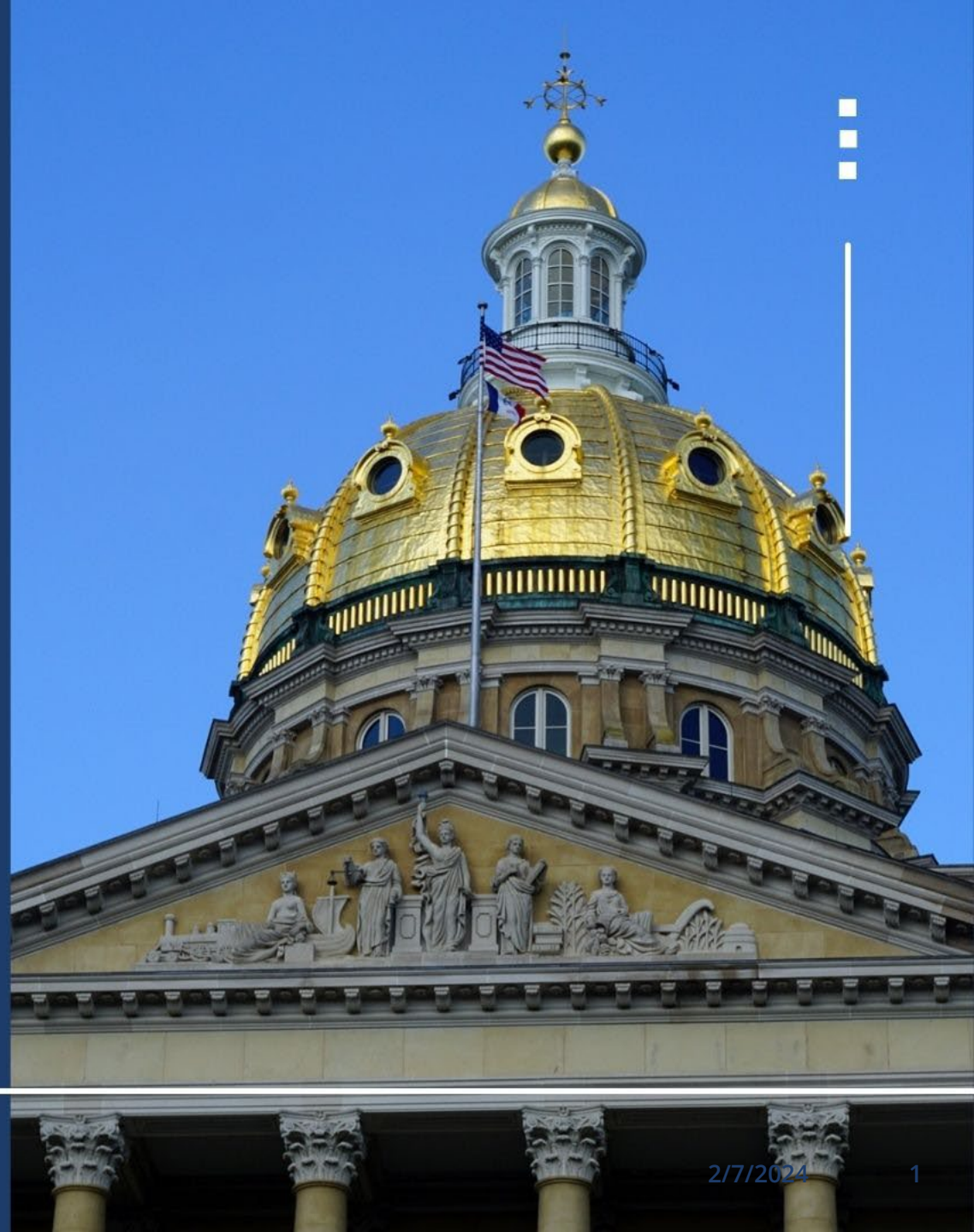
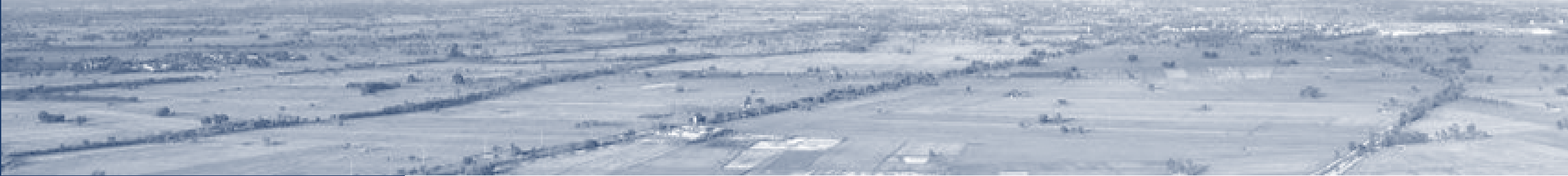


