



Service Deserves Its Rewards

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

These workforce heroes include:

- Military Personnel
- Teachers
- Firefighters
- Peace Officers
- and Healthcare Workers



Service Deserves Its Rewards

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SERVICE DESERVES REWARDS

Please join us and other Portland Business Owners in recognizing and supporting a group of people who work to make our communities safer and more enjoyable places for all of us to live. We call these individuals our ***Workforce Heroes!***

You are invited to be part of a network that we call "***Friends of Heroes.***" As a Friend, you will support a national movement named "***Homes for Heroes.***" Homes for Heroes is a community-minded company whose purpose is to provide real savings and discounts for workforce heroes who are buying or selling a home. The founders of Homes for Heroes looked around shortly after 9/11 and saw that many of the important people who make it possible for us to live in our communities could not afford to buy homes in these same communities. So, instead of talking about it, they decided to do something about it. Our Mission Statement is to ***provide extraordinary savings to local heroes who provide extraordinary services to our community every day.***

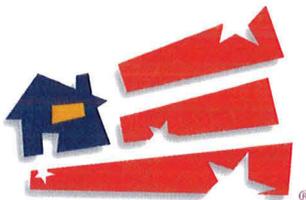
As a real estate professional, I am committed to offering these workforce heroes a significant savings when they buy or sell a home. Supporting this effort are Lenders, Title Companies, Insurance Companies, Inspection Companies and others that are directly related to the buying or selling of a home.

We are asking you to ***join our Friends of Heroes group*** and expand the savings opportunities to workforce heroes by providing a discount or savings on the products and services that you offer.

Our Workforce Heroes include: Military Personnel, Teachers, Firefighters, Peace Officers, and Healthcare Workers. They are identified by an ID card which they can register for at: <http://www.PortlandHomesforHeroes.com>.

Thanks for your support!

Dan Crider
Affiliate
Homes for Heroes



Homes for Heroes

your partner in workforce housing

Portland Homes for Heroes
6636 NE Sandy Blvd. Portland Oregon 97213 (503)287-1361 homes@portlandhomesforheroes.com
www.PortlandHomesforHeroes.com

FRIENDS OF HEROES MEMBERSHIP

INCLUDED:

	BASIC	PREMIUM
Directory Listing in the Portland Penny (6 page, 7500 run, 6X year tabloid)	✓	✓
Window Decal Identification (Markets your store as a Friend)	✓	✓
A Monthly HEROES news letter (information and success stories about program)	✓	✓
Content for FRIENDS marketing news letter (content for your marketing efforts)	✓	✓
Access to Discounted Online Printing Service (over 20% savings on printing)	✓	✓
50% Discount for Display Ads in Portland Penny (see the Penny Rate Sheet)	✗	✓
Featured in Press Release (1X annually)	✗	✓
Marketed thru Team National Network (Marketing organization with local members)	✗	✓
Quarterly Network Meeting for FRIENDS (Opportunity to meet other Friends)	✗	✓
Directory Listing on www.PortlandHomesforHeroes.com (linked listings to you)	✗	✓
Inclusion into our "Gift Box" Closing gift (insert your coupon into closing gift)	✗	✓
Participation in the Smart Start Program (education program for home buyers)	✗	✓

COST For Friends of Heroes Subscription:

Free

\$20/Month

Check payable to:
the Portland Penny

Contact Name: _____ Phone: _____
 Company: _____ email: _____
 Street: _____
 City: _____ Zip: _____
 Description of Product/Service and the savings/discounts that you agree to offer: _____



Portland Homes for Heroes

6636 NE Sandy Blvd. Portland Oregon 97213 (503)287-1361 homes@portlandhomesforheroes.com www.PortlandHomesforHeroes.com



What is the Homes for Heroes program?

Heroes' Frequently Ask Questions

What is this program about?

Homes for Heroes provides real savings for the people who work every day to make our communities safer, cleaner and better places to live. Homes for Heroes is a network of real estate professionals, mortgage brokers and title companies prepared to give real savings to their communities' Heroes when they buy or sell a home. This program is our way to say **thank you**.

Who qualifies as a hero?

Anyone can be a Hero! Our initial heroes have been firefighters, and public safety officers. However, there are many Heroes in our communities: health care professionals, military personnel, educators and educational support staff, youth workers, pastors and more. Tell us what you do for your community. When you are buying or selling a home, **let us say thank you** for all you do!

How much will I actually save?

The total amount you save will depend on the final selling or buying price of your home. Homes for Heroes Affiliates have agreed to the following rebates and discounts:

- 25% rebate on the gross brokerage commission
- Discounted Lender fees on Purchases or Refinances with HFH preferred Lender.

Do I have to use all of your affiliates (agents and lenders) to receive the savings?

