

Community Outreach Programs

- **Smart Growth Grant:** Funding up to \$15,000 to support efforts to implement programs and activities that position REALTORS® as leaders in their communities by advancing growth and development opportunities. **Hugh Morris, hmorris@realtors.org**
- **Housing Opportunity Grant:** Funding up to \$5,000 to support programs and activities that create affordable housing opportunities for a community or state. **Wendy Penn, wpenn@realtors.org**
- **Placemaking Initiative:** Resources and trainings to identify and create vibrant community gathering places to revitalize and add value to local neighborhoods. **Holly Moskerintz, hmoskerintz@realtors.org**
- **Land-Use Initiative:** Analysis of pending local land-use regulations and ordinances to help craft a response to proposed local ordinances in a way that best supports the real estate industry. **Joe Molinaro, jmolinaro@realtors.org**
- **On Common Ground:** Bi-annual magazine that contains articles on cutting-edge land planning and development techniques. **Joe Molinaro, jmolinaro@realtors.org**

National Association of REALTORS®

Commercial Real Estate Division: Serves commercial real estate professionals with resources and benefits that contribute to their success in the real estate industry. Efforts focus on advocacy, communications, and education to strengthen and connect practitioners, and unify the commercial real estate industry.

The REALTOR® Party: Provides the tools, services, programs, and funding to help our members' advocacy efforts and community involvement and to ensure that every REALTOR® Association has the opportunity to implement a successful community or political outreach initiative.

Community Outreach Programs: Encourages our members and REALTOR® Associations to become leaders and community builders in their communities by providing a variety of resources to enable their involvement in three key areas: diversity, housing opportunity, and smart growth.

Community Outreach and Commercial Real Estate

Become a Leader in Your Community



See details at
realtor.org/commercial-community-outreach

Scan the code to visit this
site on your mobile device >



Good communities and great places are good business. As a commercial member of a local REALTOR® Association, you can help to create good communities and great places, which lead to good business. The National Association of REALTORS® Community Outreach programs provide resources, funding, and technical assistance so your association can advocate for smarter growth, community revitalization, walkable communities, mixed-use/multifamily development, and affordable workforce housing.



Affordable Multifamily Housing for Our Workforce

Many communities are or will be reviewing their housing policies or conducting housing needs analyses to consider how to provide more affordable housing opportunities for working families. You may want to take the lead in your community and initiate discussions on local housing challenges and the available strategies, such as multifamily housing and mixed-use development, to address these challenges.

Programs: Workforce Housing Forum Guide, Employer-Assisted Housing Initiative, and Housing Opportunity Grant



Photo Courtesy of Joe Molinaro

Land Use and Development

As the economy rebounds and real estate development increases, local jurisdictions will refocus on land use controls. Many localities may need to rewrite their zoning ordinances or update their comprehensive plans. Market studies are showing that walkable communities yield higher property values. You can help shape growth patterns in your community to be more responsive to market needs, such as density, multifamily development, and mixed-use and walkable communities.

Programs: Land Use Initiative, Placemaking Initiative, *On Common Ground*, and Smart Growth Grant

Growth through Enhanced Transportation

Effective transportation facilities are vital for economic growth and real estate value. Shorter commutes and more walkable neighborhoods matter to a growing number of people and properties with nearby access to public transportation are worth more than those without access to transit. Transit Oriented Development (TOD) helps stabilize neighborhoods through affordable housing initiatives and new business development. You can be an advocate for improved transportation facilities and TOD in your community.

Programs: Transportation Toolkit, *On Common Ground*, and Smart Growth Grant



Photo Courtesy of Charlotte Area Transit System



Photo Courtesy of Daig Loeschler

Downtown Revitalization & Placemaking

Placemaking helps to revitalize neighborhoods by transforming underutilized or vacant public spaces into vibrant community spaces. Small-scale improvements to a public space in a town or neighborhood can often bring big benefits and more improvements. Main Street and Build a Better Block approaches find uses for vacant properties and can turn a downtown around. You can help return vacant commercial properties to productive use and revitalize your community or downtown.

Programs: Placemaking Initiative, *On Common Ground*, and Smart Growth Grant