



ARTICLE 10 RULE CHAPTER KIT



The LGBTQ+ Real Estate Alliance has created a webpage which tracks how local, regional and state RPACs are funding elected officials and political candidates who discriminate against the LGBTQ+ community. The creation of this site is so important as it showcases the importance of our "Article 10 Rule." Our proposal is pretty simple. Realtor® entities should not be funding those who - if they were Realtors® - would be in violation of Article 10 of the NAR Code of Ethics due to their discriminatory practices based on sexual orientation and gender identity.

The Alliance previously called on Florida Realtors® and its Florida Realtors PAC to pull its support and funding to Florida Governor Ron DeSantis. We ran a similar campaign last year urging Texas Realtors® and its Texas Realtors® Political Action Committee (TREPAC) to refrain from funding several state Senators and Representatives, Governor Greg Abbott, Lieutenant Governor Dan Patrick and Attorney General Ken Paxton who have authored or supported multiple discriminatory bills against the LGBTQ+ community.

Alliance chapter leaders now have the opportunity to express their desire for their local associations to adopt the Article 10 Rule

A step-by-step document is attached for your easy use.

Thank you in advance for participating in this important Alliance advocacy effort as we work to have our "Article 10 Rule" become the norm in all RPAC efforts.

“ARTICLE 10 RULE” TALKING POINTS

What is Article 10?

- Article 10 of the Realtors[®] Code of Ethics addresses that members of the National Association of Realtors[®] shall not discriminate. It was amended in January of 2014 to make sexual orientation and gender identity protected classes. Article 10 of the Realtors[®] Code of Ethics reads in part:

Realtors[®] shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. Realtors[®] shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

What is RPAC?

- The Realtor[®] Party, as it is known, is the Political Action Committee for the National Association of Realtors[®] and its 1.5 million members. NAR is the nation's largest trade organization. The Realtor Party describes itself as:

The REALTOR[®] Party is a powerful alliance of REALTORS[®] and REALTOR[®] Associations working to protect and promote homeownership and property investment. The REALTOR[®] Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment.

How does RPAC funding work?

- It is a complicated process, but members of the National Association of Realtors[®] are automatically “opted in” for at least a \$25 donation. It is not straightforward at membership renewal or joining that you can opt out.
- From there, there are different levels of support at the local, regional and state levels along with national.
- It has a separate governing body from the National Association of Realtors[®] even though it is made up of members and receives its funding from members.
- For more, I suggest calling the Realtor[®] Party at 800-874-6500.



Explain the “Article 10 Rule”?

- How can the Realtor® Party claim to “advance candidates and public policies that build strong communities...” if they support those who discriminate and tear communities apart?
- Though they can be sanctioned for discriminatory behavior, Realtors® through their local, regional, and state RPACs are providing financial support for elected officials who are discriminating as they write and support anti-LGBTQ+ bills in statehouses across the nation. Many are also discriminating against the Black, Hispanic, AANHPI communities as well.
- Realtors® are therefore held to a higher standard than those elected officials and candidates their own lobbying group supports. It makes no sense.
- That is why we launched a campaign to have NAR and EVERY state, regional and local Realtors® association adopt our “Article 10 Rule.” We are asking that before distributing funds or support, RPACs ensure that candidates or elected officials are not engaged in discriminatory behavior. If they are, or have a history of, or refuse to support a commitment to protect all NAR protected classes, then they do not get funding.
- These officials should be held to the same guidelines that Article 10 of NAR’s Code of Ethics

When did the “Article 10 Rule” campaign begin?

- In June 2022, LGBTQ+ Real Estate Alliance CEO Ryan Weyandt and then President Dave Gervase sent a letter to then NAR President Leslie Rouda Smith and Realtor® Party Director Hagan Stone, calling on NAR and RPAC to cease funding local, state or nationally elected officials or candidates who participate in anti-LGBTQ+ rhetoric or publicly support or vote for anti-LGBTQ+ bills.

