



800 West Metro Park, Suite C  
Rochester, NY 14623  
Phone: 585-292-5000  
Fax: 585-292-0283  
[www.GRAR.org](http://www.GRAR.org)

**Contact:**

Peter Stoller  
Director, Communications & Government Affairs  
Direct: 585-341-2131  
E-mail: [pstoller@grar.net](mailto:pstoller@grar.net)

**FOR IMMEDIATE RELEASE**

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## **REALTORS® Open Doors to Buyers Across the Nation**

**ROCHESTER, NY – June 1, 2011**—As the spring home buying season kicks off, REALTORS® will host thousands of open houses in neighborhoods across the country this weekend during REALTOR® Nationwide Open House Weekend. On June 4 and 5, REALTORS® in the Greater Rochester and Finger Lakes region invite buyers to visit some of the many open homes throughout the area where they can learn more about home ownership.

“This nationwide event not only brings buyers and sellers together, but also it provides an opportunity for REALTORS® to connect with consumers in their community about the housing issues that matter most to them,” said Carolyn Stiffler, president of Greater Rochester Association of REALTORS® Board of Directors. “REALTORS® will be on hand to answer any questions consumers have about the buying process and local market conditions.”

At the time of this release, there are over 600 open houses scheduled for this weekend in the Greater Rochester area. Homebuyers and consumers can identify open houses in their prospective communities by ‘Open House’ signs located at the properties, ‘directional’ signs leading to listings that may be off the beaten path, and blue REALTOR® balloons specifically created to highlight properties for this national event.

As the country continues to feel the effects of the recession and unemployment rates, many have pointed to housing as a key economic driver. It is estimated that for every two homes sold, one private-sector job is created. In addition, each home sale at the median price pumps a total of \$60,000 into the economy over time.

“Home ownership creates jobs and is essential to a full economic recovery,” said Stiffler. “Every time a home is built, bought or sold, jobs are created and money is pumped into the economy. Housing isn’t the only thing that will restore our nation’s economy, but it will play a critical role.”

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According to a survey by the National Association of REALTORS® nearly eight out of 10 Americans believe buying a home is a good financial decision. Two-thirds of survey respondents said they believe now is still a good time to buy. A majority of renters also said that owning a home is a priority in their future.

“Home ownership is an investment in your future,” said Stiffler. “And REALTORS® know what matters most to buyers and sellers in this area. They have the expertise and experience to help sellers protect their investment and help buyers build theirs.”

Please visit [www.HomesteadNet.com](http://www.HomesteadNet.com) for more information on ‘Open House’ dates and times as well as the area’s most comprehensive listing of properties for sale and information on how to find a REALTOR®.

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*The Greater Rochester Association of REALTORS® represents more than 2,600 real estate professionals in the Greater Rochester and Finger Lakes region. Additional real estate information can be obtained by accessing the Association’s website at [www.HomeSteadNet.com](http://www.HomeSteadNet.com).*