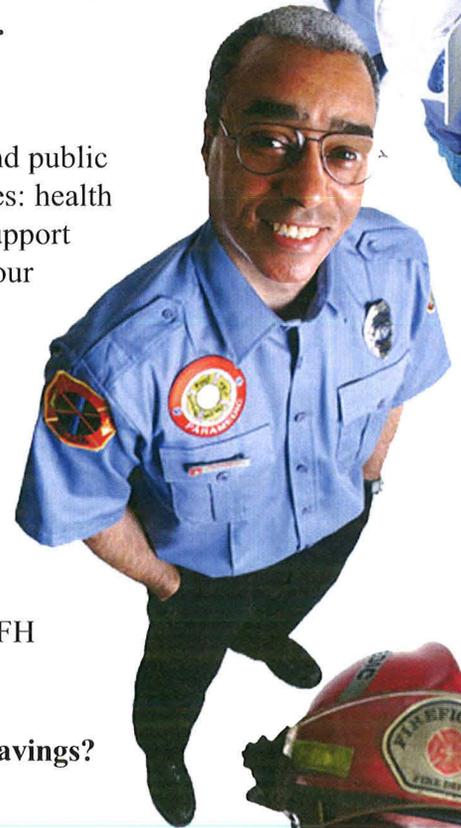
No, you don't: most Homes for Heroes' clients don't want to miss out on any of the generous rebates and discounts provided by our affiliates though, so they usually choose to let our affiliates say **thank you** every step of the way.

Are there a lot of extra applications, forms and paperwork?

None. Your name, a way to contact you, and what you do in your community -- that's all we need to know.

The Homes for Heroes Promise:

- No extra forms.
- No red tape.
- No fine print.
- No hidden fees.
- No catch.



How did this program get started?

Formed in 2002, following the tragedy of September 11, 2001, and bolstered by a shared admiration for the “heroes” employed as firefighter, emergency medical technicians and law enforcement officers, a group of Minnesota business owners created an innovative network called Homes for Heroes. This network was established to offer considerable savings to Heroes when they buy or sell a home. Since then, the program has expanded to serve even more workforce heroes: military personnel, educators and educational support staff, clerical professionals, health care professionals, and other every day heroes who provide quality services to their communities.

What if I am already working with a Realtor?

If you have signed any legal agreements with a Realtor, you cannot lawfully work with a Homes for Heroes Realtor. However, assuming you have not committed to mortgage lender, you can still take advantage of the rebates provided by our Homes for Heroes Mortgage Affiliates. Register at HomesforHeroes.com and provide us the name of your Realtor or Lender and we will invite them to join the program.

Are Home for Heroes Realtors full service?

Yes! We offer full service at a discounted rate. A full service Realtor provides professional support in every aspect of buying or selling a home. We are able to offer more savings than anyone else because of our strong business relationships -with our Home for Heroes Affiliates.

Are Home for Heroes Realtors qualified?

Absolutely! Homes of Heroes has strict Affiliate membership requirements to ensure you will be represented by the best of the best. Our Affiliates receiving ongoing training to ensure they are current in how to provide you with the best possible service.

How do I sign up?

Signing up is easy! Simply go to My Homes for Heroes Account page. Answer a few simple questions and a professional Homes for Heroes Affiliate will contact you within 48 hours.

This just sounds too good to be true. Why should I trust you?

Homes for Heroes is a service made for you. We want you to rely on us for savings now and in the future, so we'll treat you in a way that will make you want to turn to us again. We want you to feel great about referring us to your friends and family. Still not convinced? We invite you to read about what our Heroes have to say about their experiences working with us at www.HomesForHeroes.com

MARKET ACTION



A Publication of RMLS™, The Source for Real Estate Statistics in Your Community

Residential Review: Metro Portland, Oregon

February 2011 Reporting Period

February Residential Highlights

While there were fewer active and new listings on the market, sales activity in Metro Portland showed an improvement in closed sales in February 2011. Closed sales this month were above levels from both last February and the month prior, January 2011. Also notable in February was a slight decrease in inventory, down from 11.3 last month and the lowest of the previous two Februaries.

Closed sales were up 5.8% in February 2011 compared to February 2010. Pending sales were down 13.9%, and new listings dropped 26.1%.

Comparing the previous month of January 2011 with February 2011, closed sales grew from 1,035 to 1,074 (3.8%). Pending sales also increased from 1,489 to 1,592 (6.9%). New listings dropped from 3,128 to 2,883 (-7.8%).

At the month's rate of sales, the 11,746 active residential listings would last about 10.9 months.

Sale Prices

Average sale price for February 2011 declined 10.5% compared to February 2010. Median sale price also fell 9.1%.

Month to month, comparing January 2011 to February 2011, average sale price went down from \$248,900 to \$244,500 (-1.8%) while median sale price slightly decreased from \$215,000 to \$213,700 (-0.6%).

Year-to-Date

Comparing January-February 2011 with the same period in 2010 shows closed sales increased 5.4%. Pending sales were down 8.3%, and new listings decreased by 23.6%.

A comparison of year-to-date totals between 2011 and 2010 shows average sale price dropped 10.7% and median sale price went down 8.9%. See highlights table below.