# ADVOCACY KICKOFF

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February 7, 2024





# Agenda

ADVOCACY KICKOFF

FEB 7, 2024  
9 a.m.

- **Introduction**
- **Modernization Initiative**
- **Advocacy Strategy**
- **Create Effective Communication Strategies with Stakeholders**
- **Five steps to deliver your key message**
- **Develop Key Messages**
- **Update Your Monthly Challenge Report**
- **Adjourn**

# Fee Policy Working Group Members

## ICRA Legislative Representatives



**Stacie  
Herridge**  
Story County



**Megan  
Clyman**  
Davis County

## District Fee Policy Working Group Members

| DISTRICT 1   | DISTRICT 2     | DISTRICT 3     | DISTRICT 4    | DISTRICT 5   | DISTRICT 6  |
|--------------|----------------|----------------|---------------|--------------|-------------|
| Travis Case  | Hannah Elliot  | Kelly Seward   | Geralyn Greer | Dawn Goldman | Kim Painter |
| Denise Allan | Shirley Troyna | Laura McKeever | Miranda Bills | Nancy Booten | Sue Meyer   |
|              |                |                | Mary Ward     |              |             |

# ... — OVERVIEW — ...

## “MODERNIZATION” INITIATIVE

- Fee Planning Work Group
- Auditor Transfer Fee Subcommittee
- ESS Standards Subcommittee and Document Formatting WG
- Surveyors WG
- Large County Advisory
- Other Subcommittees

# Fee Policy Survey Results

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Completed by 97 County Recorders

Preliminary results indicate \$10 fee increase

Large County Advisory

Other Subcommittees



# Participation & Purpose



## Decades Without a Fee Change

The survey captures the diverse opinions and recommendations of recorders from 97 counties across Iowa addressing

- justification for fee changes.
- expected reactions from stakeholders.
- plans for the utilization of increased funds.

As a benchmark, the fee was last adjusted in 1985. According to reports, 1985 was a fiscal year, therefore, the last change took effect earlier, on July 1, 1984.

