



Denver Metro Association Grows Employer-Assisted Housing Idea from Grant to Class to Program—*March 2013*

Back in the fall of 2010, as most of us in real estate don't need to be reminded, the industry was none too rosy. That was when representatives of the three Denver-area REALTOR® associations that have since merged to form the 4,500-member Denver Metro Association of REALTORS® (DMAR) decided to offer their members an education benefit that would help bring a positive balance to all the negativity the industry was experiencing.

Rosie Leino, now Member Relations Manager of the newly-formed DMAR, realized that Employer-Assisted Housing was a topic that would serve both the membership and the community. Kristen Miller, a REALTOR® who was serving on the board of one of the associations, and Linda Morgan, also a REALTOR®, spearheaded the effort to develop an Employer-Assisted Housing program for greater Brighton, a tight-knit community northeast of the city.

It began with a grant of \$5,000 from the NATIONAL ASSOCIATION OF REALTORS®, which funded an Employer Assisted Housing class for industry professionals in October 2010. "The course was designed to be an education benefit, and it attracted about 40 participants. But we also wanted to take it the next logical step, to promote the benefit of homeownership on a larger scale – to employers and their employees. We wanted to remind folks that, despite all the bad news in the media, it was still okay to buy a home," say Miller.

So, as the intensive course concluded, Miller and Morgan sought interested participants to form a committee to establish the Greater Brighton Employer-Assisted Housing program. "It's one thing to attend a class, and another level of commitment to develop and launch a program like this!" notes Miller. In the end, ten REALTORS® made that commitment, and the program was born.

The committee drafted a plan that established annual dues and set mandatory meetings. They registered their program with the Brighton Chamber of Commerce. To assure fairness, all members were required to sign a non-competitive agreement; they developed an interactive website that standardized the program, provided forms, and helped members communicate with each other about the status of their approaches to businesses, to avoid duplication (the website is temporarily down pending a change in service providers since the merger of the associations.)

With the help of Teri Sanchez at Brighton Economic Development, they put together a marketing plan to attract businesses to the program. They developed marketing materials, power point presentations, and held practice classes to prepare for meetings with targeted businesses. To date, committee members have approached or met with corporate entities ranging from Halliburton and United Power, to the local school district and medical center. Miller hopes to present the program to employees of the City of Brighton before long.



In its first year in progress, the committee has been encouraged by the phone calls it receives from employers and employees who have attended presentations. “We are happy to be starting out offering free education,” explains Miller. “We’re helping both sides understand the benefits of home ownership. We’re helping employees learn about the real basics like their credit rating. We’re showing employers who might not have ready cash to offer down-payment assistance that benefits like a day-off for moving, or the loan of a truck, are creative low- or no-cost ways to give their employees a housing benefit.”

Besides funding the course itself, the EAH grant from NAR paid for course materials, promotional flyers, tri-fold brochures to distribute to employers, and the website. “We couldn’t have offered the course and established the program without the support from NAR,” says Miller. “Even though we can’t yet boast of many closings as a result of the program, it is an education opportunity and increased home ownership will be the result; in the meantime, it has been a real success in terms of continuing education for REALTORS®. We plan to offer the course again, and hope to strengthen and grow the EAH program in other Colorado communities as we go.”

To learn more about the Denver Metro Association of REALTORS®’ efforts to help Greater Brighton’s employers help their employees, contact Kristen Miller, of A Perfect Location Realty, at kristenmillerrealty@hotmail.com or Rosie Leino, of DMAR, at rleino@dmarealtors.com.



Have you always
dreamed
of a
home of your own?

Your Employer is participating in the homebuyer education program to help their employees become homeowners.



Home Ownership...and the steps you need to get started

Buying a home is a big decision and there are many things to consider before you purchase a home. Before you buy a home you should know whether you are ready to buy a home, if you can afford to buy a home, the steps and processes involved in buying a home and the various expenses associated with buying a home.

This homebuyer workshop, which is part of our new Employer-Assisted Housing (EAH) benefit, will present you with the information that will help to prepare you to purchase a home. The workshop will be presented by local REALTORS®, Lenders, Title Companies and Home Inspectors. Please plan to join us.

MARCH SCHEDULE

DATE: March 15, 2012
LOCATION: 1300 E. Bridge St.
TIME: 6:00 pm - 7:30

DATE: March 22, 2012
LOCATION: Brighton City Hall
Bridge and 4th
TIME: 4:00 pm - 5:30 pm

For more information or to register call 303-300-8500



303-300-8500

www.ColoradoEAH.com

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The Denver Metro REALTOR Association (DMAR) is a sponsor of the program in the Greater Brighton area and has established a core group of REALTOR and Affiliate members to act as a committee to develop an EAH program for this community.