Inventory in Months*			
	2009	2010	2011
January	19.2	12.6	11.3
February	16.6	12.9	10.9
March	12.0	7.8	
April	11.0	7.3	
May	10.2	7.0	
June	8.2	7.3	
July	7.3	10.8	
August	7.8	11.0	
September	7.6	10.5	
October	6.5	10.7	
November	7.1	10.2	
December	7.7	7.9	

*Inventory in Months is calculated by dividing the Active Listings at the end of the month in question by the number of closed sales for that month.

Percent Change of 12-Month Sale Price Compared With The Previous 12 Months

Average Sale Price % Change:
-3.2% (\$278,600 v. \$287,700)
Median Sale Price % Change:
-2.6% (\$237,600 v. \$243,900)

For further explanation of this measure, see the second footnote on page 2.

Portland Metro Residential Highlights		New Listings	Pending Sales	Closed Sales	Average Sale Price	Median Sale Price	Total Market Time
2011	February	2,883	1,592	1,074	244,500	213,700	177
	Year-to-date	6,053	3,024	2,154	246,800	214,900	168
2010	February	3,902	1,850	1,015	273,100	235,000	150
	Year-to-date	7,918	3,299	2,043	276,300	236,000	147
Change	February	-26.1%	-13.9%	5.8%	-10.5%	-9.1%	17.8%
	Year-to-date	-23.6%	-8.3%	5.4%	-10.7%	-8.9%	14.6%

*Total Market Time is the number of days from when a property is listed to when an offer is accepted on that same property. If a property is re-listed within 31 days, Total Market Time continues to accrue; however, it does not include the time that it was off the market.

AREA REPORT • 2/2011

Metro Portland & Adjacent Regions, Oregon

		RESIDENTIAL														COMMERCIAL		LAND		MULTIFAMILY		
		Current Month							Year-To-Date							Year-To-Date		Year-To-Date		Year-To-Date		
		Active Listings	New Listings	Expired/Cancelled Listings	Pending Sales 2011	Pending Sales 2011 v. 2010 ¹	Closed Sales	Average Sale Price	Total Market Time ³	New Listings	Pending Sales 2011	Pending Sales 2011 v. 2010	Closed Sales	Average Sale Price	Median Sale Price	Avg. Sale Price % Change ²	Closed Sales	Average Sale Price	Closed Sales	Average Sale Price	Closed Sales	Average Sale Price
141	N Portland	421	127	56	67	-23.9%	54	185,300	112	242	132	-14.3%	107	198,300	175,000	-3.8%	1	368,600	2	93,500	3	195,000
142	NE Portland	892	261	132	153	-13.1%	101	263,500	166	544	267	-18.1%	202	271,200	233,800	-0.5%	3	400,800	8	124,800	12	373,100
143	SE Portland	1,233	323	192	197	-27.8%	130	196,400	133	720	374	-18.9%	266	197,000	167,000	-1.9%	5	154,300	7	145,400	11	325,200
144	Gresham/ Troutdale	827	192	98	105	-16.0%	75	187,800	155	427	211	-6.6%	173	190,700	175,000	-4.0%	3	361,700	4	99,300	4	200,500
145	Millwaukie/ Clackamas	967	234	141	116	-15.9%	111	231,500	163	489	250	4.6%	199	237,600	227,700	-9.3%	-	-	8	115,900	1	113,300
146	Oregon City/ Canby	721	173	90	97	18.3%	47	220,100	208	328	173	8.1%	99	214,500	209,900	-10.0%	-	-	6	213,300	-	-
147	Lake Oswego/ West Linn	810	197	120	86	2.4%	63	368,700	220	413	169	9.7%	125	379,300	330,000	-10.5%	-	-	1	400,000	-	-
148	W Portland	1,320	346	202	205	14.5%	129	358,100	234	694	370	16.7%	238	363,500	316,500	-3.3%	1	315,000	7	120,800	5	488,800
149	NW Wash Co.	462	129	66	63	-35.7%	48	312,400	132	284	141	-13.0%	100	319,100	298,300	-1.6%	1	750,000	5	203,500	-	-
150	Beaverton/ Aloha	962	210	141	153	-25.7%	103	207,900	168	487	277	-21.8%	196	204,500	189,900	-2.8%	2	256,500	3	307,500	2	137,500
151	Tigard/ Wilsonville	1,027	247	108	115	-10.2%	66	264,000	238	532	218	-15.8%	141	272,000	262,000	-4.9%	1	61,100	5	276,900	6	219,800
152	Hillsboro/ Forest Grove	747	201	122	119	-18.5%	73	198,100	191	408	207	-15.9%	139	202,900	194,200	-8.8%	3	319,700	3	160,300	5	331,000
153	MT Hood	137	30	15	5	-16.7%	8	207,700	205	55	14	7.7%	14	207,500	237,500	-20.6%	-	-	-	-	-	-
155	Columbia Co.	446	79	44	38	-5.0%	19	149,400	125	175	70	-10.3%	60	164,200	155,000	-8.4%	1	190,000	5	130,700	1	153,000
156	Yamhill Co.	774	134	77	73	-9.9%	47	172,300	200	255	151	0.7%	95	173,400	158,500	-2.2%	2	355,800	10	167,000	-	-
100-485 200	North Coastal Counties	1,368	175	107	64	1.6%	44	210,300	148	349	124	-8.1%	101	232,500	206,000	-5.4%	2	402,000	11	86,600	3	176,300

Note: Data for Polk and Marion Counties is now reported in the monthly "Polk & Marion Counties" Market Action Report.

