

Letters to Elected Officials Standards

When officially addressing an elected individual or body in a formal letter, The Dulles Area Association of REALTORS® (DAAR) will use the following standards.

STANDARDS

SECTION 1: Approvals

All letters to elected officials will have final approval from the Association's CEO, Director of Communications, Government Affairs Director (GAD), and the DAAR Board of Directors before delivery.

Based on subject matter, messaging may need approval from the National Association of REALTORS® (NAR) and/or the Virginia Association of REALTORS® (VAR).

When issuing a joint statement with outside organizations, DAAR reserves the right to respectfully request edits and/or decline participation.

Letters will only be signed from the sitting Association President and/or the CEO.

Formatting, content, and/or framework of letters are subject to an editing process that will produce optimal standards of quality and effectiveness.

SECTION 2: Messaging

DAAR's official letterhead must be used.

Length should be limited to one page.

Letters should focus on one issue.

Letters will be clear and concise in their intent and messaging.

Tone is to be polite and respectful.

Overall messaging must be formally written in the Association's voice.

SECTION 3: Objectives

Letters will only be issued when a matter directly affects REALTORS®, homeownership, housing accessibility, and/or private property rights.

Letter will only be issued to express support or opposition for legislation or a direct course of action.

SECTION 4: Citation

DAAR only quotes from the pre-approved Association spokespeople below:

- DAAR Sitting President
- DAAR CEO
- DAAR Government Affairs Director
- NAR/VAR representatives
- Local, state, and national Elected officials
- Reputable organizations
- When appropriate, DAAR may quote a Committee Chair

All supporting documentation must be fact-based and cited from reputable, published sources (i.e. resources from NAR and/or VAR).

DAAR will not use anecdotal accounts and/or quotes from members of the general public.

Official meeting minutes will be summarized and not copied in bulk