Did NAR respond?

- Leslie responded and explained that “National RPAC is a voluntary program, and its mission is to ensure the association engages in a nonpartisan way on behalf of members and consumers. Disbursement decisions are a locally led process, operating independently of NAR and governed by its Trustees.”
- In good faith we invited RPAC senior leader David Alan Cox to speak at our October conference to learn about their rationale.
- When we learned that Florida Realtors® endorsed Governor Ron DeSantis and funded his campaign in September 2022, we pulled David’s invite.



Why did the Alliance call for the Florida Realtors and its RPAC to pull support of Ron DeSantis?

- In September 2022, LGBTQ+ Real Estate Alliance has called on Florida Realtors® and Florida Realtors PAC to pull its endorsement of Governor Ron DeSantis based on his repeated discriminatory actions towards diverse groups including the LGBTQ+ community.
- They also donated several hundred thousand to his campaign.
- He has been at the forefront of anti-LGBTQ+ rhetoric and his “Don’t Say Gay” is plain and simple discriminatory.
- This was a HUGE slap in the face to our more than 300 members in Florida, who are almost all members of Florida Realtors®. Florida has the second the greatest number of Alliance members behind California.

What was Florida Realtors response?

- Nothing

Why did the Alliance call for the Texas Realtors and its TREPAC to pull support of numerous politicians?

- In April 2023, we asked Texas Realtors® President & CEO Travis Kessler to stand up and work to ensure that those elected officials who discriminate are not supported by TREPAC. This includes several state Senators and Representatives, Governor Greg Abbott, Lieutenant Governor Dan Patrick, and Attorney General Ken Paxton, who have authored or supported multiple discriminatory bills against the LGBTQ+ community.

Did we hear from Mr. Kessler?

- He had a conversation with our past President Erin Morrison along with member of his own Diversity Committee. Erin is a Realtor® based in Austin.
- He encouraged those who want to impact change should get involved and ultimately be appointed as a RPAC Trustee, which, by the way, likely “requires” substantial donation levels and a few years of service.
- Essentially, unless those who want to stop discrimination are voted into local leadership, Texas Realtors® and TREPAC will continue supporting discrimination.

Why is this effort so important?

- NAR is the nation's largest trade group with 1.5 million members. It's a lobbying machine led by RPAC. It touts itself as "nation's largest direct contributor to candidates that stand up for American homeowners and individual communities." Realtors have a huge presence, and it is time to put the power of our industry behind making sure NO ONE in our nation is discriminated against.
- Too many enthusiastic RPAC supporters have blinders on. As we've heard, they believe RPAC "needs to stay in its lane." That means if a candidate supports Fair Housing or is pro-Realtor, we will consider them. It doesn't matter if they discriminate. It doesn't matter that their discrimination may damage communities, create barriers for financial stability and generational wealth, which all go against our industry's desire to ensure homeownership for all. These results are EXACTLY what the Realtor® Party claims to stand for.

Is the LGBTQ+ community a growing force in homeownership?

- It is important to recognize that almost everyone in the U.S. already loves and/or is very close to an LGBTQ+ person.
- The documented LGBTQ+ population is growing as a February 2023 Gallup poll found that the presence of LGBTQ+ adults in America has risen to 7.2% from 5.6% in 2020. It was 3.5% in 2012 and grew to 4.5% in 2017.
- But because society continues to be more and more welcoming, the documented percentage of LGBTQ+ community members steadily rises in younger generations
 - Gen Z (born 1997-2003) 19.7% LGBTQ+
 - Millennials (1981-1996) 11.2%
 - Generation X (1965-1980) 3.3%
 - Baby boomers (1946-1964) 2.7%
 - Traditionalists (before 1946) 1.7%
- The U.S. Census recently shared there are 1.2 million same-sex households in the United States, 710,000 were married couples with 500,000 unmarried. The number of households is up from 550,000 in 2008. Many observers believe the number of LGBTQ+ households is low as unmarried couples are hard to track.
- UCLA's Williams Institute reports that the LGBTQ+ homeownership rate is 49.8% which is far lower than the U.S. Census reports for the national average of 64.6%.



