



# HINTS FOR HOMEBUYERS

## Look To Realtors For Housing Opportunities

(NAPSA)—It's no secret that the cost of housing has skyrocketed in many parts of the country, placing stress on millions of families and forcing them to make lifestyle sacrifices to pay for adequate shelter. One out of every seven American families today faces critical housing needs.

That's why the nation's Realtors have just launched a new national program to help create more affordable housing opportunities—both rental and homeownership—in communities.

The National Association of Realtors' Housing Opportunity Program equips Realtors with tools they can use, including training, research, communications tools and opportunities to work in coalition with allied interests to promote the construction or rehabilitation of affordable housing projects.

Americans are worried about the high cost of buying or owning a home for their family.

Housing affordability issues are driving not only the housing market, but important lifestyle decisions as well, such as where to live and work.

"As Realtors, we're working with communities around the country to stimulate more affordable housing and close the homeownership gap. We're committed to helping every American afford his or her own home," said Cathy Whatley, president of the National Association of Realtors.

NAR's new program includes:

- Research to help Realtors and policymakers better understand housing concerns in their communities;
- Training and business development to educate Realtors about the importance of counseling consumers about the full range of housing options and to introduce Realtors to business opportunities in affordable housing;
- Coalition building activities



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HOUSING OPPORTUNITY PROGRAM

**A new program is helping to improve the availability of affordable housing.**

at the national, state and local levels to develop and advocate new approaches that make housing more affordable;

- Advocacy to promote a safe, healthy and affordable housing and viable housing finance options;
- Communication activities to encourage housing interests and policymakers to work together to find effective solutions; and
- A "living Web site" at [www.realtor.org/housingopportunity](http://www.realtor.org/housingopportunity) that highlights successful affordable housing opportunity programs, provides tools, and shares a wealth of resources that Realtors and others can use to help promote housing opportunities in their communities.

Housing costs are dividing America into two nations, one of "housing haves"—families that bought property before the price explosion or who can afford high prices—and another of "housing have-nots," who must scale down their expectations and make lifestyle sacrifices to afford adequate shelter.

NAR's new Housing Opportunity Program seeks to reverse that trend by empowering and encouraging the nation's 800,000 Realtors to become aggressive advocates for successful, credible and viable housing opportunity programs in their own communities.