



Charlotte Regional Realtor® Association

July 15, 2013

By now, you are well aware that there is a **serious threat to home deductions in North Carolina**. Legislators are looking to homeowners — and you — to cover the expense of their tax reform.

Tax reform is not about being Republican or Democrat, liberal or conservative. It's about ensuring we have a healthy economy, and that requires a healthy housing market.

We can't let our legislators make monumental decisions about tax reform and home deductions without hearing how changes will affect the housing industry, the economy and North Carolina families. Won't you be our "Housing Hero"?

Housing Hero Checklist:

- **Please locate and call your member of the North Carolina House of Representatives, immediately.** Ask them to preserve home deductions.
- **"Like" NCAR on Facebook, "Follow" it on Twitter, and "Subscribe" to its YouTube channel, today.** Then, "Like," "Share," "Favorite" and "Retweet" any posts on tax reform.
- **Be on the lookout for a new Facebook and Twitter profile picture today.** Please post it to your Facebook timeline and Twitter photos — encouraging your clients and friends to take action.
- **Send the sample email below to clients and friends today.** This will spread the word far beyond the 31,000 REALTORS® statewide.

Thank you in advance. By taking these four simple steps, there will be no doubt that those in Raleigh will hear us loud and clear.

SAMPLE EMAIL TO FORMER CLIENTS & FRIENDS

Dear Friends,

It has been an honor for me to have assisted you in one of the biggest life decisions you will ever make. And, while I don't usually involve you in political matters, I would be remiss if I did not **warn you that your mortgage interest and property tax deductions are being threatened.**

In Raleigh, there have been a number of proposals by both Republicans and Democrats to reform North Carolina's tax code, and your ability to deduct your mortgage interest and property taxes off your state income is at stake.

Many of you purchased your homes with the expectation that these deductions would be available to you to meet your family's budget each year.

How to Take Action:

- It's crucial that you [view this video](#) to hear the ideas being discussed, [locate your member of the North Carolina House of Representatives](#) and **take action immediately by telling your legislators to preserve your dream of homeownership.** *Time is of the essence, so please take action quickly!*
- Please **"Like" Tax Reform Facts on Facebook, "Follow" it on Twitter, and "Subscribe" to its YouTube channel.** Then, **share the platforms** with your family, friends and neighbors.
- **Be on the lookout for a new Facebook and Twitter profile picture today.** Please post it to your Facebook timeline and Twitter photos — encouraging your friends and followers to take action.

Thank you in advance. We cannot do this alone!

Sincerely,

[Your Name]