

The National Association of REALTORS, “The Voice for Real Estate,” is America’s largest trade association representing more than 1.2 million members involved in all aspects of the commercial and residential real estate industries.

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What’s In a Home?

Introduction

Hello everyone, and welcome back to the NAR President’s Podcast. I’m Charles McMillan, 2009 President of the National Association of REALTORS®. Thanks for tuning in.

Ask the average American homeowner what his or her home is worth, and chances are that the answer will be at or above the average home price today. More importantly, if you were to ask the average person if buying a home is a good investment, more than eight out of ten would say “yes.”

To some people, particularly those who focus solely on home prices, such responses seem all-but delusional. But, when you really look into the heart of America’s homes, you see that the value of having a place that is all your own, where you can spend time with family and friends, has always far exceeded any financial return.

Within These Walls

For several years now, NAR has partnered with the Smithsonian Institution to sponsor an exhibit called “Within These Walls” at the American History Museum in Washington, D.C.

It focuses on the true value of homeownership – to individuals, communities and our nation – by highlighting the stories of five ordinary American families who lived in a house in Ipswich, Massachusetts, during a 200-year period. What happened in that house changed their lives, and our nation, forever.

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Recently, NAR’s CEO, Dale Stinton, and our Treasurer, Jim Helsel, had the opportunity to attend the Museum’s grand re-opening, after a long renovation. You can read Jim’s thoughts on the experience on the Voices of Real Estate blog.

Although I was not able to attend, I was excited to read a review in the New York Times, which gave “Within These Walls” the highest praise of any exhibit in the museum.

As the critic put it, “That is precisely what is missing from the museum as a whole: a sense that within these American borders, varied individuals and groups have shaped a unified story that demands telling.”

Although times have changed, and Americans are facing new challenges, homeownership has always been – and will always be – our most valuable asset.

The memories and experiences that the Ipswich families made in their home are no different than the everyday courage and sacrifices that are happening in homes all across America today. Those are stories that demand telling, and who better to share them than Realtors, who are working harder than ever to help Americans buy and keep their homes?

As we look forward to spending the holidays at home, with our own families and friends, I invite you to take just a moment and share some of those compelling stories about how homeownership has impacted a family you know, or your entire community.

It would thrill me to no end to get hundreds of stories from around this great nation of ours from Realtors to share with others in such an inspiring time.

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Again, just go to realtor.org/presidentsreport, click on the Voices of Real Estate blog, and send me your stories about families who have been impacted by homeownership.

Conclusion

That’s all for this edition of the President’s Podcast. Thank you so very much for tuning in.

Check back on Tuesday, January 6th for my next podcast. Until then, have a very safe and happy holiday season!