process

1. The application process for all eligible members interested in serving in position of FVP or Board of Directors in the year that follows the campaign year opens each year in October and stays open until mid-November.
2. All applications will be submitted online. All supporting documents such as resume, five letters of references of which three will be from CRS Designees, affidavit verifying preferred level of transactions/volume, and legal audit will be submitted electronically as part of their online application.
3. If after the application process deadline, the LDC does not receive any application for the FVP or the Board of Directors, or no eligible members that applied meet the requirements, LDC will make the recommendation to the Board of Directors to open the application period for another 30 days.

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## Review Process

1. All candidates for the Board of Directors and FVP will be reviewed by the Leadership Development Committee.
2. All eligible candidates for the Board of Directors and FVP will be subject to financial and criminal background check. All eligible candidates for the FVP will be subject to the legal audit conducted by a third party and presented to the Leadership Development Committee. Each applicant will be asked to sign a release of information form.
3. All applicants will have a phone interview with members of the Leadership Development Committee. The interview will be recorded for additional review by all members of the Leadership Development Committee.
4. Based on the application review, reference check feedback, and phone interviews, Leadership Development Committee will select applicants that will move to the in-person interview (minimum of two candidates for FVP and minimum of two candidates for each open Board position).
5. All applicants will be informed which candidates were selected to have in-person interview by the Leadership Development Committee Chair.
6. The in-person interviews will be scheduled prior the annual Sell-a-bration conference held in February. Candidates attend at their own expense.

## Campaign Guidelines

1. All candidates are expected to conduct themselves in an honest and ethical manner, with particular consideration for the rights and privileges of other candidates. The candidates are expected to avoid activities that would disrupt RRC classes and official governance meetings of the Council or any State/Region Networks or Networking Groups.
2. All candidate marketing should be compliant with the CAN-SPAM Act and TCPA (Telephone Compliance Protection Act) - includes the Do Not Call Registry and text messaging.
3. Negative or derogatory campaigning and/or comments are not allowed.
4. Candidates are responsible for developing their own contact list. Use of national, state/region or local membership list by any party other than the Council in connection with campaign activities of any nature (e.g. phone calls, emails, text messages, etc.) is strictly prohibited.
5. No one will be permitted to campaign during RRC classes and official governance meetings of the Council or any State/Regional Networks or Network Groups.
6. Candidates and supporters may organize and host their own meetings and events to promote their candidacy. Invitations and websites supporting the meeting or event should all clearly state who organized the meeting or event and include the following disclaimer: "Hosted and paid for by \_\_\_\_\_. This independent meeting or event is not officially authorized by the Residential Real Estate Council and its State/Regional Networks or Networking Groups."
7. Supporters of candidates are not allowed to make statements of support/endorsement when serving in an official capacity at any RRC national, state or local classes, meetings or events. With the exception of specially scheduled election forum requiring all candidates presented.

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8. Candidates and their supporters may post supporting information on their personal campaign websites and social media sites (e.g. Facebook, Twitter, Instagram, etc.). Posts, flyers, and websites should clearly indicate who provided the message and include the following disclaimer as part of its footer or within any graphics used: "This message or site is provided by \_\_\_\_\_. This message or the site is not officially authorized by the Residential Real Estate Council and its State/Regional Networks or Network Groups."
9. All candidates will be asked to submit to the Council a most recent photograph and a biographical statement of not more than 350 words that summarizes their education, career accomplishments, leadership experiences, and awards and honors. The Council may publish this information in its electronic and/or print communication for membership to review.
10. Each candidate will be asked to prepare a short video statement of goals (not more than three minutes) that presents their views of the future of the profession and the direction of the Council. The Council will host these on its website for all membership to review.
11. Each candidate for First Vice President and the Board of Directors will be asked to introduce themselves and share their vision during the Member Update meeting in May. Their presentation will be limited to three minutes.
12. Interactive Q & A session (approximately 20 minutes in duration total for First Vice President and 30 minutes for Board of Directors) will be facilitated by the Council President or a person he/she appoints in their stead. The session will be broadcasted live on the Council website and Facebook and will be recorded.
13. The Council will make use of its approved social media outlets to represent all candidates equally and in official order of the slate of candidates (alpha order).