¹ Percent change in number of pending sales this year compared to last year. The Current Month section compares February 2011 with February 2010. The Year-To-Date section compares year-to-date statistics from February 2011 with year-to-date statistics from February 2010.

² % Change is based on a comparison of the rolling average sale price for the last 12 months (3/1/10-2/28/11) with 12 months before (3/1/09-2/28/10).

³ Total Market Time is the number of days from when a property is listed to when an offer is accepted on that same property. If a property is re-listed within 31 days, Total Market Time continues to accrue; however, it does not include the time that it was off the market.

FOR IMMEDIATE RELEASE

Contact:

Dan Crider
Homes for Heroes Affilliate
EXIT Realty Professionals
503-287-1361
dan@rdcrider.com

Homes for Heroes® offers savings to local heroes on Home transaction.

Workforce Heroes are rewarded for service.

Portland, Oregon (**Grassroots Newswire**) **March 24, 2011 --**

With the spring housing market here, Homes for Heroes is gearing up to serve as many Heroes as possible. Homes for Heroes aims to help 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.

Police Officer and soldier, Katie Blackwell, and spokesperson for Homes for Heroes, returned from serving, along side her husband Steve, in Iraq with the National Guard. Through her efforts in distributing information about the program to fellow soldiers, Homes for Heroes has been able to assist soldiers returning home, matching them to enthusiastic real estate affiliates eager to support our troops by way of great benefits offered by the program. We are ramping up quickly to align with the debriefing and reintegration initiatives at several military bases in anticipation of the large amount of returning troops.

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 \$5000.00 at closing. When raising a young family, every penny counts! I would definitely recommend this program to my fellow officers."*

Ruth Johnson is one of the founding members who started Homes for Heroes, Inc. in 2001. *“We all share an admiration for the people who serve our community and our nation selflessly and we wanted to recognize and show our appreciation in a meaningful way,”* said Johnson.

While the programs genesis and primary concentration originally was intended to serve the Minnesota real estate market, word of the Homes for Heroes benefits unpredictably spread throughout the country. With the far-reaching power of the Internet, this small-dedicated local effort spiraled into a growing nationwide program.

“We are pleasantly surprised with the company’s growth and how our mission has helped so many with homeownership”, said Johnson.

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

For more information about EXIT Realty Professionals, please call 503-287-1361. EXIT Realty Professionals is located at 6636 NE Sandy Blvd..

Parsons, Susan

From: Rachael Harris [rachaelharris84@gmail.com]
Sent: Friday, March 11, 2011 2:08 PM
To: Parsons, Susan; Leonard, Randy; superintendent@pps.k12.or.us; jforquer@iaff43.org; Sheffer, Kelli
Subject: Fwd: Portland Homes for Heroes!!! Business Leaders Unite!!

Here is a revised letter to Portland business leaders to support our Friends of Heroes network in the Portland area. This letter will go out to hundreds of businesses within our community!

Thanks so Much!

----- Forwarded message -----

From: **Rachael Harris** <rachaelharris84@gmail.com>
Date: Fri, Mar 11, 2011 at 2:00 PM
Subject: Portland Homes for Heroes!!! Business Leaders Unite!!
To:

Fellow Portland Business Leaders,

Portland Homes for Heroes would like to share a short video clip of a related HfH program launched by one of our affiliates in North Carolina. This remarkable story, and Ribbon Cutting Ceremony for the Homes for Heroes, are a wonderful way to gain the well deserved recognition for HfH. This program continues to provide our everyday Heroes with quality services at discounted rates from local businesses as a show of appreciation for their service.

We, at Portland Homes for Heroes, would love to duplicate this model here in Oregon! Our goal is to host a Ribbon Cutting Ceremony within the next month. We would like to have our local media cover this event at a prominent Hero based venue, such as the VA Hospital.

Please feel free to review this video clip for more information.

Remember... Almost ANY business service can be a Friends of Heroes supporter with discounts off your quality services. We need your participation to help support Our Heroes everyday!!

Please also review, or Friend, our Facebook page at: Portland Homes for Heroes.

<http://www.youtube.com/watch?v=Vb6i9XkWKW4>

Please contact Portland Homes for Heroes to include your business in our Friends of Heroes network and increase your patronage through support of our Heroes.

Thank you for your time and consideration.

Rachael Harris

Portland Homes for Heroes

Marketing Coordinator

Homes@PortlandHomesforHeroes

O-503-287-1361

C-503-804-9928

Homes for Heroes movie

<http://www.youtube.com/watch?v=JDWDK6uRgtw>

--
Rachael Harris

Portland Homes for Heroes

Marketing Coordinator

Homes@PortlandHomesforHeroes

O-503-287-1361

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Homes for Heroes movie

<http://www.youtube.com/watch?v=JDWDK6uRgtw>



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.

