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## New York Real Estate Brokers Join Forces With Habitat for Humanity

Brokers Build, an organization compiled of New York City's top real estate brokers, has joined together with Habitat for Humanity – New York City to raise \$1 million to build 11 homes in Brooklyn. The homes are part of a three-building development comprising 41 units, making this Habitat – NYC's biggest project to date and a qualifier for a LEED rating.

Brokers Build consists of an advisory board made up of more than 30 leaders in the real estate industry including Louise Phillips Forbes of Halstead, Jim Brawders of the Corcoran Group, Mara Flash Blum of Sotheby's, and Jeff Appel of Empire Mortgage. The organization is kicking off its campaign by encouraging every broker in the city to donate at least \$25, with incentives for larger donations.

"As real estate brokers in New York City profiting from an unprecedented luxury condominium boom, our goal is to create an affordable housing boom as homeownership is the cornerstone to participating in the American Dream," said Stan Ponte, chairman of Brokers Build and president of Coldwell Banker Previews International. "Families are required to supply 'sweat equity' by participating in the building of their own home, which eliminates the down payment hurdle and allows hardworking families to become home owners for the first time."