



**ILLINOIS**  
ASSOCIATION OF  
**REALTORS®**



### **For more information:**

[http://www.realtor.org/government\\_affairs/housing\\_opportunity/programs/home\\_from\\_work/home\\_from\\_work](http://www.realtor.org/government_affairs/housing_opportunity/programs/home_from_work/home_from_work)

Classes in Illinois will start in 2011.

### **Working with a REACH Partner:**

Go to [www.reachillinois.org](http://www.reachillinois.org) to learn more about how the partnership works and who the REACH partner is in your area.

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**UNLOCK A NEW  
MARKET**

.....  
**WITH A KEY TO A NEW  
BUSINESS VENTURE**

.....  
BECOME AN EMPLOYER-ASSISTED  
HOUSING SPECIALIST

**Illinois Association of REALTORS®**

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## BENEFITS FOR REALTORS®

- Expands your client base
- Increases your name recognition
- Helps gain additional referrals

## BENEFITS FOR THE EMPLOYERS

- Improves employees' morale and loyalty
- Strengthens employee recruitment and retention
- Enhances company's reputation in the community
- Enables the employees to be on a path to responsible homeownership



Consider a new business venture. Work to enable homeownership opportunities. Take the Employer-Assisted Housing (EAH) Class.

**Classes in Illinois will start in 2011.**

As our economy begins to grow again, employers will look to create opportunities for employees to live closer to work or become a homeowner for the first time. EAH is a great way to attract new talent or retain the talent that employers already have.

NAR's Employer Assisted Housing (EAH) class is a unique way for REALTORS® to unlock a new market area as well as address workforce housing issues in your communities.

The EAH program, which is sponsored by the National and Illinois Associations of REALTORS®, enables REALTORS® to use a powerful tool to engage employers in the housing market. The EAH class will give REALTORS® the skills and knowledge to play a critical role in EAH programs that can be developed by employers. In the class, students will learn how to work with local employers to discuss employer-assisted housing, the benefits of an EAH program and various options that employers can implement to help their employees become homeowners or afford a home close to work.

The class includes information about Illinois-specific partnerships and incentives for employers.

## PARTNERSHIP IS THE KEY TO EMPLOYER-ASSISTED HOUSING

In this training, you will be introduced to the Illinois REACH Partner network coordinated through the Metropolitan Planning Council (MPC) and Housing Action Illinois (HAI). Through the REACH partners, MPC, and HAI, the employers can tap into the Illinois tax credit and matching grants for employees. REACH partners are not-for-profit housing counseling agencies that are funded by local municipalities, the State of Illinois and private foundations. With the REACH partners, you will have a partnership to counsel buyers and coordinate the buyer's housing benefit if one is available from the employer.

Through an agreement between the Illinois Association of REALTORS® and MPC, those REALTORS® that have obtained their certification will be on a list of participating REALTORS® which is distributed by the REACH Partners to employees who become eligible for an EAH benefit from their employer. This will allow the employee to have a choice of trained REALTORS® to contact and help search for a home.

While housing is not always a top-of-mind priority for employers, it is nearly always a bottom-line issue for employees. Today's market place underscores the need for a coordinated strategy for engaging employers. As a REALTOR®, you can play an important role in that strategy.