

IMMEDIATE RELEASE

Tuesday, Oct. 10, 2006

LARGEST REGIONAL COALITION OF REALTORS® CHANGES NAME

*Realtors Legislative Alliance becomes Suburban Realtors Alliance
to Reflect New Consumer Education Role*

MALVERN, PA – The Realtors Legislative Alliance, the largest regional coalition of Realtors in Pennsylvania, has announced the organization is changing its name to better reflect its expanding role in the region. The organization, which was formed in 1998 and represents 11,000 Realtors in Bucks, Chester, Delaware and Montgomery counties, will officially become the Suburban Realtors Alliance (SRA) on Tuesday, Oct. 10.

In addition to serving as a resource for government and elected officials on real estate policy issues impacting Suburban Philadelphia counties, the Suburban Realtors Alliance will expand its scope to include a public education effort.

“Our members have done a solid job of building relations with local, state and federal officials on real estate policies and issues impacting Suburban Philadelphia,” said Andy Donohue, a Bucks County Realtor and 2006-2007 chairman of the Alliance. “Our goal now is to expand our role to help consumers better understand how key real estate issues can impact their housing investment and rights as property owners.”

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Jamie Ridge, president and CEO of the SRA, said that one immediate priority of the Alliance will be to reach out directly to home owners when proposed legislation or a municipal ordinance threatens their property rights or investment. The Alliance hopes to accomplish the expanded outreach through the presence of a new website (www.suburbanrealtorsalliance.com), direct mail and traditional media outlets.

“The best way to change or influence policy at any level of government is to use pressure from well-informed voters, and home owners tend to be involved in their community,” Ridge said. “Most of the 238 municipalities in our territory do their best to keep residents informed of proposed changes, but the information they share is often not enough to help them understand the possible consequences of the change.”

Ridge said that the types of proposals that can impact real estate consumers at the local level are often related to point-of-sale requirements and fees, land use issues and property and transfer taxes.

“With so many local governments within our area it’s nearly impossible for Realtors and property owners to stay apprised of every proposal that may impact real estate, good or bad,” Donohue said. “That’s why the SRA was created. It is this organization’s job to ensure that both our industry and consumers are aware of proposed changes and mobilized for action when necessary.”

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The Suburban Realtors Alliance (SRA) is a subsidiary corporation of the Bucks County, Montgomery County and Suburban West Associations of Realtors®, and the largest regional coalition of Realtors in Pennsylvania, representing more than 11,000 members. The SRA is affiliated with the Pennsylvania Association of Realtors and the National Association of Realtors.