How prevalent are anti-LGBTQ+ bills and what is their impact?

- The past several years have seen an explosion of anti-LGBTQ+ bills in state houses across the nation. HRC is currently tracking approximately 325 bills and laws. The impact of these bills is having a profound impact on the LGBTQ+ community. More than half of LGBTQ+ adults (51%) reported that discriminatory bills and rhetoric moderately or significantly affected their mental health or made them feel less safe. The number jumped to 81% for transgender people. ([Center for American Progress: Discrimination and Barriers to Well-Being: The State of the LGBTQI+ Community in 2022, January 12, 2023](#))
- Nearly 70% of LGBTQ+ Real Estate Alliance members believe that the current number of anti-LGBTQ+ bills being passed or discussed in statehouses around the nation will negatively impact the financial stability of LGBTQ+ people. Alliance members also have shared how these bills are forcing LGBTQ+ people and those with LGBTQ+ children to consider or actually move from their homes for safer regions and states.
- I can put you in touch with several of our members who are dealing with ostracized LGBTQ+ clients or parents with LGBTQ+ children.

ABOUT THE LGBTQ+ REAL ESTATE ALLIANCE

- We are a 501(c)6 non-profit dedicated to empowering the LGBTQ+ community on their path towards and enjoyment of homeownership.
- We launched in June 2020 led by top real estate agents, brokers, brand leaders, lending and title professionals along with members LGBTQ community and allies.
- Membership opened on October 1, 2020.
- We currently have more than 4,000 members
- We strive to improve the professional lives of our members while providing consumers with the proper resources to assist in buying, selling and enjoying their home.
- Our advocacy platform includes:
 - Growing LGBTQ+ homeownership levels
 - Eliminating housing discrimination based on sexual orientation and gender identity
 - Passage of the Equality Act



WELCOME TO THE ALLIANCE RPAC SITE

The LGBTQ+ Real Estate Alliance is calling all Realtor® Political Action Committees (RPACs) to refrain from endorsing and funding elected officials and candidates who openly engage in discriminatory behavior against diverse groups including the LGBTQ+ community. The Alliance has unveiled a website that tracks which RPACs are currently supporting those who openly discriminate against the LGBTQ+ community.

INSTRUCTIONS ON HOW TO USE THE SITE

Visit <https://www.realestatealliance.org/tracking-rpac/> to use this new tool.



This next section addresses how local chapters can address local, regional and state Realtor associations and their RPACs who are currently supporting anti-LGBTQ+ politicians.

You will find:

- 1) National press release announcing launch of website which tracks RPAC support of anti-LGBTQ+ elected officials and candidates.
- 2) Fill-in-the-Blank letter that chapter Presidents can send to appropriate Realtor® association and RPAC leaders.
- 3) Fill-in-the-Blank email that chapter members can follow up and send to appropriate Realtor® association and RPAC leaders.

If you participate in the program, please ensure that you CC on your President's letter or email the following:

Ryan Weyandt, CEO, LGBTQ+ Real Estate Alliance (Ryan@RealEstateAlliance.org)

Anita Blue, President, LGBTQ+ Real Estate Alliance (ABlue@RealEstateAlliance.org)

Kevin Sears, President, National Association of Realtors® (KevinSears@searsre.com)



NATIONAL PRESS RELEASE:

For Immediate Release

Contact:

David Sirotty

david@realestatealliance.org

908-337-5865

LGBTQ+ REAL ESTATE ALLIANCE CALLS ON ALL REALTOR POLITICAL ACTION COMMITTEES (RPACs) TO CEASE FUNDING DISCRIMINATORY POLITICAL CANDIDATES AND LAWMAKERS

