



Become an Expert at Expanding Housing Opportunities

REALTORS® will learn how to:

- Identify and explain the range of affordable housing opportunities and their benefits to clients;
- Describe how affordability affects the housing market, their clients, their business, and their community;
- Better analyze affordable financing options, including local, state, federal, and nonprofit assistance programs for buyers and renters; and
- Build partnerships to expand housing opportunities through advocacy, workforce housing initiatives, and green building concepts.

Getting Started

For more information, contact:
 Lora McCray, Manager, Housing Opportunity
National Association of REALTORS®
 500 New Jersey Ave. NW
 Washington, DC 20001
 202-383-7560 • lmccray@realtors.org

Other Educational Offerings

At Home With Diversity®

NAR certificate course that teaches REALTORS® to transact business in culturally competent ways.
www.realtor.org/diversity

Leading With Diversity

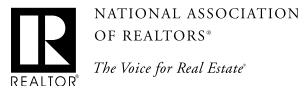
Three-hour workshop that helps you develop key initiatives to make diversity a part of your association's strategy.
www.realtor.org/diversity

Home From Work

Three-hour course that teaches REALTORS® how to work with local employers to implement employer-assisted housing benefits programs.
www.realtor.org/homefromwork



For more information contact
 National Association of REALTORS®
 Community and Political Affairs Department
 202-383-1191

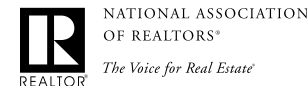


Expanding Housing Opportunities

A Vital Tool in Today's Economy



Now seeking REALTOR® associations to pilot this brand-new course!



Real Strength. Real Advantages.



Be Among the **First to Sponsor** the *Expanding Housing Opportunities* Pilot!

NAR is currently recruiting associations to pilot this course. NAR will:

- Provide a six-hour course that works as a stand-alone class or as a complement to state and local curricula.
- Cover the cost for the pilot classes offered in 2009.
- Provide NAR-approved trainers with specialized knowledge and expertise to teach the course.

As a sponsor, you will commit to:

- Incorporate *Expanding Housing Opportunities* into your housing opportunity-related certification programs, either existing or newly created.
- Offer the course two times within 12 months of the initial pilot.
- Continue to offer the course for two years following the initial pilot.

When the American Dream Looks Out of Reach, REALTORS® Find Solutions



Give Members the Tools They Want

In a recent survey, 74 percent of NAR members indicated a need for training on affordable housing. Be among the first associations to provide a course tailor-made for our times.

Deliver Affordable Properties

Affordability means different things to different people. REALTORS® taking this course will learn how to work with community groups, employers, and local officials to identify and gain access to quality affordable housing options for their clients. They will also learn how varied types of housing and alternative ownership models can widen their clients' range of affordable options.

Create Successful Partnerships

REALTORS® taking this course will be able to expand their field of vision to bring lenders, housing counselors, and community organizations into the REALTOR®-client partnership. They will see examples of how to work with their communities to create affordable housing through advocacy, workforce housing initiatives, and green building concepts.

Reach New Markets

Savvy REALTORS® are looking beyond their traditional client bases toward working families and first-time homebuyers—buyers with different needs, served by programs you'll want to know about.