

CONSUMER ADVOCATE PROGRAM

Consumer Advocates and Local Political Coordinators are South Shore Realtors® members who serve as watchdogs in their municipality on emerging issues impacting real estate, homeowners, and private property rights. Those experienced in civic life and novices alike are both welcome, with training and support offered.

Why me?

Civic engagement is good for business!

- When you're knowledgeable about what is going on in town you'll add to your credibility as a REALTOR®. You can **give a buyer the inside scoop** on improvements to the local park, where a new bike trail is going in, or how a new zoning bylaw will allow them to build an accessory dwelling unit.
- If your listing agent forgot to schedule that fire inspection, you can **keep you buyer on track to close** by tapping into relationships you've built with the fire inspector and inside town hall.
- **Get referrals** from movers and shakers in your town.

What do I need to do?

- Become familiar with your community and stay informed of municipal news.
 - 'Like' your community's Facebook page, sign up for their email newsletter, and create a google alert.
- Build relationships within municipal government.
 - Network at community events.
- When an issue arises, alert Program liaison.
 - Use Issue Assessment worksheet to get issues specifics, assess the impact, and determine its viability.
- When asked by Program liaison, act, such as speaking to elected officials or testifying at a hearing. (Your liaison will provide you with "talking points" and training.)

How does it work?

- Once you join the Consumer Advocate Program or the Local Political Coordinator Program (applications are available), you'll be assigned a liaison, who will provide you with training materials, worksheets, and cheat sheets to make integrating the program into your busy schedule as easy as possible.
- You'll be asked to take certain information-gather steps, as outlined above. Once you get the details to your liaison, the South Shore Realtors® leadership will determine its position. They may decide to stay neutral, support, oppose, or suggest amendments to the proposal.
- Sometimes they'll handle the issue Administratively, but occasionally you may be asked to testify or contact decision-makers. The Association will provide you with everything you need to be successful.

How do I sign up?

Call (781) 826-5139 or email info@southshorerealtors.com