

City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 24, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: PHILIP SUNDERLAND, CITY MANAGER *PS*

FROM: MILDRILYN STEPHENS DAVIS, DIRECTOR, OFFICE OF HOUSING *msd*

SUBJECT: STATUS REPORT REGARDING OUTREACH TO REAL ESTATE COMMUNITY CONCERNING THE SPONSORING PARTNERSHIPS AND REVITALIZING COMMUNITIES (SPARC) FIRST-TIME HOMEBUYERS PROGRAM

At the City Council legislative meeting of January 28, 2003, Councilman Euille and Councilwoman Woodson recommended that staff use the real estate community to help market the City's homeownership programs, and in particular the availability of a new allocation of \$4.28 million in low-interest mortgages through the Virginia Housing Development Authority's Sponsoring Partnerships and Revitalizing Communities (SPARC) program.

In the course of its ongoing relationship with the real estate community, staff of the Office of Housing's Program Implementation Division had sent a letter (copy attached) on January 24, 2003 to area realty companies and lenders announcing the new SPARC funding. Pursuant to the request from Council, staff sought opportunities to present information to local real estate companies at their weekly sales meetings. This memorandum provides a status report on that effort.

Participants in the City's homeownership programs use realty companies both inside and outside the City's corporate limits. Office of Housing staff have contacted 29 local residential realty firms (18 in the City and 11 in Fairfax County) and held informational sessions at two: Primary Properties in Alexandria and Long and Foster's Richmond Highway location in Fairfax County. Although the Primary Properties office will be closing soon, staff in that office will relocate to other area agencies.

Of the realty companies contacted within the City of Alexandria corporate limits, on-site presentations have been scheduled with the following five:

- Prudential Real Estate, 400 N. Washington Street. February 26, 2003
- McEneaney, 109 South Pitt Street. March 4, 2003
- Weichert Old Town. March 11, 2003
- Long and Foster, 500 Montgomery Street. March 18, 2003
- Coldwell Banker, South Washington Street. March 25, 2003

Presentations will also be made to the following five companies in Fairfax County:

- Blue Heron Realty in Springfield. February 21, 2003
- Remax Affiliates, 6084-A Franconia Road. February 21, 2003
- Weichert Realty on Belle View Boulevard. February 25, 2003
- Century 21 New Millennium in Kingstowne. March 4, 2003
- Jobin Realty in Springfield. Date to be determined, potentially late February

The following two companies within the City's corporate limits declined a presentation but requested additional information in writing:

- Potomac West Realty, 700 N. Washington Street
- Southern Realty, 6301 Stevenson Avenue

The following company in Fairfax County declined a presentation but requested additional information in writing:

- Jim Connor Realty, 6809 Tidle Way

The following ten companies within the City's corporate limits were contacted but neither agreed to a presentation nor requested additional information in writing:

- Daniel Realty Services, 333 John Carlyle Street
- Jefferson Realty Company, 700 Princess Street
- Lydia Odle, Realtor, 110 S. Royal Street
- Marilyn Hansen Real Estate, 218 N. Lee Street
- Markquis Realty, 719 King Street
- Natoly Realty Group, 2500 N. Van Dorn Street
- Options Real Estate, 2121 Eisenhower Avenue
- Pardoe & Graham Real Estate Inc., 320 King Street
- Real Estate Associates, 5500 Holmes Run Parkway
- Walker Real Estate, 801 N. Pitt Street

The following four companies in Fairfax County were contacted but neither wanted a presentation nor requested additional information in writing:

- Barb & Jerry Elphick, 6084 Franconia Road, #A
- Career Properties, 2231 Huntington Avenue
- Carlyle Real Estate, 3147 Woodland Lane
- Chang Jan J, 7009 Whetston Road

Staff will continue to identify additional outreach opportunities with the real estate community and will provide updated information to real estate professionals through quarterly mailings. Please contact me at 703-838-4990 if you have any questions concerning this information.