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REALTOR® Nationwide Open House Event Spotlights Home Ownership

BLUE BELL, PA (May 11, 2011) – Eight in 10 adults agree that buying a home is the best long-term investment a person can make, according to a recent nationwide Pew Research Center survey. This demonstrates the value that Americans continue to place on home ownership.

To help potential home buyers fulfill their dream of owning a home, the Montgomery County Association of Realtors® is participating in the Realtor® Nationwide Open House Weekend on June 4-5. During that weekend, Realtor® across the country will hold open houses from coast to coast, aiming to focus attention on the benefits of home ownership to families, communities and the economy.

“Home ownership benefits individuals and families, as well as strengthens our communities,” said Montgomery County Association of Realtors® President Jane Maslowski. “The decision to own a home is a personal one, but we believe that anyone who is able and willing should have the opportunity to pursue that dream. The Realtor® Nationwide Open House Weekend will give Realtors® the opportunity to bring buyers and sellers together and help them connect with local residents about the housing issues that matter most to the people in our community.”

A strong majority of renters surveyed in the Pew Research Center study—81 percent—said they would prefer to one day buy a home. In addition, respondents rated being able to own a home as the top long-term financial goal followed by being able to live comfortably in retirement, pay for a child’s college education and leave inheritance for children.

“Home ownership is how many American families begin to accumulate wealth,” Maslowski said. “In fact, owning a home is one of the best ways to build long-term wealth; it provides both equity accumulation and tax benefits over time.”

Realtors® will hold open houses in various local neighborhoods throughout Montgomery County during the weekend of June 4-5 to provide guidance and insights into the social and financial benefits of home ownership. They will also be available to answer questions about the local housing market and the home buying and selling process.

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To help consumers find properties participating in the Realtor® Nationwide Open House Weekend event, blue and white balloons featuring the Realtor® “R” will be flying at participating open houses throughout Montgomery County on June 4-5.

“Realtors® are leading advocates for home ownership,” Maslowski said. “Through this nationwide event, we hope to not only educate the public on the value of owning a home, but also help those who are striving to become home owners take steps toward achieving their goals.”

The Realtor® Nationwide Open House Weekend is a collaborative effort sponsored by Realtor® associations across the nation, including the Pennsylvania Association of Realtors® and the National Association of Realtors®. For more information about the Realtor® Nationwide Open House Weekend, including participating Realtors® and Montgomery County Open House listings, tips for buying or selling a home, or to find a local Realtor®, please visit www.BuyAHomeInMontgomeryCounty.com.

About Montgomery County Association of Realtors®

The Montgomery County Association of Realtors® is comprised of approximately 2,200+ Realtors® and affiliate members who serve the entire Montgomery County community, and beyond. Its Realtors® members are licensed real estate professionals who subscribe to a strict code of ethics as defined by the National Association of Realtors®. For more information about the Montgomery County Association of Realtors®, please visit www.mcarealtors.org or call 610-260-9931.

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