



REALTOR® Information Campaign Defines Benefits of Quality Growth for State and Citizens

Recognizing the need to sustain and enhance the quality of life enjoyed by Washington's citizens, the Washington Association of REALTORS® is launching an information campaign to promote quality commercial and residential growth and encourage economic development throughout the state.

	<p>"REALTORS® believe we can build better communities by supporting quality growth and seeking sustainable economies and housing opportunities that embrace the environmental qualities we cherish, while also protecting individual property rights," said W.A.R. President-elect Cheryl Ferrier.</p> <p>"No-Growth' extremists currently dominate the local media, and they don't present a balanced picture about the positive contributions of growth," Ferrier continued. "Due to restrictions on land availability, REALTORS® and developers are often put in the difficult position of fighting against parks, open space and environmental protections, because these designations further limit the availability of land to accommodate growth. But, the real estate community recognizes the importance of such amenities to the quality of life-and to the marketability of surrounding property. Our campaign will carry our REALTOR® message to the citizens and elected officials throughout this state. Commercial and residential growth is key to the economic vitality and quality of life of our communities."</p>	
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A healthy economy plays a vital role in assuring vibrant communities for living and working. Economic development brings new opportunity and improved quality of life for city residents by increasing jobs, tax base, purchasing power, diversity, and availability of goods and services, and by offering community revitalization and improvements.

"It is important that our local governments understand the positive contribution that growth makes to our communities," said Economic Development Task Force Chair Greg Wright. "They need to take actions to encourage economic development and housing opportunities—such as increased zoning densities and building intensities—and develop regulations that will allow for quality growth in appropriate areas."

The Campaign

The REALTOR® Quality of Life Campaign will provide local associations and advocates with resources and support to promote commercial and residential growth in their communities.

REALTORS® understand the environmental qualities cherished by Washingtonians.

Campaign goals include:

- Influencing public policy to ensure accommodation of quality growth.
- Defining "smart growth" and the benefits of quality growth.
- Enhancing the REALTOR® image by underscoring community activism and concern.
- Electing candidates that support REALTOR® quality of life principles.

The campaign supports the National Association of REALTORS® "You've Got a Life—We let you live it" campaign, and incorporates N.A.R.'s "Smart Growth" program and its Land Use Initiative.

The Quality of Life program focuses on education and advocacy. It is designed to provide local associations and advocates with a toolbox of resources to assist with public outreach and lobbying local officials on growth management and land-use policies. W.A.R. is serving as the catalyst and resource to share information, expertise, research, training and other assistance with local associations.

To effectively implement the outreach program, W.A.R. will conduct a survey and additional research, as well as create a communication plan, and develop and make recommendations on policy issues. The W.A.R. Executive Committee has pledged \$40,000 to begin the program, and most local associations have committed support (more than \$11,000 from 15 associations, to date). N.A.R.'s Issues Mobilization Committee is reviewing a request for additional funding.

"Clearly stating the REALTOR® position is increasingly important as Washington State marks and reviews the 10th anniversary of its Growth Management Act," said W.A.R. 2000 President Phil Souza. "Our state's act has been touted as the best growth management legislation and is used as a model throughout the country. The messages Washington sends and the measures adopted-both good and bad-will resonate across the country. It is critical to REALTORS® in every state considering growth management or smart growth legislation that we REALTORS® effectively advocate our agenda in Washington State."

W.A.R. will be in direct contact with local associations as the campaign moves forward. For more information, contact Director of Government Affairs [Bryan Wahl](#) at 800-562-6024, x15. Posted 7/27/00. Archived 10/5/00 and 7/2/01.



Citizens desire vibrant communities for living and working.



Quality growth is important.