



Fact Sheet

WHO?

Realtors® Care Day is an initiative of the Charlotte Regional Realtor® Association (CRRA) and its charitable arm, the Housing Opportunity Foundation (HOF).

WHAT?

As part of the commitment to sustaining affordable workforce housing, HOF is launching a community-wide project called Realtors® Care Day. The purpose of the all-day event is to assist homeowners with critical exterior home repairs, as well as provide adaptive and safety modifications for the elderly and disabled. Realtors® Care Day is expected to help approximately 30 families and realize a financial impact that exceeds \$75,000.

WHEN?

On Friday, April 24, 2009, Realtor® volunteers will work from 8 a.m. to 4 p.m. at 30 sites in Mecklenburg and Iredell counties. A Celebration Party will be held at the end of the day for Realtors®, family members from each site location and project sponsors.

Note to News Media: site locations for interviews and coverage will be announced a few weeks prior to the event.

WHY?

This project underscores HOF's commitment to sustainable, safe and affordable workforce housing, and CRRA's desire to serve the greater community during tough economic times. Each of the homeowners selected for the project will have demonstrated good financial practices but will have also been selected for their critical housing needs. Realtors® Care Day will also provide an opportunity to work with area housing partners to positively impact the living conditions of existing homeowners. These partners include the City of Charlotte Neighborhood Development, Habitat for Humanity of Charlotte, Habitat for Humanity of Iredell County, Habitat for Humanity of Matthews, Our Towns Habitat for Humanity, Love, Inc., and the Davidson Housing Coalition's HAMMERS program.

WHO WILL ATTEND?

Some 600 active Realtor® members of CRRA are expected to volunteer for the day. While volunteer opportunities are not open to the public, the magnitude of the projects involved will require professional assistance from builders, contractors, and other community professionals, such as painters, home inspectors and landscapers. In addition, each participating homeowner and his or her family are expected to take part in the day's activities as they are able.

For More Information:

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