

YOUR CONNECTION. YOUR VOICE. YOUR IMPACT.



State Political
Coordinator
Program

SOUTH CAROLINA REALTORS®

WHAT IS THE SPC PROGRAM?

The State Political Coordinator (SPC) Program is built around the idea that relationships matter. REALTORS® know better than anyone that trust and personal connection drive results, and advocacy is no different. SPCs are matched with a specific lawmaker and serve as the consistent, trusted resource that legislators can turn to when real estate issues arise.

SPCs build relationships over time by meeting with lawmakers, inviting them to REALTOR® events, and sharing firsthand stories from their own communities. By cultivating strong connections, when a legislator is weighing a bill, they have a REALTOR® voice they know and trust.

The program is grounded in three pillars: Identification, Education, and Mobilization. Together, these create a strong network of REALTOR® leaders who can shape the future of real estate in South Carolina.

TOP 3 REASONS TO APPLY

■ **Shape Policy Outcomes:**

Be the voice of REALTORS® when policy decisions are being made.

■ **Grow as a Leader:**

Get training, mentorship, and recognition as an advocacy leader.

■ **Make an Impact:**

Use your industry expertise and relationships to protect homeownership and strengthen the communities you serve.

WHAT SPCS DO

- Build and maintain strong relationships with their assigned legislator.
- Educate lawmakers on REALTOR® priorities and share their own stories.
- Participate in advocacy training and SC REALTORS® events such as the Spring Capitol Conference.
- Respond to calls for action and submit field reports through the Arena app.
- Serve as a reliable, trusted expert on real estate issues in their community.

WHO SHOULD APPLY?

We are looking for REALTORS® who are:

- Passionate about advocacy and protecting the real estate industry.
- Willingness to commit time to building relationships with state legislators and their staff.
- Interested in being part of an exclusive group of REALTOR® leaders across the state.

APPLY TODAY

This is your chance to be part of REALTOR® advocacy in South Carolina. Becoming an SPC means using your voice, your story, and your relationships to shape the future of our profession.

