



**Greater
Chattanooga
Realtist**

Closing With Purpose

A Realtor's Guide to Voter Registration



Introduction to Civic Engagement

How Civic Engagement Professional Credibility and Community Trust

- Civic Engagement enhances professional credibility and community trust by building stronger relationships, boost trustworthiness and creates a positive brand image.
- Being civically involved allows you to have direct interactions with your community which help you understand your community needs. When community members see professionals engaged in civic activities, it builds trust. Community members are most likely to support those business they feel care about their community.

Introduction to Civic Engagement

Understanding the Role of Civic Engagement in Community Building

- Civic engagement plays a crucial role in promoting social justice, enhancing the quality of life within a community, and fostering a sense of belonging among its members.
- Initiatives that encourage civic engagement ensure that everyone has equal rights, opportunities, and treatment. They address public issues, bring people together, build relationships, and ultimately improve overall well-being within the community.

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Objective

What we'll discuss today

Impact of Elections on Real Estate



How Elections Affect the Real Estate Market

Local elections significantly influence various aspects of community development, including zoning and land use policies, property taxes, affordable housing initiatives, economic development strategies, regulatory environments, infrastructure development, public safety and services, as well as rent control and tenant rights.



Impact of Elections on Real Estate

Real World Examples of Market shifts due to elections

Zoning and Land Use Policies

Over the past decade, local elections have had significant effects on zoning policies. For instance, recent changes in zoning to promote mixed-use developments in previously single-use residential areas were driven by elected officials responding to rapid growth. Metro Nashville Council's zoning changes in areas like The Gulch have allowed higher-density, mixed-use developments, which contributed to property value increases and accelerated the neighborhood's transformation.

In Chattanooga, elected officials on the city council have adjusted zoning to promote downtown growth, especially around the Southside. This has led to higher property values and increased real estate investment. However, it has also sparked debates on gentrification and displacement of long-term residents.

Impact of Elections on Real Estate

Real World Examples of Market shifts due to elections

Affordable Housing

Mayor John Cooper Focused his administration on affordable housing creating an affordable housing task force and increasing city investment in housing funds. The city's election results led to policies like the "Barnes Fund for Affordable Housing," which provided grants to developers for affordable housing. This policy, stemming from elected officials' agendas, has aimed to keep housing affordable, though property values in popular areas continue to rise.

Economic Development Policies

The creation of the Innovation District was pushed by city leaders and economic developers to attract tech and startup companies. This initiative has increased demand for housing and commercial space downtown, increasing property values. However, it also led to a shift in the housing market, with rising rents and decreased affordability.



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Unique Position of Real Estate Professionals

Why Real Estate Professionals Can Help With Voter Registration

Real estate professionals frequently connect with individuals moving into new homes and communities, and we are well-versed in local resources and governmental processes. We encounter a diverse range of clients who may need guidance on how to register in their new areas. These individuals often benefit from reminders or assistance to get registered, particularly if they are relocating to a new state. Real estate is a relationship-based business, and the trust you establish with clients can make them more open to discussions about civic engagement, such as voter registration.



Non-Partisan Engagement

Non-Partisan Engagement

Understanding Non-Partisan

Remaining non-partisan means avoiding any alignment with a particular political party or candidate.

As a professional, remaining non-partisan maintains trust and professionalism, prevents alienation of clients, protects industry standards and enhances civic engagement.

Real estate professionals and other volunteers should follow best practices to ensure fairness and trust.

For non-profit organizations like NAREB, maintaining mandatory non-partisan representation is crucial to fulfilling their mission effectively.

Non-Partisan Engagement

Understanding Non-Partisan

Best Practices

- Provide Clear, Factual Information Only
- Avoid Political Symbols and Language
- Use Non-Partisan Resources
- Use Non-Partisan language
- Offer Assistance Equally to Everyone
- Encourage Civic Participation Broadly
- Respect Privacy and Confidentiality
- Train Volunteers in Neutrality

Practical Steps for Voter Registration Integration



Practical Steps for Voter Registration Integration

Providing Voter Registration Cards at Every closing

Include a Voter Registration Packet

- Prepare a packet with voter registration materials, including forms or a link to online registration, and instructions on how to complete and submit the form. You could provide this packet along with other important documents at closing

Discuss During Document Review

- During closing, mention voter registration as a part of settling into the new home.

Create 'New Homeowner Checklist'

- If you provide a checklist for new homeowners, include voter registration as a step.

Offer a short community guide

- Create a guide to local resources, mention where they can find voter registration sites or how to register online, along with other useful information about the community.



Accurate Polling Location

When you update your information, your assigned to the correct polling location based on your new address.



Compliance

Voting districts are based on addresses, with each having different representatives and local officials. Updating your information ensures you vote on issues that impact your new community.



Avoid Delays and Issues

By updating your information in advance, you avoid potential delays.



Receive Important Voting Information

With your current address, you'll receive absentee ballots (if applicable) and reminders about election dates, keeping you informed and engaged.