Discounted Lender fees 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."

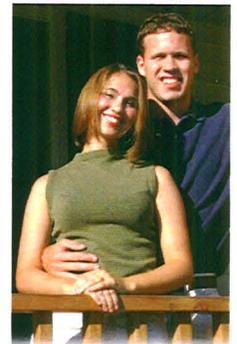
Sign up and save

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.



Homes for Heroes

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



Homes for Heroes

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



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 offers workforce housing solutions by way of incredible rebates. We received over \$4,000 at closing to be used toward our down payment and closing costs. Though the service costs were cut, the service was not. There is no extra paper work or special guidelines."



– Allison H., city employee

"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



A PUBLICATION OF PORTLAND PENNY LLC

VOLUME ONE

the PORTLANDPENNY

yours
FREE

YOUR LOCAL NEIGHBORHOOD REAL ESTATE NEWS ...VIEWS... AND REVIEWS.

featuring



Homes *for* Heroes

your partner in workforce housing



Got
yours
yet?

www.portlandhomesforheroes.com

Identify yourself as a workforce hero and receive savings and discounts on qualified goods/ services from affiliated Friends of Heroes partners.

PORTLAND REAL ESTATE MARKET FORECAST: 2011

Where is the housing market headed in 2011? That is the question...but, where do you go for your answer? If you turn on the TV or read the newspapers you will likely see stories about the slow market, high unemployment, low consumer confidence and lack of demand for housing. The real question should be "What factors will affect you...and what should you pay attention to?"

In general, the projection for 2011 is for foreclosures to increase and possibly peak which will likely result in housing values droppin another 7-10% before the end of the year. Historically low interest rates have been driven by the federal reserve and will likely continue until the job market improves.

This market is described as a buyer's market. So for you buyers, this is an excellent opportunity. You can purchase a home at below-historic values using favorable interest rates. But, be sure to keep your mortgage affordable.

The real estate market is a local market influenced by national economic factors. Unemployment, consumer confidence, security threats, and other events influence our neighborhood home values.

The Portland (RMLS) multiple listing service publishes a "Market Action" report on the 5th of each month showing the previous months home sales activity. This allows you to see new listings, pending sales, closed sales, average sale price, median sale price and total market time for homes in your general area. A \$45 per year email subscription to this report is available by contacting RMLS (503-2236-7657).

By becoming informed about your local market, your chances of making your best decision will be greatly improved.

Providing Savings For Home Buyers and Sellers

and other benefits also.

Workforce heroes include:

MILITARY PERSONNEL

TEACHERS

FIREFIGHTERS

PEACE OFFICERS

HEALTHCARE WORKERS

These Workforce Heroes enjoy savings and discounts on more than just their home transaction. A group of concerned merchants called "Friends of Heroes" also provide savings on many products and services. A list of these Friends are on page 3.

WHAT DO HEROES THINK OF THE PROGRAM?

"Homes for Heroes offers workforce housing solutions by way of incredible savings. We saved over \$4000 at closing to be used toward our down payment and closing costs. Though the service costs were cut, the service was not. There is no extra paperwork or special guidelines."

Allison H.

"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. And we saved over \$4500 at closing. I can't see why anyone in law enforcement or firefighting would not take advantage of this great program."

Todd F.

(see more testimonials pg. 4)

WHAT IS HOMES FOR HEROES?

Homes For Heroes is a community-minded company whose purpose is to provide real savings and discounts for workforce heroes who are buying or selling a home. The founders of Homes for Heroes 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. Their Mission Statement is to provide extraordinary savings to local heroes who provide extraordinary services to our community every day.

HOW MUCH DO HEROES SAVE?

Savings vary due to the final 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 savings on the cost of the transaction. There are real savings for real heroes.

WHERE CAN I FIND OUT MORE ABOUT THIS PROGRAM?

There is a local Homes For Heroes Affiliate Office on NE Sandy Blvd. EXIT Realty Professionals offers this program. You can call them at 503-287-1361 or email to: homes@portlandhomesforheroes.com

Get your HERO ID card at:
www.portlandhomesforheroes.com
Savings and Discount Benefits.



NOW IS THE TIME TO BUY...REAL ESTATE!

As a Realtor® I watch the local real estate market with an keen interest. Certainly the last 36 months have been very cruel to home owners. Their equity has been depleted by the price "deleveraging" going on in the marketplace. Every market has a cycle and we have seen one of the most dramatic since the early 80's. My prediction is that the market will recover. Are we at the bottom? Most market gurus are saying we are within 5-7% of the bottom. So, should we wait to buy real estate? I don't think so. Price is only one variable. The other is interest rates. The Fed has held rates at a subsidized low percentage for a couple of years. If they allow rates to increase, the effect on your mortgage payment could be substantial. For example, let's "buy" a home in the Irvington neighborhood for \$475,000. We know that 3 years ago this house sold for \$615, so we are pretty sure this is a good deal. If we buy now and get a 4.75% rate our payments on a 80%, 30 year loan would be **\$1982.26**. But, let's wait a while to buy because we know this home will decrease by 5% to \$450,000. Oh No...the interest rate is up to 5.75%....and our payment is now **\$2100.86**...oops! We got a better price but are actually paying more per month. So, that is why I say **"NOW IS THE TIME TO BUY!"**

Be Well and Prosper,

Dan

DAN CRIDER
Managing Editor



Keys To Finding The Home Of Your Dreams

by William Scott

You know that your perfect home is out there, but how do you find it? The right realtor will represent your interests during the home selection and home buying process, and will work on your behalf when it comes to negotiations with the seller as well. This is why it is so important to take the time to find the right one.

