

# Building Strong Public Policy

## *Now and for the Future*

**This summer marks the 20th year of our work together** advocating on and providing counsel to national policymakers on significant issues that affect our industry and the overall economy. We are proud of The Roundtable's accomplishments over the last two decades and of the real estate industry we represent—our organizations' unique business model, the growth and expansion it has produced, the overall industry's continued contribution to the U.S. economy, and the security and opportunity real estate investment offers to millions of American workers, investors, residents, and businesses.

**Your support for our work over the last twenty years has delivered consistent returns** in the form of forward-looking, data-driven, sustainable public policy. Most recently, the passage of once-in-a-generation tax reform (itself, the result of years of preparation, research, advocacy, and analysis); the creation and modernization of the ENERGY STAR and ENERGY STAR for Tenants programs; and the reform of construction and other real estate lending rules. Those policy outcomes, and many others over the years, set the stage for our continued positive participation in helping shape policies now and into the future.



**Credible, non-partisan, data-driven advocacy has rarely been more important, or as demanding.**

Putting aside the challenges of partisan politics, the tools of advocacy have changed. Traditional vehicles for paid, earned, and even social media are now clogged with exponentially more traffic than any one consumer can digest. Corporate investments in social responsibility, “grassroots” representation and advocacy, and coalition building are increasingly important.

**We are eager to build on our past issue successes as we continue to meet the challenges of the next several years.** And we are proud to represent an industry so committed to the future and the state of the art, whether in energy conservation, emerging technologies, security and resilience, construction and cost, transportation, or in the public policies that support all of the above. The Roundtable itself is similarly focused on innovation in our advocacy work and is investing in new tools and technologies to more effectively convey our balanced, data-driven, and non-partisan perspective.

**We are striving to reach more policymakers with our research, data, and analysis.** The Roundtable is consistently ranked the most effective real estate association among key senior Washington policymakers by *National Journal's* Policy Brand Index. But our work—and the value of our research and perspective—will soon be available to a broader scope of federal decision makers through our improved digital presence and an increased circulation of our publications, like *Roundtable Weekly*. Better strategic use of digital media data and analytics will ensure that the full complement of relevant federal policymakers have easy access to our insights and support.

**We are deepening our engagement across The Roundtable's diverse membership network.** It is our



*Roundtable Chair Debra A. Cafaro (Chairman and CEO, Ventas, Inc.) and Roundtable President and CEO Jeffrey D. DeBoer.*

privilege to serve and represent such a broad range of industry voices, experiences, and views. We will continue to solicit those views through our annual member survey, and build them into our strategic planning. We are also continuing in our commitment to building a community and network of industry leaders that reflects the diversity of those we serve across the country. Our strength is in that diversity and the more sustainable policy recommendations it produces. Diverse perspectives produce better results and better decisions.

**We are working to more effectively convey our members' experience to policymakers.** Washington policymakers turn to us to provide them with the perspectives of our uniquely diverse membership of real estate owners, developers, managers, brokers and financiers, but also the plumbers, electricians, carpenters, architects, engineers, teachers, school bus drivers, municipal civil servants, retirees and others our industry benefits. We have access to countless compelling stories to inform our federal officials' policy work. We will work to better source and package those narratives as part of the perspective we have consistently made available.

**Our focus is and always will be policy work. And our policy work will always be focused.** We continue to support greater investment in our national infrastructure systems—including transportation, utilities, and telecommunications—to boost productivity and expand the national economy for everyone. We also continue to advocate for public policies to provide adequate housing for all Americans, and especially for lower and moderate income Americans, including those who are seniors and

residents of assisted living facilities. We remain focused on measures that maintain reliable credit capacity, capital formation, and effective risk management tools vital to liquidity and we remain concerned about the damage that a long-term high budget deficit might cause. We advocate for energy efficiencies that improve building performance, spur innovation, and create U.S.-based jobs, and we support new incentives to use highly energy efficient lighting and equipment. We continue to urge policymakers to build policies that address the challenges of immigration—legal and illegal, at all skill levels. The security and resilience of our commercial facilities sector remains a top policy priority, as is the safety of all Americans who live, work, shop, and play in our buildings. In this area, nothing is more important than a timely congressional renewal of the Terrorism Risk Insurance Program before its expiration in 2021, and new approaches to counter cyber threats.



**Finally, we remain committed to you, our members, and grateful for your support.** Your participation in our general meetings and policy committee meetings, your contributions to our political action committee (REALPAC), and your consistent dedication to the long-term health of our industry and our shared success both inspire and humble us. We are honored to work with you and for you.