RPAC-FUNDED LEGISLATORS HAVE SPONSORED 322 ANTI-LGBTQ+ BILLS ALREADY IN 2024; RPACs COMBINED TO DONATE \$3.3 MILLION TO ANTI-LGBTQ+ POLITICIANS OVER THE LAST SIX YEARS

St. Paul, Minn. (March 14, 2024) –The [LGBTQ+ Real Estate Alliance](#) is calling all Realtor® Political Action Committees (RPACs) to refrain from endorsing and funding elected officials and candidates who openly engage in discriminatory behavior against the LGBTQ+ community. The Alliance has unveiled a [webpage that tracks RPACs](#) and their support of those who are openly discriminatory against the LGBTQ+ community. Over the last six years, which covers all of the most recent elections, RPACs around the nation have combined to award approximately \$3.3 million to those who have taken the lead in anti-LGBTQ+ political activity. RPACs have also funded 322 politicians who have sponsored anti-LGBTQ+ bills already in 2024 led by Oklahoma, Tennessee and Missouri RPACs which have supported 46, 29 and 25 elected officials, respectively, who have sponsored anti-LGBTQ+ bills this year.

“We are working with the Human Rights Campaign (HRC) and using services from the American Civil Liberties Union (ACLU), to empower real estate professionals to bring about change,” said LGBTQ+ Real Estate Alliance President Anita Blue. “I live in Texas and am an agent with eXp Realty. I love working in real estate and know how important it is to fund pro-housing politicians. But too often, as our new site shows, RPACs are supporting those who are also anti-LGBTQ+. We launched the site to hopefully bring a needed discussion about changing the system on who receives RPAC funds. Housing and community go hand-in-hand and therefore those who divide us should not be supported.”

The new real estate industry tool cross-references those who author anti-LGBTQ+ bills from the ACLU with those who receive funding from RPACs from FollowtheMoney.org donation records.



The Alliance, with more than 4,000 members, previously proposed an “Article 10 Rule” that calls for RPACs to refrain from funding discriminatory officials even if they support legislation favorable to real estate professionals. The idea has been supported by Realtor® associations in Washington State, Washington D.C., Reno, and Palm Springs with several others considering it for adoption.

Article 10 of National Association of Realtors® Code of Ethics reads in part:

Realtors® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. Realtors® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

“The Alliance has a responsibility to advocate on behalf of our LGBTQ+ members, along with current and potential LGBTQ+ homebuyers and sellers,” said Ryan Weyandt, CEO of the LGBTQ+ Real Estate Alliance. “There are already more than 320 bills sponsored in 2024 by RPAC-funded legislators. This needs to change. Thankfully we have so many allies standing with us including those who have taken the [Stop Hate in Real Estate pledge](#). It is shameful that leaders of the real estate industry continue to have a blind eye towards those who blatantly discriminate against people who are different. Laws and bills that are discriminatory are a housing issue. They force people to consider and re-consider where they live. Real estate leaders and professionals can do better. We can use our power for good and hopefully, by pulling funding, make candidates reconsider their views. If Realtors must abide by the code of ethics, clearly those we support should be held to similar standards.”

A year ago, the Alliance called on Texas Realtors® and its Texas Realtors® Political Action Committee (TREPAC) to refrain from funding several state Senators and Representatives, Governor Greg Abbott, Lieutenant Governor Dan Patrick and Attorney General Ken Paxton who have authored or supported multiple discriminatory bills against the LGBTQ+ community. It also asked Florida Realtors® and Florida Realtors® PAC to pull its 2022 [endorsement of Governor Ron DeSantis](#) based on his repeated discriminatory actions towards diverse groups including the LGBTQ+ community.

