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Associations

Brokers Partner With Habitat-NYC

Leaders from the New York residential brokerage community have joined together to form BrokersBuild, a new charitable organization that is partnering with Habitat for Humanity–New York City to build homes for the needy in Brooklyn. Stan Ponte, president of Coldwell Banker Previews International, will serve as chairman. BrokersBuild's 30-person advisory board includes Louise Phillips Forbes of Halstead, Jim Brawders of the Corcoran Group, Mara Flash Blum of Sotheby's and Jeff Appel of Empire Mortgage.

BrokersBuild intends to raise \$1 million to build 11 units on a four-story building site at 1870 Eastern Pkwy. in Crown Heights.

The homes will be part of a three-building development totaling 41 units, making it Habitat for Humanity's biggest project in New York City to date. The project, designed by Dattner Architects, will also seek LEED certification from the United States Green Building Council.



1870 Eastern Pkwy.

The organization recently kicked off its campaign with a call for every broker in the city to donate at least \$25, with incentives given for larger donations. Ground was recently broken on the site and volunteers will begin the construction process this fall. The BrokersBuild project will double the number of houses typically built by Habitat-NYC in a year, says Josh Lockwood, the acting executive director of the chapter.