



NORTH CAROLINA ASSOCIATION OF MORTGAGE PROFESSIONALS

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Rules For Effective Lobbying

- 1) **Tell the truth.** A lobbyist is only as good as his or her word. Legislators rely upon the you for information. Providing inaccurate information would harm that lobbyist's reputation.¹ **DO NOT ENGUAGE IN WHAT YOU 'THINK' OR WHAT YOU 'BELIEVE'.** This could damage your effectiveness.

NCAMP would add to this that you do NOT HAVE TO BE A LEGISLATIVE OR LEGAL EXPERT TO BE EFFECTIVE!!!!!!!!!! Talk about what you know --- how you originate loans, how you and your customers will be affected by this legislation. We have access to experts who you can get to speak to your legislator. If you need this, contact North Carolina Association of Mortgage Professionals headquarters (919 783-0767) and let them know you need it. Leave the papers we give you. Those papers are done by our experts.

- 2) **Never promise more than you can deliver.** For example, if grass-roots contacts are promised, the telephone calls, mailgrams, and letters must be generated; if political support is offered, it must be forthcoming.

If you promise the legislator something, make sure it is delivered. Any other action will hurt the North Carolina Association of Mortgage Professionals in the long run.

- 3) **Know how to listen so that you accurately understand what you are hearing. Knowing legislators and staff firsthand and being able to understand their concerns is important to success in the legislative arena.**

Listening involves hearing critical remarks. And forthcoming legislators will have plenty of criticism about the mortgage lending industry. DO NOT BE RUDE OR DEFENSIVE. Make the following points:

- a) Protecting consumers does not mean cutting off access to lending
 - b) NCAMP members should not be placed in the mix with predatory companies. NCAMP has always supported measures which protect and serve consumers.
 - c) Small companies are the conduits to the revitalization money designated by the U.S. Government. To shut these small companies down will mean that funds designated by the U.S Government can not be accessed by many of their constituents.
 - d) Give them a copy of the paper done by Bill Bost and tell them you can get access to our expert staff and Directors.
- 4) **Staff is there to be worked with and not circumvented. Unlike parliamentary forms of government, staff in the American legislature are key players and should not be ignored. Staff may often be as important as a Member of Congress since they may prepare the final briefing for a Member prior to a vote, or even draft the legislation.**
 - 5) **Spring no surprises. Members and staff need to know the source and degree of opposition or support for any given piece of legislation. All significant facts and arguments should be provided to them so that they can reach informed decisions.**

website: www.ncmortgageprofessionals.org

¹ Points 1 – 5 are based upon Bruce Wolpe's, Lobbying Congress: [How the System Works](#)