[Click here to visit the site.](#)

ABOUT THE LGBTQ+ REAL ESTATE ALLIANCE



The LGBTQ+ Real Estate Alliance is a 501(c)6 non-profit dedicated to empowering the LGBTQ+ community on the path to homeownership as we also advocate on behalf of the community on housing issues. The Alliance, founded in June 2020, is an all-inclusive organization that works to improve the professional lives of its members through a public-facing Alliance Referral Community. The Alliance began accepting members in October 2020 and has more than 2,600 members and dozens of chapters in North America. It was named the 2022 *Inman News* Innovator of the Year in the MLS, Association, or Industry Organization category. Its public-facing website, LGBTQplusHomes.com, provides information on home buying and selling along with allowing the LGBTQ+ community the opportunity to reach Alliance members for their real estate needs. For more information visit realestatealliance.org.

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STEP ONE

CHAPTER PRESIDENT FILL OUT THE FOLLOWING AND SEND TO THE APPROPRIATE ASSOCIATION AND RPAC LEADERS. IT CAN BE IN EMAIL FORM

Date

Name of Association President/Chief Executive Officer

Title

Association Name

Address

City, State, Zip

Dear Mr./Mrs./Ms./etc. Last Name,

On behalf of the LGBTQ+ Real Estate Alliance's Name of Chapter Chapter, along with our more than 4,000 members, Officers and Board of Directors, and with endorsement of the National LGBT Chamber of Commerce® (NGLCC), which represents close to two million LGBTQ+ business owners, we are sending this letter as a formal request that Name of Association and Name of RPAC immediately cease funding of candidates for public office who openly engage in discriminatory behavior and rhetoric against the LGBTQ+ community or other diverse groups.

You may recall that the Alliance has lobbied for the National Association of Realtors® (NAR) and RPAC to follow our proposed "Article 10 Rule." The idea has been supported by Realtor® associations in Washington State, Washington D.C. Reno, and Palm Springs with several others considering it for adoption.

The rationale for the "Article 10 Rule" is simple.

NAR, via Article 10 of the Realtor® Code of Ethics, is holding its members to higher standards than its own member-funded RPAC and subsequent political action committees under the Realtor banner. If Realtors are not permitted to discriminate, Realtor PACs should not – and cannot – be allowed to fund and support those who do. Additionally, NAR has stated publicly that it is in support of the Equality Act, and LGBTQ+ people. Therefore, supporting anti-LGBTQ+ politicians is not only a clear violation of NAR's own code of ethics, but it also is clearly not aligned with the national agenda and priorities of NAR.



As you know, Article 10 states:

Realtors® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. *Realtors*® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

If the below political officials were members of National Association of Realtors®, **Name of Association** or any local or regional Realtor® association, they would have almost certainly been sanctioned for violating Article 10 for their anti-LGBTQ+ stances. The Alliance has tracked nearly **Number** recent anti-LGBTQ+ bills in the state legislature written by **Name of local RPAC**-endorsed candidates. The list includes these officials who have authored and/or supported multiple discriminatory bills including:

- **Name, Title/District/etc.**
- **Name, Title/District/etc.**
- **Name, Title/District/etc.**
- **Name, Title/District/etc.**
- **Add more as needed**

We simply cannot understand why **Name of Realtor Association** appears to be another association that follows an antiquated pattern of making references to elected officials and candidates who “support our industry” in rationalizing financial support. This needs to stop. If a candidate cannot pass the “Article 10 Rule” they should be disqualified from funding and association support. Our “Article 10 Rule” is common-sense.

While we value the work Realtor® PACs do to fund those who support housing issues and ancillary concerns, there are far too many who are receiving PAC funding who have written, voted for, expressed a desire to vote for, and/or support anti-LGBTQ+ bills and rhetoric. As we have showcased above, **Name of Your State** has far too many.

The LGBTQ+ Real Estate Alliance, our partners and friends will no longer sit idly by as numerous states have instituted, are proposing, and/or working on bills that blatantly discriminate against the LBGTQ+ community. The Human Rights Campaign (HRC) is currently tracking more than 325 anti-LGBTQ+ bills around the nation.

