

PRESS RELEASE

CENTURY 21 Sweyer & Associates

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CENTURY 21 Sweyer & Associates / Jeff Sweyer Attends Century 21 National Brokers Communication Congress in Washington, D.C.

Wilmington, NC – (May 2010)— Jeff Sweyer, of CENTURY 21 Sweyer & Associates, recently attended the CENTURY 21 Real Estate National Broker Communication Congress (NBCC) in Washington, D.C. The annual event brings CENTURY 21 System brokers and managers from around the United States together to discuss pressing issues to the CENTURY 21 System and the industry as a whole.

Jeff Sweyer was elected to serve on the CENTURY 21 National Brokers Communication Congress Committee. Each state elects one member to serve on this prestigious committee to represent CENTURY 21 policies as well as work with corporate staff. Elected representatives had an opportunity to meet with their local U.S. Senators and Congressmen to raise issues affecting their communities and for the real estate industry including:

- Government's focus needs to move away from foreclosure mitigation and into a true demand-side stimulus. Go beyond the \$8,000 First-Time Buyer Tax Credit and help create incentives for all home buyers. Increase the Tax credit for all home buyers to \$15,000.
- If the Treasury were to implement 4% – 4.25% 30-year fixed mortgage rates, they could create a floor that would stimulate home sales (for those with good credit – today's underwriting standards in place), increase consumer confidence and thus create a "waterfall effect" that would have a broad impact on the overall economy.
- NAR estimates that each home sale at the median price generates "approximately \$62,000" of economic impact. (NAR's precise estimate: \$63,101) and housing and housing related services = 21% of U.S. GDP (source: Harvard Joint Center for Housing Studies)

"It is important for real estate professionals to make sure their voices are heard in the halls of congress and in the local community" said, Jeff Sweyer. "The conference provided me with a great deal of insight into the legislative process. I'm very proud to be affiliated with a brand that has taken such a proactive leadership position in trying to help the housing market."

In addition to the visit to Capitol Hill, conference attendees participated in various sessions that provided informative and creative ideas on how to expand service and convenience to their clients; utilize new technologies; and capitalize on changing market dynamics in order to help grow their business.

CENTURY 21 Sweyer & Associates is a full service real estate brokerage company specializing in Residential, Commercial, Fine Homes & Estates and Lots & Acreage properties.

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