# Other State Fee Policies

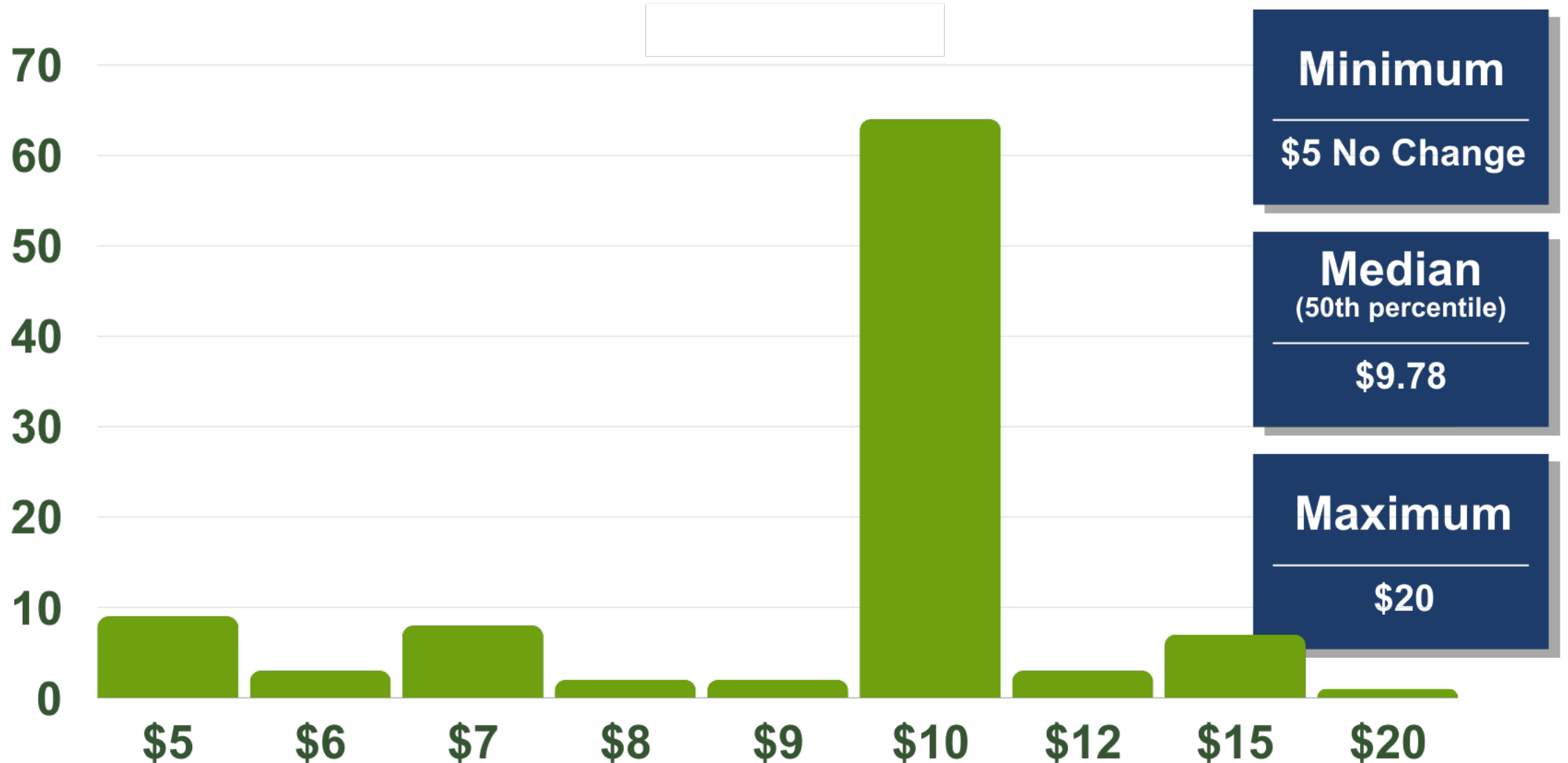
## Central States

| 1 PAGE<br>RATE  | 4 PAGE<br>RATE  |
|-----------------|-----------------|
| \$7<br>1985     | \$22<br>1985    |
| \$20.02<br>2023 | \$62.91<br>2023 |

