



St. Louis REALTORS® Prove Campaign Prowess in Winning Alderman Seat for One of Their Own —June 2015

It wasn't a hard decision for the 20-member Political Action Committee of the St. Louis Association of REALTORS® (SLAR) to back Mark Stallmann's candidacy for the Board of Aldermen in Ballwin, Missouri, last April. In fact, according to the association's Government Affairs Director, it was pretty much a no-brainer.

"Mark's not only a member," explains Maureen McDonnell, "he's also a past-President of the St. Louis Association, a past-president of the state association, and is currently the AE of the St. Charles Association. He's about as deeply entrenched in REALTOR® issues as it's possible to be." So when Stallmann was required to run to retain the seat he'd been appointed to fill on the Ballwin Board of Aldermen, SLAR was right behind him. Ballwin is a municipality of about 30,000 people within St. Louis County, about 40 minutes from downtown St. Louis. The open seat on its Board had, in fact, been vacated by a fellow REALTOR®, who was running for County Council.

The 7,000-member St. Louis Association had worked with the NATIONAL ASSOCIATION OF REALTORS® to conduct Independent Expenditure campaigns in the past, so McDonnell knew just what to do; she notes that the application process is absolutely user-friendly, and the Campaign Services staff, extremely responsive. With a grant from the REALTOR® Party and an additional contribution of its own PAC funds, SLAR mounted a campaign on Stallmann's behalf. Election laws in Missouri differ from those in most states, in that they allow for Independent Expenditure campaigns to coordinate with the candidate. "It makes it much easier," says McDonnell, "at least, when your candidate's someone like Mark. He was wonderful, and, of course, very grateful for the support." Stallmann's opponent had not sought the seat when it first became vacant, as Stallmann and several others had. The member who had left the Ballwin Board had won a seat on the County Council in the meantime, and supported Stallmann's candidacy to retain his former seat on the Board of Aldermen.

Because the campaign was a modest one, targeting only about 1,000 votes, and no strong opposition was expected, organizing it was a local task that fell to SLAR. NAR's Campaign Services division produced the mailers and online advertisements, and set up get-out-the-vote phone calls. Stallmann, the incumbent, did his own door-knocking. He won with a landslide victory of 71 percent.

"Mark is the epitome of a REALTOR® Champion, having served at several levels of member governance, as well as being CEO of a local association," states McDonnell. "He understands REALTOR® issues as a REALTOR®, as a leader in the association, and as a staff person. The membership of SLAR was behind his candidacy all the way." As property rights issues emerge for the board to address, Stallmann will provide his fellow Aldermen with a wealth of expertise; in the meantime, his is a strong voice for quality of life, health, and safety issues in Ballwin.

To learn more about how the St. Louis Association of REALTORS® is supporting REALTOR® Champions in local government, contact its Government Affairs Director, Maureen McDonnell, at mmcdonnell@stlrealtors.com or 314.590.2307.



Campaign Mailers and Banner

MARK STALLMANN

A Proven Leader Working Hard for Ballwin

On April 7, Elect Mark Stallmann for Alderman

Alderman **Mark Stallmann** has been a dedicated advocate for our city. With your help, Mark will continue to work to ensure that Ballwin is a great place to call home.

- **Supporting the Local Economy** – Encouraging new development and job creation that is sustainable and well-planned.
- **Preserving Our Community** – Investing in public safety, streets, and infrastructure to increase Ballwin's high quality of life.
- **Improving Amenities** – Maintain Ballwin's family-friendly recreational facilities and park system.

St. Louis Association of REALTORS® PAC
12777 Olive Blvd
St. Louis, MO 63141

Vote Mark Stallmann for Alderman, Ward 2 on Tuesday, April 7

Paid for by the St. Louis Association of REALTORS® PAC; Maureen McDonnell, Treasurer

VOTE

MARK STALLMANN

ELECT **Mark Stallmann**

Alderman **Mark Stallmann** is a long-time Ballwin resident who is dedicated to the future success of our city. He will continue to work to ensure Ballwin is a family-friendly place to live, work, and play.

- **Safeguarding Our Community** – Investing in public safety to maintain Ballwin's reputation as a secure, livable city.
- **Investing in Our Future** – Supporting well-planned residential and commercial development that brings sustainable growth to Ballwin.
- **Maintaining Our Quality of Life** – Keeping Ballwin's low tax rates while investing in recreation facilities, parks, and infrastructure.

AldermanMark.com

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STALLMAN
for Ballwin Alderman

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