



## **STATE BY STATE – BUY NOW OR WAIT?**

Nationwide, Realtors® and neighbors host the first National Open House Nov. 4, 2007

Release Nationally, October 27, 2007

On November 4, 2007, Realtors® across the country will hold the first National Open House Day. This grass-roots event represents how times have changed. Real estate is local but the media and Internet are not. Another change is that now buyers can find some incredible savings in home sales. What has not changed is the American dream to own a home.

National Open House Day is the brainchild of Arizona-based Realtor® Patrick Mahony to promote healthy real estate markets across the country. Patrick connected with other interested agents via Trulia Voices ([www.trulia.com/voices](http://www.trulia.com/voices)) — Trulia.com's Q&A forum that lets consumers and professionals exchange information about real estate in real time — and National Open House Day was born.

"Fear from the national news has paralyzed buyers who have both the capacity and the desire to purchase a home," said Deborah Madey, a New Jersey Broker and Trulia Voices participant. "In reality, those buyers could be missing a great opportunity in their local markets. National Open House Day is a time for consumers and Realtors® to come together to openly share information."

"We're pleased that Trulia Voices has evolved into a platform where serious home buyers and professionals can exchange real-time, relevant information," said Pete Flint, CEO of Trulia.com. "In an uncertain market, giving people a way to communicate and share their experience is incredibly satisfying and motivating to the Trulia team."

A frequent question asked by homeowners at Trulia is, "How do I sell my own home?" Ruth Johaningsmeir, a FSBO seller in Illinois says, "I'm answering questions online to balance the scales. If a Realtor® tells a consumer to use a Realtor®, it is self-serving. But when a homeowner selling for sale by owner (FSBO) says, 'If you have to ask that question, than you need to hire a professional', the seller will hopefully accept that advice."

Consumers can find featured homes and Realtors® by visiting [www.National-Open-House.com](http://www.National-Open-House.com). Agents and homeowners may register for free at the website to list a house in this event. Volunteer Heather Ostrom in California, the marketing manager for REALTOR® Steve Ostrom, approves all participating properties.

### **National Media Contacts:**

Patrick Mahony - Arizona  
[www.ITSGlobalEstateAZ.com](http://www.ITSGlobalEstateAZ.com)  
480-543-9899  
[nationalopenhouseday@gmail.com](mailto:nationalopenhouseday@gmail.com)

Deborah Madey – New Jersey  
[www.peninsulafirst.com](http://www.peninsulafirst.com)  
(732) 530-7755  
[deborah@NOHMedia.com](mailto:deborah@NOHMedia.com)

Heather Ostrom - California  
[www.RosevilleAndRocklin.com](http://www.RosevilleAndRocklin.com)  
916-764-2710  
[heather@SteveOstrom.com](mailto:heather@SteveOstrom.com)

Paul Slaybaugh - Arizona  
[www.RayAndPaul.com](http://www.RayAndPaul.com)  
(480) 948-9450  
[paulslay@aol.com](mailto:paulslay@aol.com)

Ruth Johaningsmeir - Illinois  
[www.Oak-Park-IL.com](http://www.Oak-Park-IL.com)  
708-579-1963  
[ruth@brickbungalows.com](mailto:ruth@brickbungalows.com)

Sylvia Barry - California  
[www.SylviaSellsMarin.com](http://www.SylviaSellsMarin.com)  
415-717-0293  
[sylvia@sylviasellsmarin.com](mailto:sylvia@sylviasellsmarin.com)

### **And Our Many Local Contacts Including:**