Mortgage Recording Fee Central U.S. State



# ... — Proposed Fee Results — ...



# Base Fee Statistics

97 of 99 counties participated  
Current fee per page is \$5

## Mean (average)

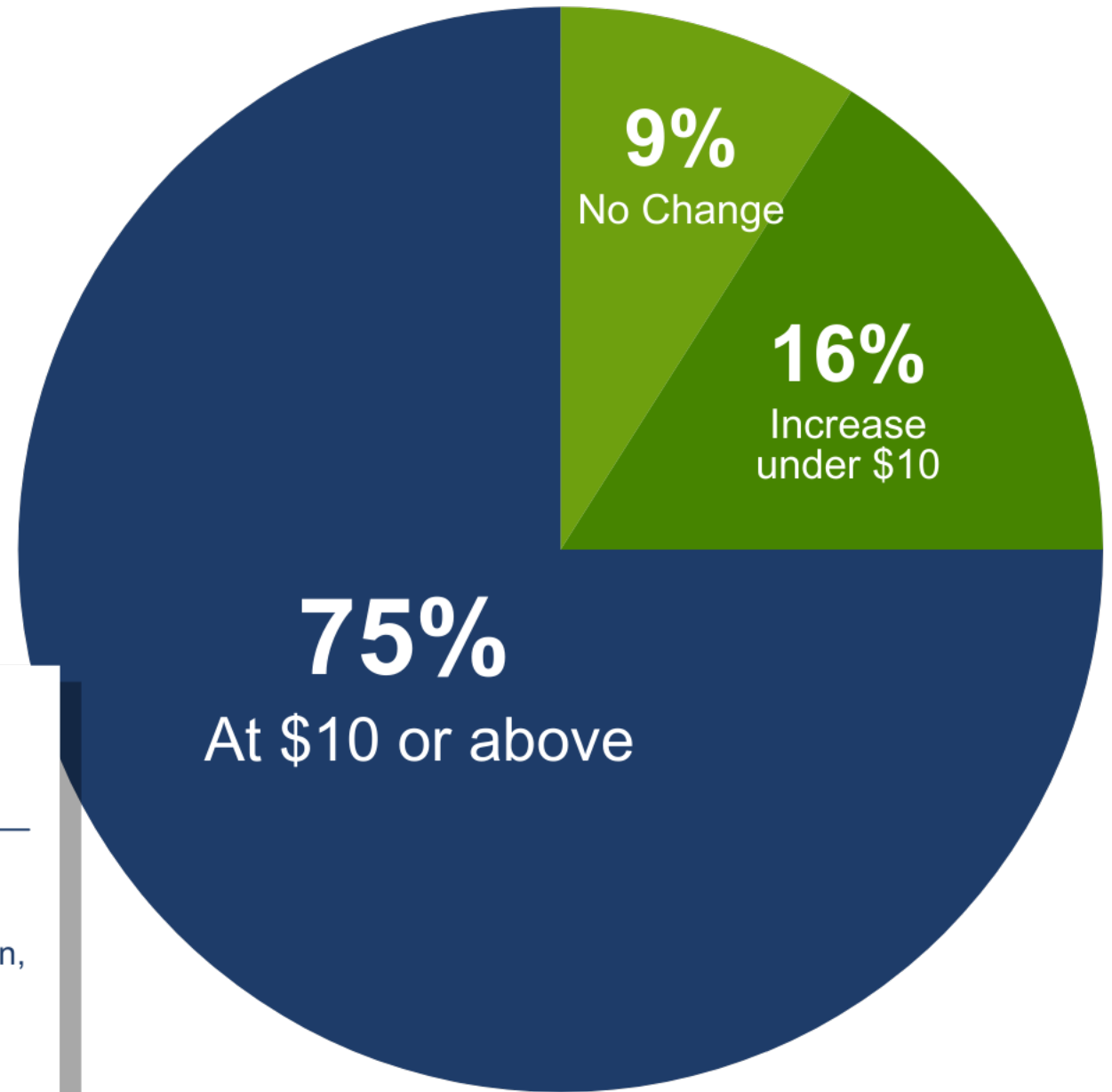
**\$9.78**

is the average of all  
survey answers for a  
proposed fee per page.

