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**Subject:** SC REALTORS® Rally  
**Location:** Columbia Metropolitan Convention Center, 1101 Lincoln St, Columbia, S.C.  
**When:** 3/15/2016 11:00:00 AM - 11:15:00 AM

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**APPROVED BY:** NH and TP on 12/1

**EVENT:** SC REALTORS® Rally

**DATE:** Tuesday, March 15, 2016

**TIME:** 11:00-11:15 AM

**LOCATION:** Columbia Metropolitan Convention Center, Ballroom C, 1101 Lincoln St, Columbia, S.C.

**LOCATION SET-UP:** Stage, podium, microphone, rows of chairs

**SCHEDULING CONTACT:**

Sara Brown  
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**ADVANCE STAFF:** Brian Symmes

**PURPOSE:** Governor Haley will address the SC Realtors Annual REALTOR Rally.

**PRESS:** Yes.

**PUBLIC:** Yes.

**INVITED BY:** Sara Brown, Political Coordinator, South Carolina REALTORS®

**ATTENDEES:** 290 people

**INTRODUCED BY:** SCR's 2016 President David Kent

**LENGTH OF SPEAKING:** 10 minutes of remarks and 5 mins of Q&A

**SPEAKING ORDER/LINE-BY-LINE:**

10:00 AM	Introductions/Welcome - David Kent, SCR President
10:15 AM	Sen. Tom Davis Speaks
10:30 AM	Rep. Todd Rutherford Speaks
10:40 AM	RPAC and Realtor Party Update - Russell Grooms, NAR

11:00 AM	Governor Nikki Haley Address
11:10 AM	Issues Briefing - Lindsay Jackson, SCR Lobbyist
11:45 AM	Statehouse Etiquette - Nick Kremydas, SCR Chief Executive Officer
12:00 PM	Meet at Statehouse Lobby
1:00 PM	Hudson's BBQ on Statehouse grounds
3:00 PM	Statehouse Debrief at Columbia Metropolitan Convention Center

## **SUGGESTED TALKING POINTS:**

### **Introductory Remarks:**

- It's a great day in South Carolina, and I'm delighted to be here at the SC Realtors Association's annual rally.
- I want everyone to know that the Realtors Association does a terrific job representing you and ensuring your voice is at the table when decisions impacting the real estate market are being debated here in Columbia.
- As everyone knows, the Great Recession of 2008 crippled the entire economy, but the real estate industry was hit the hardest – realtors, builders, contractors, and mortgage lenders.
- There was job loss and a slowing economy
- Then came regulatory uncertainty from the federal government in the form of Dodd-Frank
- But I am proud to say we've turned the corner and the housing market is in a much better spot than it was just a few short years ago.
- A strong and growing real estate market depends on the strength of the broader economy, and South Carolina is clearly moving in the right direction.
- Last year was another record breaking year with more people working than ever in state history. From highs above 11 percent, the statewide unemployment rate has fallen to 5.5%, and we've announced over 74,000 new jobs in 45 out of 46 counties in the state.
- That's great news for South Carolina's economy as a whole, but there is great news specific to the real estate industry.
- First of all, even with the short-term rate increase in December, interest rates remain low.
- In 2015, the number of pending sales increased 12.8% and the number of closed sales increased by 11.7%
- Likewise, the median sales price also climbed, growing 6.2% year-over-year, and average days on the market decreased by 6.2%.
- That's a sure sign of growing confidence in the economy, and that's making a real difference for homebuyers and realtors.

### **General Points:**

#### **1. Economic Climate**

- a. First in U.S. exports for tires and passenger automobiles, second in exports of gas turbines, and twelfth in civilian aircraft.
- b. South Carolina's exports continue to grow because we have built a reputation around the world as a great place to do business.