One of the easiest ways to make sure that you are getting involved with the right person is to do your research. Most likely, realtors will all have a reputation about effective their services are and what they were able to do for others. By looking into Internet sources or by asking other people, you can start out to find the right person and to eliminate some potential problems with realtors who aren't looking out for your best interests.

You don't just have to look at realtors from what others are saying. You can also look at how they have their services set up. The most important part of this is determining the commission that they will receive. This will make a difference in how much you end up paying for your home. You will also want to look at credentials and how long they have worked in the area. The more that they know, the more they will be able to help you.

If you have never had a realtor before, you will want to know standard procedures for how they are supposed to approach you with the business. For instance, you shouldn't have to sign a contract at the beginning of the deal. You also shouldn't have to put any money down until you have found a home and signed a contract with the lender. More importantly, make sure that the realtor is going to listen to what you want and need and doesn't try to take advantage of what you don't know. You will usually be able to tell where a realtor stands with your business by how they respond to your questions and needs with the first phone call. Every realtor has their own personal touch to showing homes. If you aren't comfortable with how they are proceeding, it is best to not use them.

Having the right realtor is the key to a successful home purchase, since this person will represent you in the negotiation and seller communication processes. The purchase of a home is the largest financial decision that most people will ever make, and a decision this important deserves careful thought throughout all steps of the process.

Editors Note: *The mission of this newspaper is to provide helpful information about buying and selling a home here in Portland. Real estate is a local market with issues that are affected by local events. Our editorial team is constantly looking for stories that affect local real estate. If you would like to contribute, please contact the editor. One area of interest we have, as a supporter of the Homes for Heroes program, are stories about local heroes. We want to recognize the everyday heroism that around our city. Another area of interest are stories about employment. Local real estate pricing and demand is closely connected to employment in our local area.*

This note is our way of asking for your contribution and support of our effort to provide helpful information about buying and selling a home.

OREGON VA HOME LOAN

The Oregon Department of Veterans' Affairs (ODVA) offers a state veterans' home loan (ORVET) that is an additional and distinctively separate benefit from the USDVA (Federal VA) Home Loan Guaranty Program. The current maximum loan amount for a single family, owner occupied residence is \$417,000 or a veteran's remaining eligibility amount if there has been a previous ODVA loan.

The ORVET home loan is an ideal product for those who served their country in uniform. The program is designed specifically to provide veterans the lowest interest rate possible and is secured through special federal bonding only available to state home loan programs. ODVA takes pride in achieving consistent high levels of customer satisfaction, and makes every attempt to be flexible and provide quality customer service (cont. next column)

Special Oregon VA Program Notes:

- Interest rates are generally below market.
- Closing costs are limited.
- Loans are serviced by ODVA in Salem, not sold to investors.
- No tax service fee.
- 15 to 30-year terms.
- No pricing adjustments for manufactured housing classified as real property
- Loans may be re-amortized after unscheduled principal reductions of \$3,000 or more.
- Up to 100% financing may be available.
- Guaranteed acceptance loan cancellation life insurance available.
- No recapture or prepayment penalties.
- Loans are NOT limited to "first time" homebuyers.

Contact ODVA's Home Loan Department to find out how to apply for a home loan:

**Oregon Department of Veterans' Affairs
Home Loan Department
700 Summer Street NE
Salem, OR 97301-1285
Toll-free within Oregon 1-888-673-8387**

Portland started as a spot known as "the clearing," which was on the banks of the Willamette about halfway between Oregon City and Fort Vancouver. In 1843, William Overton saw great commercial potential for this land but lacked the funds required to file a land claim. He struck a bargain with his partner, Asa Lovejoy of Boston, Massachusetts: for 25¢, Overton would share his claim to the 640 acre (2.6 km²) site. Overton later sold his half of the claim to Francis W. Pettygrove of Portland, Maine. Pettygrove and Lovejoy each wished to name the new city after his respective home town; this was decided with a coin toss, which Pettygrove won in a series of two out of three tosses. **The coin used for this decision, now known as the Portland Penny, is on display in the headquarters of the Oregon Historical Society.**

courtesy of http://en.wikipedia.org/wiki/Portland,_Oregon

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VOLUME ONE

the **PORTLANDPENNY**

YOUR LOCAL NEIGHBORHOOD REAL ESTATE NEWS ...VIEWS... AND REVIEWS.