## Deviation (standard)

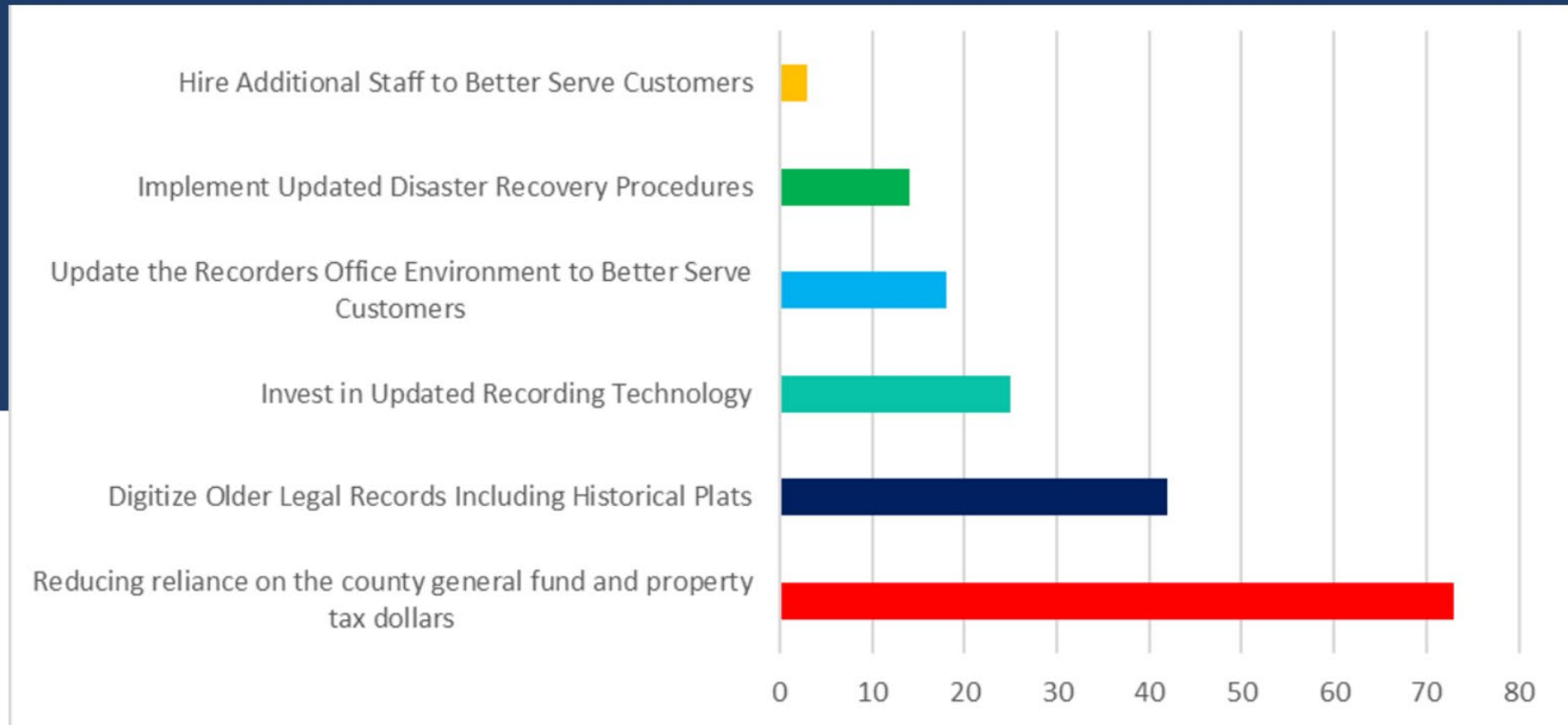
**\$3.05**

is the standard deviation,  
indicating variation in  
responses submitted.



# ... — Fee Policy Survey Results — ...

## “Where would the extra user-fee be applied?”



# ICRA - ESS Fees

## **Increase Base Fees**

- Inflation?
- Targeted Percentage?
- Targeted Amount Per County?
- Targeted Amount Per Capita?

## **Change Fee Structure**

- Flat Fee?
- Hybrid Fee?

## **Fee Uses**

- Recording Services
- Other Recorder Uses?
- Other County Uses?
- Other Policy Objectives?

## **Related Topics**

- Auditor Transfer Fee
- Non-Standard Fee
- ESS Fees

# ICRA - ESS

# Customer Benefit Examples



## Processing Policies

- Formatting
- Consistency
- Recordability
- Efficiency
- Predictability

## Digitizing Records

- Accessibility
- History
- Chain of Title

## Security

- Disaster Recovery
- Immutability

## Interoperability

- System Cross References
- Associated References

# ICRA - ESS

# Reform & Modernization

A Path To

# SUCCESS

Advocacy

Fee Creativity

Customer Benefits



# Working Group Discussion



# ... — Advocacy & Lobby Strategies — ...

## Crafting Your Message

### An Effective Advocacy Message

- ☒ Identify your stakeholders
- ☒ Start with soft communication  
(offer to assist to improve issues)
- ☒ Stakeholders can be advocates  
(activate them to support you)
- ☒ Leverage personal relationships



# ... — Advocacy & Lobby Strategies — ...

## Crafting Your Message



**Prioritize your stakeholders with a matrix**

**Influence of Stakeholder**

|                        |                        |
|------------------------|------------------------|
| <b>Medium Priority</b> | <b>High Priority</b>   |
| <b>Low Priority</b>    | <b>Medium Priority</b> |

**Interest of Stakeholder**

# Advocacy Strategies

## Developing Your Message

### Who Else Can You Connect With?

|                                  |                                                |
|----------------------------------|------------------------------------------------|
| <b>Local Stakeholders</b>        | Attend a local event and communicate in person |
| <b>Legislators</b>               | Send emails & cards                            |
| <b>Board of Supervisors</b>      | Make a presentation                            |
| <b>Other County Associations</b> | Hold meetings                                  |



