

BILL MALKASIAN, CAE

Vice President, Political Strategic Planning

National Association of Realtors

Madison, WI

bmalkasian@realtors.org

608-345-9004

Bill Malkasian is a trade association visionary. With a 30-year career spanning the Wisconsin REALTORS® Association and currently the National Association of REALTORS®, he has long been considered a top political strategist, organizational leader, and communications expert.

In 2011, the NAR leadership tapped Bill for Vice President of Political Strategic Planning to drive a new “My REALTOR® Party” initiative designed to expand the REALTOR® influence beyond national politics to the state and local level. Bill is working with state and local associations to develop tailored programs that will grow community involvement and political leadership.

To achieve the initiative’s goals, Bill is using his considerable abilities that he honed during 30 years with the Wisconsin REALTORS® Association, initially as its first Legislative Affairs Director and then its long-time President. Injecting new vigor into WRA, he gave brokers, agents, and property owners a large voice in Wisconsin and nationally, creating an organization that served as a model for other state associations.

Many of WRA’s strategic initiatives and programs were launched or expanded under his leadership:

- A Legislative Affairs program that became a nationally recognized force for positive change
- A Local Government Relations program that effectively influences local ordinances
- An Educational program that superseded all other providers to become the premier resource for real estate education in Wisconsin
- A Research program that became the top statewide resource for Wisconsin property issues
- A Media Relations function combined with a communications strategy, resulting in consistent access to state and local media and delivery of WRA messages

An innovator who won’t quit, he was also the impetus behind the founding of allied organizations Wisconsin Homeowners Association and On Common Ground, a grassroots organization dealing with smart growth. He created the Wisconsin REALTORS® Education Foundation to fund scholarships and research, expanded the WRA PAC, and launched its conduit to support political candidates.

In partnership with member leaders, Bill grew WRA from a small organization into a sophisticated force with 30 staff and an \$8 million budget supported primarily from non-dues revenue.

As the real estate world took note of WRA’s success, Bill increasingly became involved with the National REALTORS® Association as well as the International Real Property Foundation.

Bill’s strength is an ability to quickly absorb complex information and synthesize it into manageable priorities, enabling association members and staff to take their organization to new heights in the name of a bold vision. His

fresh perspectives on trade association mainstays of leadership development, government relations, education, and communications help push goals into reality.