



*SCCAOR exists to meet the business, professional and political needs of its members and to promote and protect ownership and private property rights.*

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**For Immediate Release**

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**Santa Clara County Association of REALTORS® Kicks Off \$100,000 REALTOR® Challenge to Give Back to Community**

**SAN JOSE, Calif. , September 27, 2011** — The Santa Clara Association of REALTORS® (SCCAOR) is launching an unprecedented campaign among local REALTORS® to raise \$100,000, which would assist low- and moderate-income homebuyers in Santa Clara County.

Every REALTOR® who assumes the REALTOR® Challenge agrees to donate two \$500 contributions over a two-year period to the Housing Trust of Santa Clara County from commissions they receive from closing real estate transactions. The Housing Trust of Santa Clara County will then leverage the funds with other public and private dollars to offer assistance programs for qualified homebuyers.

The campaign is engaging REALTORS® from SCCAOR's Board of Directors to their expansive base of approximately 6,000 members.

SCCAOR President Mike Sibilia said the REALTOR® Pledge embodies SCCAOR members' commitment to affordable housing in Silicon Valley.

"As REALTORS®, our goal is to help people achieve their dream of homeownership – we do it in our everyday work and we do it by donating to worthy causes," Sibilia said. "The REALTOR® Challenge enables us to make a positive, tangible impact on the lives of families in need, one at a time."

Kevin Zwick, Executive Director of the Housing Trust of Santa Clara County, expressed his excitement to see the private sector, and specifically the SCCAOR community, mobilize to make such a significant contribution to Santa Clara County. "It's humbling to see our local REALTORS® stepping up in such a meaningful capacity to support the Housing Trust's programs, and to realize a shared vision to make Silicon Valley a more affordable place to live."

SCCAOR President Mike Sibilia can be reached for comments at [msibilia@kwsv.net](mailto:msibilia@kwsv.net) or 408.540.1711.

**About the Santa Clara County Association of REALTORS®**

SCCAOR, established in 1896, is California's oldest and Northern California's largest real estate association. We represent 7,000 REALTORS® and affiliate members. SCCAOR exists to meet the business, professional and political needs of its members and to promote, protect homeownership and private property rights.

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