# Advocacy Strategies

## Planning Process

- ☒ Attend a meeting
- ☒ Present at a townhall
- ☒ Present at a conference
- ☒ Email, call, or send letters



# Advocacy Strategies

## Build Rapport & Trust

### **Actively listen**

- Show genuine interest & curiosity
- Set clear expectations

### **Establish credibility**

- Show you understand your legislative priorities
- Use talking points
- Refer them to your advocacy team for clarity

### **Collaborate & co-create**

- Solicit feedback, input and ideas

### **Communicate clearly & frequently**

- Use various channels, clear any uncertainty

### **Deliver value & results**

- Deliver high-quality work
- Use feedback & evaluation

### **Appreciate & Celebrate**

- Send cards & remind them they are valuable

# Advocacy Strategies

## Legislature Relationship Building



### **Legislators are people too**

- Talk to them & connect naturally

### **Recorders are elected too**

- Introduce your legislator to your role
- What is a Recorder?

### **Party Affiliation**

- You both belong to a political party
- Influence from within

### **Keep the conversation going**

- Continue your conversations about your role and what can be done to improve it for your communities

# Five Steps to Deliver Key Message



## You Are An Asset

- Define your ask
- Make "relationship-building asks"
  - Ask stakeholders to visit your office
  - Demonstrate the recording process
- Have something to offer
- Share your story & history in the county
- Offer to be a resource



# Advocacy Strategies

## Developing Your Message



### Identify yourself

"My name is \_\_\_\_\_ and I'm from \_\_\_\_'s district."

### Be specific

-Explain why you're there

"I'm hoping to..."

-Why is it important?

-Be a resource

-Remember to write a thank you

### Do not vilify your opponents

### Be polite

### Tell the truth

# Advocacy Strategies Overview



To deliver your key message effectively, follow these 5 steps:

- **Define your key message:** Clearly identify the main idea or point that you want your audience to take away from your communication.
- **Know your audience:** Understand who you are communicating with and tailor your message to their needs and interests.
- **Focus on the essentials:** Keep your message concise and to the point, highlighting the most important information.
- **Use effective communication techniques:** Utilize appropriate body language, tone of voice, and visual aids to enhance your message.
- **Reinforce your message:** Follow up your communication with actions or additional communication to ensure your message is understood and remembered.

# Stakeholder Communication

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## Talking Points

### A possible conversation- part 1

- Have you heard about our Association's "modernization" initiative?
- It's a proposal we're planning to bring forward in 2025.
- We're looking to modernize our recording services with an investment of a reasonable adjustment in recording user fees.
- The Association is engaging with our stakeholders to identify areas of improvement.
- Recording fees are user fees that are paid to cover the cost of recording a real estate transaction and revenue from recording fluctuates with the real estate economy.

# Stakeholder Communication

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## Talking Points

### A possible conversation – part 2

- Did you know that Iowa recording fees haven't been updated since 1985? Almost forty years! To put this in perspective, the cost of a postage stamp has tripled in that same time span from \$0.22 to \$0.68.
- Iowa recording fees are the lowest in the Central U.S..
- What are the proposed fee changes? Still being planned, but likely less than the rate of inflation.
- An adjustment in these user fees is needed to allow for investment in the planned modernization efforts.
- The plans are being developed now and more information should be available soon! When ready, I'll reach out to you.

# Discussion



# Communication

## More Than Words

### **BUILDING CONNECTIONS**

Building relationships with your community and colleagues while meeting your promise as a Recorder

### **INFORM & LEARN**

Assume people don't know all that you do. Be vocal about the services your office provides and value you bring to the county offices.

### **SHOW YOUR WORK**

Pictures and video tell a story. People don't know what you do and that you're doing it WELL until you SHOW them. REMIND THEM.

# Next Steps

- ☐ Member Survey
- ☐ Guiding Principles
- ☐ State Recording Fee Research Results
- ☐ Review Of Other Comparable Filing Fees
- ☐ Preliminary Fee Target
- ☐ "Making the case for a fee update"



# Thank You!

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February 7, 2024

