



## **NYC's Real Estate Broker Powerhouses Don Hard Hats, Help Build Affordable Homes with Habitat for Humanity – New York City**

New York (July 30, 2008) – Some of New York City's top real estate brokers – who typically ink multimillion dollar deals with the rich and famous – put down their BlackBerries today and picked up hammers to help build affordable Habitat-NYC homes in Ocean Hill-Brownsville, Brooklyn.

These broker-philanthropists are members of Brokers Build, an organization that helps fund and build affordable homes for New Yorkers in need.

Brokers Build members aim to get 1,000 of their colleagues to raise \$1,000 each for affordable homes. To date, these real estate leaders have raised more than \$135,000, which will help towards funding 11 homes in Habitat-NYC's Atlantic Avenue complex in Ocean Hill-Brownsville, Brooklyn, now under construction.

"We are delighted with the outpouring of generosity from our industry," said **Mara Flash Blum, Chair of the Brokers Build Advisory Committee and a Senior VP at Sotheby's International Realty.** "Brokers understand better than anyone how affordable homes can help a community and improve the lives of New York City families."

"On a 90-degree day, it takes enormous commitment to volunteer on a hot construction site—and the members of Brokers Build are truly dedicated to helping solve the city's affordable housing crisis," said **Josh Lockwood, Habitat-NYC's Executive Director.** "Habitat-NYC and our family partner-homeowners are honored to be building homes with these powerhouses of New York City's real estate industry."

"When brokers give, someone in need gets a roof over their head," said **Brian Lewis, a Senior VP at Halstead and a Brokers Build Advisory Committee Member.** "We brokers can change lives—it's as simple as that. Our investment helps to build a home for someone who needs one, and helps that person to build the foundation for a better life."

**Arcadio "Steve" Garcia,** a future Habitat-NYC homeowner, worked alongside the brokers. A sales support assistant, Garcia pays more than half of his income for the apartment that he currently shares with his wife, Narda, and baby son. This winter, the family will have to replace a broken heater to stay warm.

"This will give my son a true place to call home," Garcia says. "Habitat for Humanity is a dream come true for many, many people."

(More)

**Alan Pfeiffer of Halstead Property, LLC and a Broker Build Advisory Committee Member,** said: "When I was asked to participate in the Committee that is destined to raise \$1,000,000 for this worthy cause, I questioned whether I had the time to do this. However, after attending the first meeting along with my peers, the enthusiastic brokers that started Brokers Build just one year ago, and spoke with the fabulous staff members of Habitat for Humanity, I knew that I would find the time to help. There is no doubt in my mind that we will reach our goal for this very worthy cause and have a lot of fun doing it!"

The Habitat-NYC project, at Eastern Parkway and the corner of Atlantic Avenue in Brooklyn, is comprised of three, four-story buildings with 41 homes total, making it Habitat-NYC's largest project to date. The project is being constructed with energy-efficient and environmentally friendly materials and designed to qualify for a LEED rating, which will save the homeowners 30 percent or more on their energy bills.

*Brokers Build is dedicated to assisting Habitat for Humanity – New York City in its effort to bring affordable housing to New York City. To contact or make a donation to Brokers Build, please call 212-991-4000 x330 or visit [www.brokersbuild.org](http://www.brokersbuild.org).*

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