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Production Coordinator

6 Ways to Buy Property--No Money Down

Written by: Dennis Henson

Is it possible to buy property for no money down? Of course--there are many ways to totally finance the purchase of real estate. It just takes some imagination and some O.P.K. (Other Peoples Knowledge). Here are six ways to buy property using very little or none of your own money...

#1 Owner Financing

A fast and easy way to acquire financing is by persuading the seller to finance the purchase. Look at all these benefits:

- No Credit Check
- No Loan Apps
- No Banks
- No Waiting
- No Closing Costs
- No Stress
- Better Interest Rate
- None of Your Own Money

The only problem with this tactic is that it is sometimes harder to achieve than some of the more conventional methods. But it can be done if you find a truly motivated seller.

#2 Partners

Another great way to purchase with none of your own money is by using partners. This too has many benefits.

- No Credit Check
- No Loan Apps
- Less Waiting
- None of Your Money
- Better Rates
- Easier to Find

But this tactic has a few more drawbacks--such as:

- Some Paperwork
- Banks Maybe
- Some Closing Costs
- Stress
- Less Profit for Yourself

How would a partnership work? You have to make a plan that will be good for you and attractive to someone with money. One way could be you do all the work and your partner provides all the money. Now you only have to decide how you will divide any profits the property produces.

Who might be prospective partners?

- Anyone with money
- Professionals--Doctor Dentist Accountant
- Friends
- Neighbors
- Co-workers
- Church
- Club Members

What would attract a partner?

- Good deals
- Tax breaks
- Profits
- Prestige

Just be sure to get everything in writing before you start the deal. And please consult a good real estate attorney to help you organize the partnership structure and the partnership agreement.

#3 Investors

Using investors is also a great way to finance your real estate deals. You just pay them for the use of their money and you get to keep more of the profit than with a partner.

What will attract investors to your deals?

- Security
- A good return on their investment
- Liquidity

What are some ways to find investors?

- Run ads in papers and tabloids
- Put on your business card
- Put out brochures in professional offices
- Put out brochures in public places
- Go to investment club meetings
- Talk to everyone you meet about investing
- Search the web
- Have a web site

Again be sure to get everything in writing before you take any money from an investor and be sure to consult a real estate attorney to help you with the paperwork.

#4 Subject to

"Subject to" means that you purchase a property--leave the existing financing in place. The purchase contract would specify that you are buying the property "Subject to" the existing first and or second mortgage.

Is this legal? My attorney says "yes" but check with your attorney. Is it wise? That depends on how you write the terms of your agreement with the seller. You need to be sure that you will be able to pay that mortgage payment on time every time. As long as you pay on time everything should go smoothly. But you risk losing your equity should you fail to make the mortgage payments.

Here are a few of the benefits of the "Subject To" tactic.

- No Credit Check
- No Loan Apps
- No Waiting
- No Closing Costs
- Does Not Show up on Your Credit
- None of Your Own Money

But

- A Bank is involved
- There can be stress
- Proceed very carefully

#5 Credit Cards

Another way to avoid using your own money for buying property is by using Credit Cards. You never know when a great deal will pop up and take my word great deals must be grabbed quickly or they will disappear. A quick way to take advantage of these deals is by having a large available balance on a number of credit cards.

Here is what to do...

- Apply for and get cards
- Always pay on time
- Keep balances under 30%
- Use all your cards
- Call every quarter and ask for increase
- Also ask for interest rate decrease
- Apply for more cards
- Continue this process

There is no limit to the amount of money available as long as you pay on time and keep using the cards and requesting more.

Have your Credit Cards ready for emergencies and you can land some great deals.

#6 Notes

A "Note" is an agreement to pay back a loan. Most notes specify:

- The amount to be paid back
- An interest rate
- The interval of and amount of each payment
- And by what date loan is to be totally paid off

A note may be used to pay a seller a down payment. Notes may also be used in combinations with most all other tactics. Some examples of combinations are:

- Note and owner financing
- Note and option
- Bank loan and note
- "Subject to" and note
- Use your imagination

Using notes is a great way to buy property without using your money.



NOTE: Each of these "unconventional" financing alternatives has its own benefits and risks. Carefully investigate before making one of the largest financial decisions that most of us make.

If you qualify as a Homes for Heroes candidate, you may find that one of the programs preferred lenders can help you make your best decision. The lenders participating in this program are knowledgeable and deliver professional services and products.

