



York City Savvy

A Local REALTOR®
Designation in York, PA

Welcome to York, PA



What is York City Savvy

- A local REALTOR® Designation
- Professional tool to help market residential properties in a specific area through education and exposure to area amenities

How did this happen?

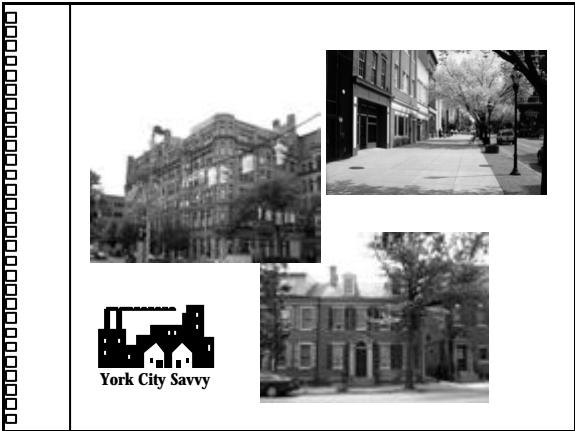
- Comments from buyers & sellers about REALTOR® reluctance to list & show
- Association inability to promote one member over another
- While working on EAH project stumbled upon Select Milwaukee (1990)

RAYAC Responds

- Design YCS to help members experience city living and be better equipped
- Educate on city amenities, permits & codes, parks & recreation, lending & other financial programs unique to the city
- Expose them to the city school district

A little about York

- Established 1741
- South central PA – 50 miles north of Baltimore MD
- city with a declining population (42,000)
- Completely encircled by suburbs
- County of more than 400,000 & growing



A Unique Municipality

- Historic
- Varied architecture
- Diverse neighborhoods
- Struggling tax base & higher taxes
- Lower home sale prices

Getting started

- Experience vs perception
- Learn from the experts
- Focus on the positives
- Acknowledge the negatives
- Define the benefits of the designation

Select your target audience

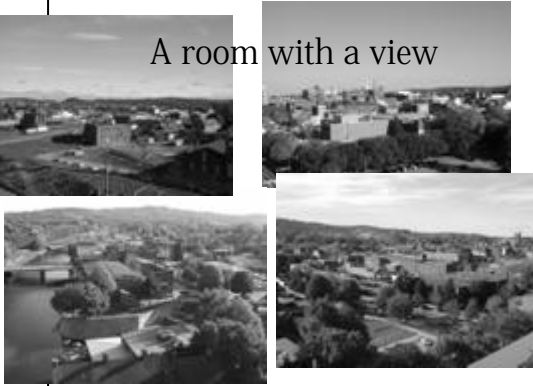
- Contact REALTORS already doing business in the City
- Contact the brokers and managers of area offices doing business in the City
- Follow up
- Realistic expectations of participation

Session 1

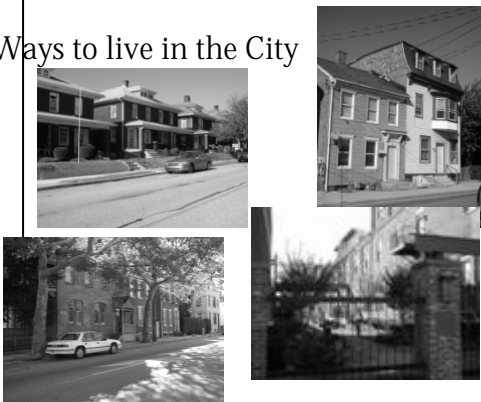
- Showcase the City
- Introduction to the City
- Fair Housing – Human Relation Comm.
- Codes & permits – City official



A room with a view



Ways to live in the City





Session 2 City Life

- City history
- Neighborhood associations - Alliance President
- Amenities: parks & recreation -director, cultural opportunities, restaurants, shopping, etc.- Main Street Executive
- Civic groups – York Young Professionals







Session 3
Financing Options

- Credit – Credit Bureau of York
- Mortgage products - area lenders
- Down payment & closing cost assistance – Housing Council of York
- Mortgage credit certificates – City Housing
- Tools



Session 4 School District of the City of York

- Variety of programs
- Changes in process
- Identify & clear up perceptions and misconceptions
- School tour
- Student presentation



Graduation

- Recognition amidst peers
- Designation pin
- Certificate
- Mayor

Recognition amidst peers




Keeping it alive

- Keep abreast of new information/ programs
- Post on website
- Circulate with community contacts

In Conclusion

- What message do you want to convey
- How will you best convey the information – what will have the greatest impact
- Make the most of your resources
- Consult the experts in the community

	<h2>Basics</h2>
	<ul style="list-style-type: none">■ 4 consecutive weeks■ 2 ½ - 3 hours per session■ Attendance required■ 1 absence allowed, make-up encouraged■ Informational packets at each session

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