



THE TWO-MINUTE GUIDE TO THE

Virginia Homeowners Alliance



THIS IS IMPORTANT. Take two minutes to understand the Virginia Homeowners Alliance. It's a major VAR initiative launching this month, and its goal is to increase the influence of REALTORS® in the realm of public policy.

30 seconds: What it is

The Virginia Homeowners Alliance is a free service provided by REALTORS® to homeowners (and future homeowners) that offers insight and information on a wide variety of topics.

We believe that REALTORS® are in the perfect position to engage homeowners and serve as a trusted, reliable source of information on most things related to home ownership, from maintenance tips to the political issues affecting their communities.

In exchange, we hope to get them more involved in shaping public policy in their neighborhoods, because REALTOR® and homeowner concerns are often the same: building strong communities, keeping taxes low and making it easier to buy and sell homes in Virginia.

We give them practical information, and they lend us their voice. Everyone wins.

30 seconds: What's in it for you

We want to get all of Virginia's REALTORS® on board, and we think you'll be glad you came. Here's why.

1. It's an incredible tool for keeping in touch with current and past clients. What do you think they'd prefer, another refrigerator magnet or recipe, or timely, useful information about a proposed new regulation or tax increase in their neighborhood?
2. Adding those homeowner voices to our own means we can better advocate for policies in the state and local legislatures — and that makes it easier for you to buy and sell homes.
3. It's a great way to build your career. It can help you get to know the legislators on the state, local, and national levels whose votes can affect your livelihood. And those better connections and more experience are things that will pay you back over and over.
4. You're giving your clients access to a great (and free) resource for insight and information on a wide variety of topics, ranging from home maintenance tips to the political issues affecting their communities. It's a great long-term investment.

