



HOME DELIVERY

Residential Real Estate Trends, Issues and News for Consumers

The National Association of REALTORS® distributes *Home Delivery* every month to real estate, personal finance and consumer journalists as a resource for background or story ideas.

Home from Work™

According to the most recent American Community Survey released by the U.S. Census Bureau, more than one in three homeowners and nearly one in two renters spent 30 percent or more of their gross income on housing costs in 2005.

To create more affordable housing opportunities for public and private sector workers, NAR recently launched the “Home from Work™” campaign. The campaign trains Realtors® nationwide to work with businesses to develop employer-assisted housing benefit plans for their workers, including home-buying workshops, one-on-one Realtor®-led housing counseling and financial incentives. Employers can offer their employees any or all of these benefits, and NAR will provide no-cost assistance to employers who want to develop a customized EAH plan.

Story Springboard

- Conduct your own local affordable housing survey. Talk to renters and homeowners in your area about their monthly housing expenses, commutes, and how affordable they think it is to live in their communities, compared to others across the state and country. Interview Realtors® about how some of their homebuyer clients purchased their first home, and how housing affordability has changed over the years in their local market. To learn how some recent first-time homebuyers became homeowners, visit <http://www.realtor.org/rmomag.NSF/pages/feature2jun06>.

Rebuilding Communities – This Time, It’s Personal

As Realtors® gather from across the country for NAR’s annual convention in New Orleans next month, some of them won’t have to travel very far – an estimated 40,000 Realtors® in the area were directly affected by Hurricane Katrina.

Although at least 1,000 Realtors® will be volunteering throughout New Orleans on various Habitat for Humanity builds and other cleanup projects, many Realtors® are still in the process of rebuilding their lives and livelihoods throughout the region.

To learn more about the journey of six Realtors® who lived through the devastation of their New Orleans hometown, visit <http://www.realtor.org/rmomag.NSF/pages/Feat2200608?OpenDocument>.

Story Springboard

- It takes a village. New Orleans isn’t the only city in the country that’s rebuilding. Revitalization efforts, urban renewal, and Smart Growth development are taking place across the U.S. Talk to Realtors® and other business people, government officials and residents involved in redevelopment and revitalization projects in your local area to examine the process of rebuilding communities; what challenges do different interest groups face, how are decisions made, who does the work, and who benefits when the process is complete?

Come Blog with Us

Ever wonder about what Realtors® think of some of those quirky real estate reality shows? Or lay awake at night thinking about why the Internet hasn’t made buying a home more like purchasing an airline ticket? How about wanting to critically examine the data behind that Freakonomics report that claims Realtors® sell their own homes for more than those of their clients?

If you’ve answered a resounding “yes!” to any of these questions, or even a “yeah, okay, maybe,” then you should visit the NAR in the News blog. Launched in April 2006, the blog is open to all visitors, and comments are welcome. To visit the blog, go to <http://narblog1.realtors.org/mvtyp e/narinthenews/>.

Story Springboard

- Blogging for clients. More and more Realtors® are blogging as a way to stay in touch with their clientele, demonstrate their real estate expertise, and reach new audiences in their local markets. Talk to Realtors® in your area who have entered the blogosphere to learn about the advantages and drawbacks of this medium in building a reputation and expanding a client base.

Please contact Stephanie Singer, 202/383-1050, or via e-mail at ssinger@realtors.org, for additional ideas, sources, data and resources.

