



Contra Costa Association of REALTORS®

**REALTOR® ALERT:**  
**CONGRESS DISCUSSING ELIMINATION OF MORTGAGE  
INTEREST RATE DEDUCTION RIGHT NOW**  
*Your Defense is RPAC!*

As you read this, one of the greatest threats in years to a thriving, healthy, real estate marketplace is being discussed in the halls of Congress. What was once considered unthinkable is now a very real possibility—*elimination or drastic reduction of a cornerstone of American home ownership—the Mortgage Interest Rate Deduction (MID).*

Can you imagine the multiple, simultaneous impacts on California real estate, and indeed your business if the mortgage interest deduction (MID) is reduced? The list is long and unpleasant: Already depressed home prices will plunge. Many homeowners “underwater” will seriously consider strategic foreclosure. An entire industry struggling to recover will be hit with the biggest blow of all. The MID is vital to the stability of the American housing market and economy.

Unfortunately, these are very real possibilities. The elimination or the curtailment of the mortgage interest deduction is being discussed in the U.S. Congress. But REALTORS® can stop this latest threat to the American Dream of homeownership with the same resource that has a proven track record of success: **The REALTOR® Political Activities Committee (RPAC)**

**RPAC—A Story of Success**

The REALTOR® Political Activities Committee (RPAC) is a real success story—responsible for game-changing political victories that have protected and enabled your business for years:

- Kept banks out of real estate
- Defeated transfer taxes
- Defeated point of sale ordinances
- Increased loan limits
- Passed tax incentives for home purchases
- Protected Flood Insurance

RPAC is responsible, literally, for putting thousands of dollars into your pocketbook, year in and year out, truly a lifeline for your business. And the lifeblood of RPAC—that flows from you— is The REALTOR® Action Fund (RAF).

*(more)*



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You can be reassured that in 2012, RPAC will be making a huge commitment from the RAF in the fight to save the MID. This is a fight that has to be won—and it is REALTORS® who are being called upon to fund RPAC's fight through the RAF.

In Contra Costa County, we have to set the bar a bit higher. Consider that in California, 16% of CAR members invest in the RAF. The California goal for 2012 is 20%. But within CCAR, only 6% of our Members make this critical investment.

Think of that for just a moment... In a typical group of 15 CCAR REALTORS®, only one invests in the REALTOR® Action Fund. Is it fair or appropriate that 1 in 15 of our Members shoulders this great responsibility? Certainly not, especially given the critical importance of RPAC's work right now.

**A call to action in 2012—we must do better!**

Every time you take a listing, you spend money to invest in your business. That is a tactical decision and tactical investment. Make a much more important strategic investment in your business. Invest in the REALTOR® Action Fund yourself.

CCAR makes it extremely easy to do, as part of the 2012 membership renewal process. In addition to the mandatory dues, we're all being asked to voluntarily invest \$148 in the REALTOR® Action Fund. That \$148 is not just a legitimate cost of doing business, it represents a truly sound investment.

Check the \$148 box on your dues statement. Invest in your business. Protect your livelihood. In the end, protecting Home Ownership is protecting your business!

Best Regards,

Barry Zwahlen,  
2010 CCAR President  
2012 C.A.R. RAF Vice Chair