Practical Steps for Voter Registration Integration

Importance of Updating Voter Registration Information When Moving



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Make Voter Registration a Routine Part of Closing

Register
While
Closing





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Practical Steps for Voter Registration Integration

Deadlines

30 Days before an election.

Submission

Forms must be sent or delivered within 15 days of receipt.

Incomplete Applications

Do not fill out any missing information on a registration form

Resources and Tools

Local Election Information and Resources

In addition to encouraging clients to register and keep their information up to date, it is essential to provide them with resources for information about their community and upcoming elections. Here are some valuable resources:

- Information for Voters: [GoVoteTN.com](https://www.GoVoteTN.com)
- One Vote Election Project: TNDemocracyNetwork.org/OneVote
- Voter Guides: TNVoterGuides.com
- [Voter Registration Drive Training](#)
- [Conducting a Voter Registration Drive in Tennessee](#)
- [About Hosting Voter Registration Drives](#)
- [Vote 411: Vote411.org](https://Vote411.org)

Resources and Tools

Local Election Information and Resources

Be knowledgeable

Knowing local voting resources empowers people to vote confidently, supports civic engagement, ensures up-to-date guidance, and builds trust by fostering community involvement.

Where to Register

Community members can register to vote online or in person with a voter registration card from the local election commission. In-person registration may be preferable if users encounter online issues.

Partner With Local Organizations

Local community organizations participate in civic engagement initiatives, including voter registration. Partnering with these organizations can uncover new opportunities to increase voter registration.

Tracking and Measuring Impact



Keeping Track of
Your Numbers

Tracking and Measuring Impact

Keeping Track of Your
Numbers

Voluntary Surveys

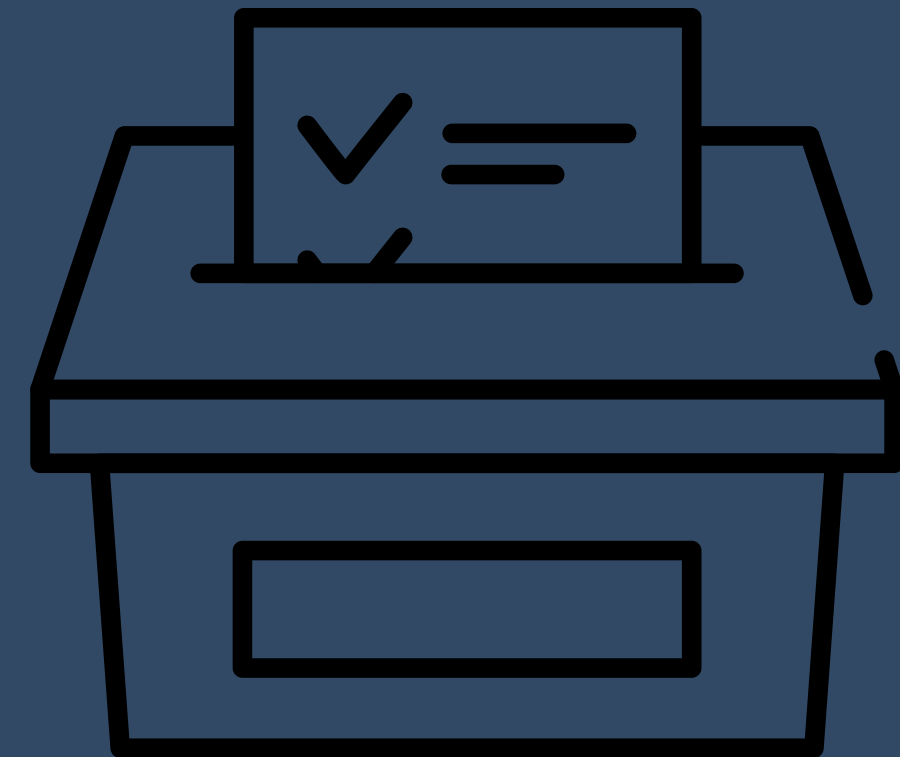
After closing, include a short, voluntary survey asking if clients registered to vote through your encouragement or information.

Follow-Up Emails

In follow-up emails, ask clients if they found the voter registration materials helpful and if they used them to register.

Registration Link Tracking

If sharing a link to online voter registration, use a unique, trackable URL (e.g., bit.ly link) to monitor clicks.



Identify Trends

Review data to identify which communication mentions lead to more registration. Focus on strengthening high-performing methods.

Tailor Content

If surveys show certain resources are more valuable, refine materials to include only the most helpful voter registration Information.

Set Goals and Measure Growth

Track how many clients register over time and set goals to increase engagement. Use feedback to adjust and improve materials each quarter or year.

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Tracking and Measuring Impact

Keeping Track of Your Numbers



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Thank you!

Feel free to ask me any
questions.



Conclusion and Final Thoughts

Recap and Key Takeaways

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Downloadable
PDF

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Voter Guides

G

GoVoteTN

P

Polls and
Politics
Booklet

W

Welcome
Home Packet

V

Voter Registration
Drive Training

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