



FOR IMMEDIATE RELEASE
GREAT DISCOUNTS FROM HOMES FOR HEROES®

Homes for Heroes® offers *large* savings to local heroes when buying or selling a home: For buyers, add this credit to other incentives, like low interest rates ...makes now the best time to buy!

(Bayside, NY – March 1, 2011) - With the spring housing market almost here, *Homes for Heroes* is gearing up to serve as many heroes as possible. **Homes for Heroes** aims to close the gap between the cost of housing and buyers in the following groups: *military personnel, police officers, firefighters, teachers, first responders and others* who serve our community and nation.

Homes for Heroes is celebrating its ninth year of bringing big savings to everyday heroes. Inspired by the hometown heroes who serve and protect their communities and our country, a partnership of realtors, mortgage lenders, title companies, and appraisers created Homes for Heroes, Incorporated. This collaboration of real estate professionals' sole purpose is to offer savings when buying or selling a home.

Homes for Heroes has already served hundreds of local heroes including a Police Sergeant who said, "*This is not a gimmick. There is no extra paper work or special guidelines or income limits. Homes for Heroes is comprised of full service real estate, mortgage and title company professionals, who have long established reputations. Both the sale and the purchase of my home went off without a hitch. Homes for Heroes saved us nearly **\$5,000.00** at closing. When raising a young family, every penny counts! I would definitely recommend this program to my fellow officers.*"

Homes for Heroes affiliates offer significant rebates and discounts on Real Estate Services, and are continually negotiating further discounts on an array of products and services for our clients to enjoy long after the closing.

If you would like more information about **Homes for Heroes**, or to schedule an interview, please call Kevin Lyons, New York Regional Director at 646-535-1741 or email NYheroes@gmail.com.

<http://www.HomesforHeroes.com>



What is Homes for Heroes?

Homes for Heroes is a community-minded company whose purpose is to provide real rebates and real discounts for workforce heroes who are buying or selling a home. Our founders looked around and saw that many of the important people who made it possible for us to live in our communities could not afford to buy homes in our communities. So, instead of talking about it, they decided to do something about it.

Mission Statement

Our mission is to provide extraordinary savings to local heroes who provide extraordinary services to our community every day.

Who qualifies as a hero?

Workforce heroes include but are not limited to: military personnel, teachers, firefighters, peace officers, healthcare workers and other everyday heroes who provide extraordinary services to the public every day.



How much will you save?

Savings vary due to the final selling price of your home. Check with your Homes for Heroes Affiliate for a firmer estimate. On a Homes for Heroes mortgage, you will receive your savings in the form of a discount off of fees versus a rebate in the form of a check. **Real discounts for real heroes.**

What do heroes think of the program?

Here is what some of our Heroes had to say:

“Homes for Heroes counseled us through the very frustrating process of buying a home during a period when most of the inventory for sale is short sales and foreclosed properties. In the end, we found our dream home. Especially now with all the economic uncertainty, we need to save as much money as we can. That is why I would encourage my fellow Police officers and Military brethren to check out the extraordinary service and savings at Homes for Heroes.”




– *Steve & Katie, Police Officers*

“Homes for Heroes sold my home in one day and for more than I expected. Then they found a home for my wife and me a few days later - our dream home. Both transactions went as smoothly as could be. Then they gave us over \$4,500 at closing! I can't see why anyone in law enforcement or firefighting would not take advantage of this great program.”



– *Todd F., Police Officer*



Here are the savings you will receive using the *Homes For Heroes*® program:

25% of the Gross Commission paid to your Homes for Heroes Real Estate Affiliate's Company, whether you buy or sell.

No more than ½% loan origination fee on Purchases or Refinances with HFH preferred Lender.

Discounted Closing fee with HFH preferred Closing Company. In states where allowed.

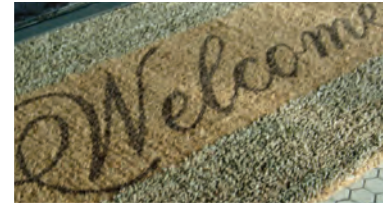
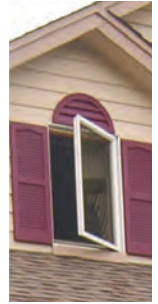
Discounted Home Inspections with HFH preferred Home Inspection Company.

“We continue to negotiate discounted services and resources for our heroes to enjoy even after your sale has closed! See our ‘Friends of Heroes’ page on our website.”

Sign up and save

If you plan to buy or sell a home visit our Web site to request a call from one of our Homes for Heroes Affiliates. They want to save you money.

www.homesforheroes.com
toll free (866) 4-heroes/(866) 443-7637



A community-minded company dedicated to helping workforce heroes save money on buying or selling their home.



SPECIAL
RECOGNITION
Social
Entrepreneurship

HOMES FOR HEROES

LEADER PROFILE

Ruth Johnson
Title: CEO
Family: Children,
Kacy Mlenar and
Mark Micek, sister,
Helen Johnson

OFTEN THE MOST influential businesses begin with a single, thoughtful question, posited in the simplest of ways; such is the case for Homes for Heroes.

Having been transfixed with the selfless, courageous and harrowing feats the legions of New York City firefighters, law enforcement officers and first responders carried out in the days and weeks following the 9/11 tragedy, Mark Micek turned to his mother Ruth Johnson, who was a Realtor®, and asked, “Mom, are there any programs out there for those heroes to buy homes, to help them out?”

Turns out there wasn’t. So Ruth gathered her sister, Helen, and her daughter, Kacy, who were also Realtors, and together she and Mark shared their idea. “We all agreed then and there that it was the perfect way to give back,” says Ruth, who is now the profit-with-a-purpose’s CEO. “And a great

business move as well; it was a win-win in our book.”

They applied for the much-coveted Homes for Heroes registered trademark shortly thereafter—for which they spend a good deal of energy and resources fighting the numerous infringement cases—and spent the first year hitting the streets with their homemade marketing materials.

“I think we brought in \$177,000 in gross commission that first year, and gave back \$48,000 to the heroes,” says Ruth. “It was a huge success.”

Since its inception, Homes for Heroes has expanded its “hero” list to include educators, health care workers and military personnel and, not surprisingly, has grown in other ways as well. Their gross income from 2008 to 2009 increased 286 percent; year-to-date over the same period in 2009,

they are looking at an increase of 221 percent. They currently have 169 Realtor affiliates in 24 states, recently added Friends of Heroes—a listing of local service providers who offer discounts to the heroes—created the Homes for Heroes Foundation, are offering help with rent and are gearing up for a program that, in Ruth’s words, “is going to be huge.”

“We can’t say for sure how many heroes we have helped because there are so many ways in which they can benefit, but our database is up to over 4,000,” says Ruth proudly. “The more we can help, the more we smile.”



Homes for Heroes®
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