

**Subject: REALTOR® Super Open House Weekend – Saturday, March 20 and Sunday, March 21**

**To All Brokers and Agents:**

**Saturday, March 20 and Sunday, March 21 is REALTOR® Open House Super Weekend – “Catch the Opportunity”**

We are asking all MLS Brokers and agents to participate in this event and hold an Open House for your active listings. **Our goal is to have Realtors hold 2,000+ Open Houses that weekend in Greater Cincinnati and the surrounding areas serviced by the MLS.**

Why this weekend over others? The results of our last survey recommended that a weekend event was desired. This weekend would also:

- Allow enough time for first-time buyers to take advantage of up to an **\$8,000 tax credit**, and repeat buyers – **up to a \$6,500** on purchased property. Purchase agreements between the buyer and seller **must be completed by April 30, 2010** in order to qualify. **Subject properties must close by June 30, 2010;**
- There are currently no major events in the region that may conflict with this weekend.

Thus, the weekend dates of March 20 -21 were chosen for the REALTOR® Open House Weekend Event. If Sunday is a problem, hold your open house(s) on Saturday; or vice versa. Choosing the weekend allows greater flexibility for your scheduling.

Other local MLSs participating in this event include the Northern Kentucky MLS and the Southeastern Indiana MLS. If you are members of those MLSs, please follow their instructions to add your open houses to their sites as well.

Enter your open houses into the MLS Open House data fields. In doing so, your open house will appear on the MLS Open House search (available to the public at [www.cincymls.com](http://www.cincymls.com)) and on any broker's web site that provides an open house search. [Click here now for instructions on how to enter the open house data into MLS.](#)

If you have a company or personal web site and would like to offer an Open House search of the reported open houses in Greater Cincinnati and surrounding areas, please follow the following instructions to do so. [Click here now for the instructions on how to add an open house search to your company or personal web site.](#)

We will be working with **local media**, to promote awareness of the March 20-21 weekend activities.

This program will precede a similar Open House event, sponsored by OAR/NAR, on April 10-11. Members may want to be involved with both weekend programs. Our thrust for media attention will be the March 20-21 program dates. Also, please see the add-on program for the public, as announced below.

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**Get Your Buyers Ready to Buy Their Home with a *FREE* Home Buyer Training Session!**

**“Get Buyers Ready to Buy”** – as a value-added component of the MLS Super Open House Weekend on March 20 & 21, REALTOR firms and Affiliate Lender members are encouraged to host home buyer training classes starting Saturday, March 13 and continuing up to the Super Open House Weekend.

The Internet site [GetReadyToBuy.com](http://GetReadyToBuy.com) will host seminar dates, times and locations. The media will be directed to the site for promotion. You are encouraged to hold a home buyer class and register the class information with us so that it can be placed on the website (see the ‘click here’ reference below).

REALTORS are encouraged to work with a member Lender to help provide the lending expertise that will

be of interest to potential home buyers.

The classes can be held on the weekend and weekday evenings at a location of your choice to accommodate those seeking to learn more about the home buying process.

To provide a consistence message to the media, please plan to include the following topics as part of your class:

- > The advantages of home ownership
- > The benefits of working with a REALTOR
- > The first time home buyer tax credit up to \$8,000
- > The expanded current home owner tax credit up to \$6,500
- > Get to know your credit and understanding what it means to you
- > How you can get pre-qualified and more importantly get pre-approved
- > What are acceptable sources of income
- > Your down payment requirements and the acceptable sources
- > Currently available mortgage loans and rates
- > The road from contract to closing

Realtors or Lenders ..... To register a class you want to conduct, [click here](#):

Questions about "Get Ready to Buy" -- Please contact Annette Chmiel at 842-3011, or [achmiel@cabr.org](mailto:achmiel@cabr.org).

Please help get the word out to prospective buyers to, **"Catch the Opportunity."**

Thank you,

Tim Mahoney  
President  
MLS of Greater Cincinnati

