

Your Field Representative

A Guide to Support Services



REALTOR[®] PARTY
★ of CALIFORNIA ★
CALIFORNIA ASSOCIATION OF REALTORS[®]

Your Field Representative is here to support you and serve as your direct connection to C.A.R., providing guidance, advocacy insight, and strategic support tailored to your local association or brokerage. This guide outlines the many ways you can leverage their expertise and on-the-ground resources to strengthen local initiatives, enhance member engagement, and advance your goals.

Government Affairs and Advocacy

- Provide Government Affairs and legislative updates
- Present on current state and local policy issues
- Assist with local advocacy and mobilization strategy
- Support Red Alert messaging and rapid response outreach
- Attend and support local government or policy meetings
- Provide political and legislative context to leadership and members

Messaging and Communications

- Deliver timely C.A.R. messaging and updates
- Assist with Red Alert deployment and follow-up
- Reinforce organizational priorities and initiatives
- Clarify complex or emerging issues
- Share messaging with Affinity and specialty groups
- Ensure consistent understanding across membership

Association and Committee Engagement

- Attend LGR meetings
- Attend LCRC meetings
- Attend RAF committee meetings
- Attend YPN meetings
- Attend affinity group meetings
- Participate in association board or leadership meetings
- Support Government Affairs Directors and association leadership

Regional Intelligence and Feedback

- Gather member feedback and concerns
- Identify emerging local or regional issues
- Share real time intelligence with C.A.R.
- Provide awareness of trends in other regions
- Surface opportunities and challenges early

Member and Brokerage Engagement

- Attend caravans and marketing meetings
- Visit brokerages and team meetings
- Provide brief legislative and C.A.R. updates
- Engage new and non-active members
- Serve as a visible and accessible C.A.R. resource

Liaison and Resource Connection

- Connect AORs and members with appropriate C.A.R. staff
- Provide direction to C.A.R. tools and resources
- Assist in navigating organizational support
- Facilitate communication between local and state levels

Political and Voter Engagement

- Assist in planning and conducting voter registration activities
- Support REALTOR[®] Party and advocacy engagement
- Help identify and engage member advocates
- Provide guidance on grassroots outreach strategies
- Support local political engagement efforts