



New York State Association of REALTORS®, Inc.

Housing Opportunities Committee Meeting Report

Tuesday, September 15, 2020

Virtual Zoom Meeting

Start time – 4:00 pm

Lanie Bittner
Chair

Kyle Kelly
Vice Chair

Chair, Lanie Bittner, opened the meeting and the February 2020 meeting report was approved.

Joseph Petralia, Mortgage Loan Originator, Genesee Regional Bank gave an update on the Homebuyer Dream Program. The funding is up from \$7,500 to \$15,000 with the funding available at the beginning of the month – only lasting days if not minutes. The committee members were urged to provide feedback to Federal Home Loan on their experiences and comments on how to improve the program.

Why Housing Messages Backfire & 10 Things We Can Do to Make a Stronger Case for Housing was presented by Dr. Tiffany Manuel, President & CEO of TheCaseMade. Dr.T spoke about how public audiences think about housing as an issue area; how/why some of our messaging is backfiring; and thinking through what language will help elevate our work. Also helping us understand how to counter the thorny challenges of community opposition to affordable housing and messaging to help create and implement more effective messaging techniques.

Under new business, and item of discussion that was brought up regarding obtaining permits before being able to close on a Superstorm Sandy property.

With no other business, the meeting was adjourned.