



National Association of Home Builders

Challenge

In 2012, the Avance team planned and coordinated a Homeownership Rally at Gardenview Estates for the Building Industry Association of Southeastern Michigan, the Michigan Association of Home Builders and the National Association of Home Builders. The goal of the event was to garner citizens' support in the form of a signed petition to demonstrate to local and national politicians that homeownership is essential to the American way of life. As a result of Avance's planning, implementation and coordination, a vacant lot was transformed into a professional and seamless event.

Solution

Approximately, 650 citizens participated in the event. Stakeholders were invited to the rally by Avance and included citizens, civil rights organizations, business groups, associations, home builders, real estate agents, college students, churches, politicians, and civic organizations. To ensure the attendance goal, Avance rented buses and coordinated with local churches and organizations to bring stakeholders to the rally. Avance created a 60 second radio commercial, recommended and bought a two-week flight on two local radio stations to encourage attendance at the rally. The Avance team also coordinated and managed local and national speakers – including political leaders. Avance's staff developed the program, and assisted in securing Detroit NBC Weatherman Chuck Gaidica as the MC. The Avance team identified and coordinated Kids N' Jazz as the entertainment, organized and managed the volunteers, designed and produced branded t-shirts and towels to give to attendees as well as boxed lunches were provided for all. Citizens signed petitions onsite illustrating their support. Moreover, the rally received significant national, regional and local media coverage.



Builders groups' rally in Detroit

They push housing as key component to U.S. recovery

By Greta Guent

Local and national builder groups came to Detroit on Friday as part of a series of homeownership rallies in political swing states to shine the light on housing and its importance to the economic recovery.

The rally was set up on a portion of undeveloped land at Gardenview Estates, a 139-acre mixed-use and mixed-income development at the southeast corner of Jay Road and the Southfield Freeway. It features rental units, senior citizen co-ops and single-family homes.

Organizers estimated that 650 people attended, including area residents, public officials and those whose livelihood depends on home building.

Speakers included U.S. Sen. Debbie Stabenow, D-Mich., Quicken Loans CEO Bill Emerson, Michigan Economic Development Corp. Executive Director Michael Finney, Detroit City Councilman Andre Spivey, and Sherry Rutenberg, chairman of the National Association of Home Builders.

Stabenow spoke against shaming out the mortgage interest deduction, which helps moderate the cost of home ownership. "That should not be changed, and we need to send a strong message about that."

The groups also want to guarantee that mortgages and loans are available to creditworthy consumers and small businesses and to find a resolution to the foreclosure crisis that is an obstacle to the housing recovery.

The Building Industry Association of Southeastern Michigan, the Michigan Association

FRIDAY'S RALLY IS ONE OF SEVEN PLANNED THROUGHOUT THE COUNTRY THIS YEAR.

Home Builders and NAHB sponsored the rally. It is one of seven planned throughout the country this year.

Home building's economic impact on Michigan last year was about a quarter of normal times. Home building generated \$1.3 billion and supported more than 22,800 jobs. And residential construction jobs have fallen by 40% since 2006, according to Bob Fika, CEO of the Michigan Association of Home Builders.

"The spillover of home ownership is so great. It builds community. It brings dignity to a family. It provides jobs, and it can bring back a city such as the city of Detroit," Spivey said. "We're going to do our part to provide an environment, an atmosphere for developers and homebuilders to come our way."

MICHIGAN HOME BUILDER IMPACT

Last year, Michigan home builders' economic impact on the state was about a quarter of normal times. And residential construction jobs have fallen by 40% since 2006, according to Bob Fika, CEO of the Michigan Association of Home Builders.

Total income in Michigan	Business owners' income	Wages and salaries	Taxes and local fees	Jobs supported
\$1.3 billion	\$373 million	\$926 million	\$272 million	22,318

SOURCE: National Association of Home Builders