



Westchester Putnam Association of Realtors, Inc.

60 South Broadway

White Plains, N.Y. 10601

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February 2010

TO ALL WPAR REALTOR FIRMS:

You are invited to participate in the

2010

AFFORDABLE HOUSING EXPO

SATURDAY, MARCH 6, 2010

10:00 AM TO 3:00 PM

WESTCHESTER COUNTY CENTER

WHITE PLAINS

The Westchester Putnam Association of Realtors, Inc. is joining with housing services providers, the County government, and area banks and lending institutions to co-sponsor a program of seminars and exhibits to help moderate-income and entry-level homebuyers find a home in the Westchester-Putnam region.

We invite you to take a booth for \$250 to present your most affordable inventory whether it be co-ops and condos or single-family or multi-family units. "Affordable" in the context of this Expo does not necessarily mean subsidized or low-income. Many attendees will have incomes around \$70,000 or even \$100,000 or more. Further, there will probably be sellers in attendance who are looking for a short sale or other work-around with their property.

Participation by Realtors/brokerages will be limited to about the first ten - twelve fully paid-up registrants, therefore we advise you to act quickly if you are interested. A reservation form is on the reverse side of this flyer. Spanish speaking Realtors are welcome, with or without taking a booth. Please indicate your interest on the reservation form.

The role of the Realtors in this Expo is to demonstrate the more affordable possibilities in an admittedly expensive market. The prospective buyers need everyone's help, and it is part of our mission as a Board of Realtors to try to create homeownership opportunities for everyone.

The 2010 Expo is run as a non-profit public service enterprise, although we certainly expect you to do as much business there as possible! We hope you'll take a booth to support the program. Please place your reservation no later than Monday, March 1. Thank you.

Leah Caro
President

P. Gilbert Mercurio
Chief Executive Officer

REALTOR BOOTH RESERVATION
AFFORDABLE HOUSING EXPO
SATURDAY, MARCH 6, 2010, 10am – 3pm
WESTCHESTER COUNTY CENTER
WHITE PLAINS, NEW YORK

My firm agrees to participate in the 2010 Affordable Housing Expo on March 6, 2010. **Terms of display:** Booths are 6' x 8', draped on sides, with 1 covered table and 2 chairs. Electricity is available and phone lines are also available *upon ample advance request* to Veronica Snyder at the County Center, 914-995-4052. No AV equipment is available. Set-up begins at 8 a.m.; the food concession will be open. Take-down is not permitted until 3 p.m. and it is expected that booths will be staffed from 10am–3pm. For more information on display arrangements, contact Westchester Residential Opportunities at 914.428.4507 ext. 306.

The deadline for Westchester Residential Opportunities to receive your registration is Monday, March 1, 2010. Payment must accompany the reservation request.

Name of firm

Address

(Phone)

(Fax)

(e-mail)

(Name & phone of party for Expo to contact if necessary)

[] I offer Spanish speaking support at the Expo. Please contact me as to how I can help.

(Name and title of authorized signatory)

(Signature)

(Date).

Please make a \$250 check payable to Westchester Interfaith Housing. Corp. (not WCBR) and mail it to Westchester Residential Opportunities, Inc., (not WPAR) 470 Mamaroneck Avenue, Suite 410, White Plains, NY 10605 Attention: Ann Seligsohn*
Please include your business card and this form with the check.

*Telephone 914-428-4507 ext. 306 Fax: 914-428-9455 E-mail: FairAnn@wroinc.org