## Campaign Guidelines – Endorsements

14. RRC Board of Directors, RRC headquarters staff, Leadership Development Committee members, Regional Vice Presidents, Election Guidelines Implementation Committee members, State Leadership Team (President, Finance Leader, Education Leader, Membership Leader and Communication Leader) are not permitted to endorse any candidates.
15. Instructors when serving in their official capacity are not permitted to endorse any candidates or use these titles in their endorsements, nor use official class lists.
16. State/Region Networks and/or Network Groups may not endorse or imply an endorsement or circulate campaign materials for individual candidates.
17. Candidates may obtain endorsements from other members excluding those stated above.

## Campaign Guidelines – Financial Support

18. The Council will not provide any campaign funds to any candidates.
19. RRC State or Local Networks will not provide any campaign funds to any candidates

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## Campaign Guidelines - Enforcement

20. Each candidate will be provided a copy of the Election Rules and Campaign Guidelines as well as the Council's Bylaws and will be required to abide by them.
21. Charges of violations of campaign rules must be filed in writing with the Chief Executive Officer by an active RRC member immediately. The Chief Executive Officer will report the charge to the Chair of the Election Committee. The Election Committee will respond promptly after the receipt of the complaint.
22. Any candidate who violates any provision of the campaign guidelines shall be subject to a disciplinary action as determined by the Election Committee. Discipline may include disqualification from the election with LDC approval.
23. Candidates who disagree with the ruling of the Election Committee can appeal by submitting an appeal in writing with appropriate documentation to the Board of Directors within two days of receiving the Election Committee response.
24. If the charges of violations are filed seven days or less before the election with the Chief Executive Officer, the Chief Executive Officer will report the charge to the Board of Directors immediately for consideration. The decision made by the Board of Directors will be final.

## Voting Procedure

1. RRC headquarters will oversee the national elections and voting process in accordance with the Council bylaws.
2. The Council will notify general membership of the official slate of the candidates for the coming election through electronic communications and/or its publications.
3. The Council will announce and publish the official voting period.
4. The voting will be conducted electronically. Members will be sent an email with a link to candidate slate and online voting.
5. Votes shall be counted by a third-party provider and election results will be confidential. No one will be provided information regarding election results until the voting period has closed and the ballots have been counted.

## Election Results

1. Upon conclusion of the voting period, the third-party provider shall deliver the election results to the Chief Executive Officer and the RRC President.
2. The RRC President will share the results with the Board of Directors. Upon review of the election procedure and election results, the Board of Directors will release the official general results. Upon request of the candidates, the voting results will be provided. The results will not be publicly published.
3. The Council will publish final election results on its website.
4. All candidates should be silent or supportive of election results.

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## Definitions

Applicant means eligible member who applied for Board of Directors or FVP position. Application means an online application supplied by RRC.

BOD means Board of Directors

Campaign(ing) means a systematic course of activities for a specific purpose of being elected to a position with the Residential Real Estate Council

Candidate means person who was invited for in person interview or put on ballot

Council means Residential Real Estate Council

Endorsement means act of giving one's public approval or support to someone. FVP means First Vice President. See bylaws for additional information.

LDC means Leadership Development Committee.

- LDC is responsible for determining selection criteria, vetting, credentials, and preparing a list of candidates to be put on the ballot of Board of Directors and FVP open positions.
- LDC is composed of the Immediate Past President serving as Chair, First Vice President and seven at large members that serve two-year staggered terms.

Network Group means a group of peers that connect and build affiliations in a convenient geographic area. It is organized and authorized under the State/Region RRC and coordinates activities through the State/Region Leadership team.

RRC means Residential Real Estate Council.

State/Regional Network means a community for CRS Designees and RRC members that coordinates local activities such as education programs, networking and mentoring, and public awareness. It is led by a volunteer leadership team.