



Fact Sheet

WHO?

Realtors[®] Care Day is an initiative of the Charlotte Regional Realtor[®] Association and its charitable arm, the Housing Opportunity Foundation

WHAT?

As part of its commitment to sustaining affordable workforce housing, the Housing Opportunity Foundation is holding the third-annual Realtors[®] Care Day on April 8, 2011. This all-day, community-wide initiative will assist homeowners with critical exterior home repairs, as well as provide adaptive and safety modifications for the elderly and disabled. Each year, more than 600 Realtors[®] participate to help 30 families. The project has realized a financial impact exceeding \$300,000.

WHEN?

On Friday, April 8, 2011, Realtor[®] volunteers will work 8 a.m.-4 p.m. at 30 sites in Mecklenburg and Iredell counties. **Note to news media:** *Site locations for interviews and coverage will be announced a few weeks prior to the event.*

WHY?

This project underscores the foundation's commitment to sustainable, safe and affordable workforce housing, and the association's desire to serve the greater community. 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's Neighborhood and Business Service Department, Habitat for Humanity of Charlotte, Habitat for Humanity of Iredell County, Habitat for Humanity of Matthews, Our Town Habitat for Humanity, Love, INC, and the Davidson Housing Coalition's HAMMERS program.

WHO WILL ATTEND?

More than 600 active Realtor[®] members of the association are expected to volunteer. 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:

www.RealtorsCareDay.com

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