It is unfathomable that while Diversity, Equity, and Inclusion (DEI) efforts are extremely visible in our industry (ex. 72% of our members polled believe their local real estate industry has placed an increased emphasis on DEI), **Name of Association** is choosing to support those who are blatantly dismissive of this work.

Those who receive PAC funding should be held to high standards which can no longer include discrimination or discriminatory actions.



Also, I invite you to consider that the LGBTQ+ community is growing and becoming increasingly viable in the U.S. housing market. Consider the following:

1. A recent Gallup survey found that 7.2% of American adults, and 19.7% of Gen Z, now identify as part of the LGBTQ+ community. The Human Rights Campaign (HRC) believes the total number to be 8%.
2. The U.S. Census recently shared that there are 1.2 million same-sex households in the United States, 710,000 were married couples and 500,000 unmarried. The total number of households is up from 550,000 in 2008.
3. The Census also reports that 18% of same-sex married couples and 10.8% of unmarried same-sex couples have children.

Obviously, our growing community which is currently able to marry and have children fits the profile of a client base which bodes well for increased homeownership opportunities and Realtor business.

Here are some other important items to consider:

1. The Public Religion Research Institute (PPRI) recently reported that 79% of all Americans favor laws that would protect the LGBTQ+ community from discrimination in jobs, public accommodations, and housing.
2. ABC News reports that 62% of Americans oppose legislation that prohibits LGBTQ+ lessons to be taught in schools.
3. 64% of LGBTQ+ Real Estate Alliance members report that more LGBTQ+ couples become homeowners since the 2015 Supreme Court ruling legalized same-sex marriage, while 42% have seen an uptick in LGBTQ+ singles purchasing homes.

While there are a variety of responses that **Name of Association** and **Name of RPAC** may provide in attempting to separate housing policy and other legislative activities, the LGBTQ+ Real Estate Alliance is calling on you to take a stand and move to the forefront of societal acceptance. Pulling support from those listed above who discriminate would be a major statement to our nation and hopefully be an impetus for change and greater acceptance of the LGBTQ+ community. Realtors are the ambassadors to their communities, and **the Name of Association** has the power to impact change.

We look forward to hearing from you regarding this matter.

Sincerely,

SIGNATURE



Name of Chapter President

Name of LGBTQ+ Real Estate Alliance chapter

List Your Association memberships

CC: Ryan Weyandt, CEO, LGBTQ+ Real Estate Alliance
Anita Blue, President, LGBTQ+ Real Estate Alliance
Kevin Sears, President, National Association of Realtors®



STEP TWO

THE DAY AFTER CHAPTER PRESIDENT SENDS THE LETTER BY EMAIL (OR A WEEK AFTER SENDING IT IN THE MAIL) CHAPTER MEMBERS CAN SEND THE BELOW TO THE APPROPRIATE REALTOR ASSOCIATION AND RPAC LEADER

Dear **First Name**:

As a member of **Name of your local Realtor® organization** and the LGBTQ+ Real Estate Alliance, **I am writing to support the** letter you received by email/mail from our chapter President **Full Name of Alliance Chapter President**. As you know, we are calling on his **Name of your local Realtor® organization** and **Name of your** RPAC to cease funding and supporting elected officials and political candidates who publicly discriminate against the LGBTQ+ community and other diverse groups.

I find it difficult to fathom how we can fund those proposing and/or working on bills that blatantly discriminate against the LGBTQ+ community. I say this knowing that Realtors® are held to the high standards of NAR's Code of Ethics which prohibits discrimination based on sexual orientation and gender identity. The time has come to hold those our industry supports to that same high standard.

I believe **Name of your local Realtor® organization** should also utilize the "Article 10 Rule" to ensure that those we support locally are also held to high standards.

I believe we have the power to force change. The threat or the realization of losing RPAC funds could spur these politicians to refrain from their discriminatory behaviors.

I look forward to hearing from you soon.

Full Name

Normal email signature