- c. South Carolina ranked first for jobs linked to foreign investment.
  - d. Businesses from all over the world are interested in coming to South Carolina, due in large part to our world-class workforce and business-friendly climate.
  - e. Large-scale manufacturers certainly have a significant impact, but small businesses are just as important to our economic future.
  - f. Small businesses account for 97% of our state's total businesses.
2. So things are going well – we're the envy of the nation – but we still have much more to do.
- 1. Get creative in how we train people.
    - 1. We've already started: opportunity centers in prisons (Manning), welfare-to-work successes.
    - 2. Pathways Initiative: Scholarships to pursue vocational training and career education that end in a JOB, not a certificate.
    - 3. Opportunity Centers – culture change.
    - 4. Small business involvement – companies working with tech schools to develop programs that train workers to fill specific business needs.
  - g. Ethics Reform
    - 2. You've heard me talk about ethics reform for almost 4 years now, and I'll keep talking about it until the Senate passes it. We finally have a good chance of that happening in 2016. We need ethics reform to restore your trust in our government. We need ethics reform because it's just good government for the people and you deserve that.
    - 3. When it comes to ethics, there are three things that are hugely important to me:
      - 5. Income disclosures for public officials
      - 6. Independent investigations for complaints against legislators – no more fox guarding the henhouse.
      - 7. Removal of conflict of interest – lawyer legislators disclosing money they make when they sue the state.
    - 4. Please contact your House and Senate members and let them know this issue is important.
  - h. Infrastructure
    - 5. Outline the current work being done by DOT:
      - 8. Our DOT has been committed to improving the current state of our roads.
      - 9. In FY 2014-2015, the received and process over 70,000 work requests, resulting in thousands of patched potholes, thousands of mowed acres, tons of trash and debris removal, and more than 9,000 approved encroachments permits.
      - 10. SCDOT also conducted emergency repairs on many of our major highways, including I-77, I-95, I-26, and I-85.
      - 11. Secretary Hall has also implemented transparency mechanisms to help the public understand SCDOT's priorities and way ahead.
      - 12. But, even with her leadership, the work on our roads and at SCDOT is not complete.

6. Outline the current problem:

13. Competitiveness argument – we're doing great but NC and Georgia are gaining on us.
14. Roads – we all know we need more money for roads. It's a safety issue for our people, and it's an economic issue for our businesses.
15. Structure of the DOT – right now it doesn't work, it's regional and political and it has to change.
16. Thank the Senate for their work, and urge the House to act.
17. The Senate acknowledged that you have to reform the system before throwing money at it.
18. Roads improvements should be based on safety, traffic, and development, not on which legislative members are in leadership.

7. Summary of Senate Bill:

19. Reconstitutes the Transportation Commission to an 8-member board.
20. Each member of the Commission is appointed by the Governor and subject to Senate confirmation.
21. The Commission submits a Secretary to the Senate for confirmation upon approval of that candidate by the Governor.
22. Establishes oversight of SIB project selections by the commission and vests the Commission with authority to reject SIB projects.
23. Directs the General Assembly to appropriate not less than \$400 million per year to roads.

i. K-12 Education

8. Building on four pillars:

24. Fair and simple funding: eliminate ancillary funding streams and distribute funding through the Education Finance Act (EFA), while sustaining and increasing base student costs.
  25. Technology: have worked to increase funding to improve broadband access and 1-to-1 computing initiatives, and provide flexibility for districts and the Department of Ed. to purchase digital instructional material or data security investments.
  26. Public school choice: support full EFA funding for charter schools, and provide the Superintendent of Education the authority to contract with third party charter school operators in order to attract the most professional and distinguished organizations.
  27. Reading: full implementation of Read to Succeed and increased money for reading coaches to make sure children can read by the time they leave third grade.
9. I proposed five core initiatives that are focused recruiting students to become teachers while they are in high school, paying for a teacher's education – either directly or through loan repayment, making sure every teacher has a mentor and helping career teachers advance their own education and professional skills.
28. We have started small on this initiative, but my budget has ramped this program up and we're working to have these initiatives available to you and

28. funded by July 1.

j. Domestic Violence Task Force

10. South Carolina is now ranked first in the nation for the rate of women murdered by men, and has consistently been ranked in the top ten over the last decade.
11. Established the Domestic Violence Task Force to comprehensively address domestic violence in South Carolina.
  29. Phase I (Complete): Surveyed and collected data from different regions of the state.
  30. Phase II (Complete): Identify specific problems and create proposed solutions. Task force released 50 recommendations in August ranging from increased domestic violence training for certain professions and occupations to developing best practices for handling domestic violence cases.
  31. Phase III: Implement or begin to implement approved proposals.
  32. Phase IV: Assess short- and long-term goals for combatting and preventing domestic violence.

## **Richland County**

Announced Jobs: 1,875

Announced Capital Investment: \$301.6 million

Unemployment: Between January 2011 and January 2015, the unemployment rate in Richland County has decreased by 2.5 percentage points from 8.8 percent to 6.3 percent. There are now 16,043 more people employed in the county and 3,724 fewer people unemployed.