



NEWS RELEASE

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Charlotte Realtors® Announce Inaugural 'Realtors® Care Day' on April 24

Mecklenburg and Iredell County Homeowners to Benefit from Charlotte Regional Realtor® Association's Housing Opportunity Foundation Event; Public Support Welcome

Charlotte, N.C. (March 9, 2009) – Some 600 area Realtors® will assemble from 8 a.m. to 4 p.m. on Friday, April 24, at more than 30 homes across Mecklenburg and Iredell counties to participate in the inaugural [Realtors® Care Day](#). The event – designed to assist deserving homeowners with necessary but often unaffordable exterior home repairs, as well as provide adaptive and safety modifications for the elderly and disabled – is an initiative of the [Housing Opportunity Foundation](#) (HOF), the charitable arm of the [Charlotte Regional Realtor® Association](#) (CRRA).

Trading BlackBerrys for toolboxes, Realtors® hope to make a lasting difference in the lives of dozens of homeowners by completing such tasks as building handicapped-accessible ramps, replacing roofs, gutters and windows, and repairing porches, railings, steps and a host of other home maintenance and rehab projects. Equipped with hammers and nails, and armed with a passion to give back, Realtors® are committed to undertaking repair projects that will result in a financial impact estimated to be in excess of \$75,000.

The Realtors® Care Day committee is working with regional housing nonprofits to identify those homeowners whose needs are most urgent. These groups include the City of Charlotte Neighborhood Development, Davidson Housing Coalition's HAMMERS program, Love, Inc., Habitat for Humanity of Charlotte, Habitat for Humanity of Iredell County, Habitat for Humanity of Matthews and Our Towns Habitat for Humanity. Selected homeowners who are physically able will work alongside the Realtors®.

While volunteer jobs at the homes are reserved for Realtors®, there are numerous opportunities for individuals and businesses in the community to support the beneficiaries of Realtors® Care Day.

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CHARLOTTE REGIONAL REALTOR® ASSOCIATION
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“As housing industry professionals, we are very aware that many in our community lack the physical ability and/or financial resources to maintain their homes, so we are also reaching out beyond our association to folks in the construction and development business for in-kind donations of building supplies and materials, as well as soliciting sponsorships from all business sectors,” said Joe Rempson, CRRA board member and chairman of Realtors[®] Care Day. Information about specific in-kind needs and sponsorship opportunities ranging from \$250 to \$2,000 is available at RealtorsCareDay.com or by contacting Amy Ballard at 704.940.3122 or amy.ballard@carolinahome.com.

“Our intent is to create a collaborative community-wide initiative that brings people together from across the region to offer a helping hand to neighbors who are struggling in this economy,” said Donna Anderson, president of CRRA. “We are off to a tremendous start with a \$5,000 grant from the National Association of Realtors[®], and momentum is building as many local businesses rally around this initiative with enthusiastic support.”

About the Charlotte Regional Realtor[®] Association

The Charlotte Regional Realtor[®] Association (CRRA) is a trade association that leads, educates and equips members to be productive. It provides more than 8,000 Realtor[®] members with the resources and services needed to conduct ethical, professional, successful and profitable businesses. CRRA is dedicated to being the region’s primary resource for residential real estate information. The association operates the Carolina Multiple Listing Services Inc. (CMLS), which has approximately 9,500 subscribers and is the private cooperative Realtors[®] use for access to tens of thousands of residential listings in a 10-county service area, including the high-growth Charlotte area, as well as listings outside this service area.

About the Housing Opportunity Foundation

The Housing Opportunity Foundation (HOF) is the charitable arm of the Charlotte Regional Realtor[®] Association. HOF is dedicated to funding, education, advocacy and leadership programs that are focused on fair and affordable housing and workforce-housing initiatives. The foundation serves to position and educate Realtors[®] as leaders, promote homeownership and provide funding to create housing opportunities.

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