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The Blackwells

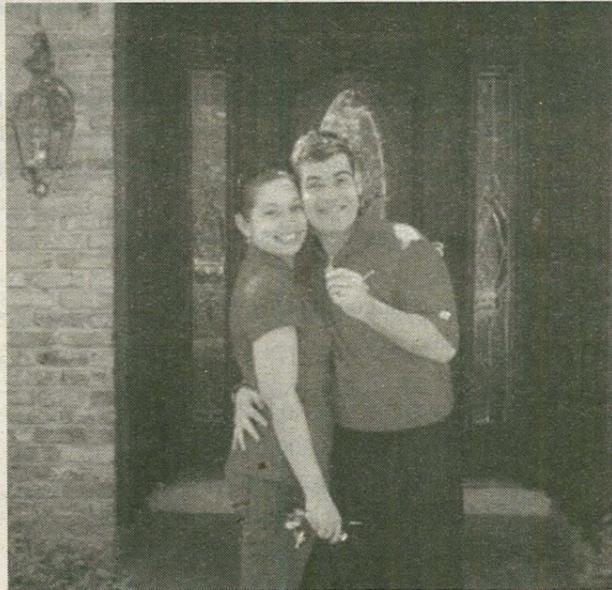
"Homes for Heroes counseled us through the very frustrating process of buying a home during a period when most of the inventory for sale is short-sales and foreclosed properties. In the end, we found our dream home. Especially now with all the economic uncertainty, we need to save as much money as we 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."

Police Sgt. Steven Blackwell and Police Officer Katie Blackwell, Active Duty National Guard and Two-Tour Vets of Iraq



The Scott Family

"Just wanted to take a moment to thank the Homes for Heroes team!! Our Realtor helped us locate our home and successfully negotiated most of our closing costs for us. Because of HFH we only had to pay half price loan origination! On top of that, many of our other fees were reduced as well, including our inspection and closing costs. Due to the fact that we were already under contract when we joined Homes for Heroes we were not able to take advantage of the Realtor rebate, however, Homes for Heroes still donated 25% of their gross commission to a charity of our choice, our churches Family Worship Center Missions Fund! Homes for Heroes is an amazing program and will help others just like us. Thanks for making the home buying process cheaper!"



The Wilhelms

"Homes for Heroes made buying our first home such a great adventure. The entire Homes for Heroes team was wonderful to work with, especially our realtor, he was so much help and never pushy or over-bearing like some realtors can be. His honesty was our most valuable asset and we knew that when he told us about Homes for Heroes, we could trust him. He didn't steer us wrong, and like he told us: no red tape, no hidden agenda or fees, no restrictions what so ever! He was always just a phone call away and even went out of his way to make sure everything was running smoothly. Buying your first home (or any home for that matter) is a huge step and investment. We knew that with Homes for Heroes, we were getting the most out of the experience. Homes for Heroes not only saved us money, but helped us feel like our service to our community is appreciated. We've already been telling everyone about Homes for Heroes and will continue to do so. Much thanks to Homes for Heroes!"



The Nielsens

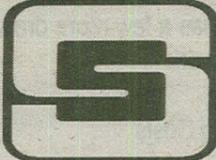
"Even USAA could not come close to the savings we received from Homes For Heroes. We Shopped and compared. No Extra forms to fill out and no extra paperwork required. I could not have been more pleased."

Tony and Carissa Nielsen

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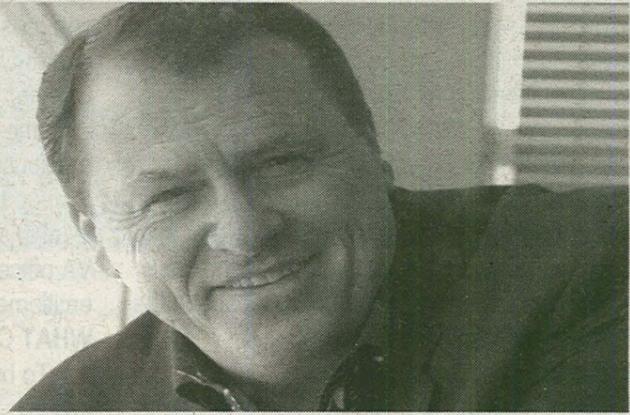
Wanting is the precursor of desire. It is a pulling power. When you want something, you are always enthusiastic about receiving it. However, when you hesitate, procrastinate, vacillate and waver you simply lose the opportunity to move forward. Your heart is either in it or it's not.

TAKING THE BULL BY THE HORNS

-STEVE MORRIS
 Founder & CEO
 EXIT Realty



“In today’s economy, a passive, laid-back, submissive attitude simply will not work. Those who are determined to command their own destiny, despite economic, political, market and world conditions, must take the bull by the horns.”



It appears that the government cannot dig us out of this mess and the financial marketplace is so extreme in rhythmical change, that it has little beneficial affect. Those in the know say it’s up to business to jettison recovery and yet, the banks will not give an inch with regard to lending. Everybody is afraid to take their foot off of first base. It’s inhibition personified.

Growth, development, success and prosperity are never a bi-product of inhibition. Doubt and fear do nothing but stall activity. You simply cannot move or develop momentum when you have both feet on the “power disc” brakes. The U.S. economy is not necessarily in a coma, but it’s certainly in a state of catalepsy.

Despite all the poor numbers you read concerning the money environment, keep one thing in mind. It’s simply that — an environment. Your job as an individual or a family is to survive and thrive, no matter what the environment. It’s simply a set of circumstances. Your mind set, your attitude, and your personal demand system influence environment. You energize everything you think about. Your deliberate intention influences. And with this, your conviction is the determining factor.

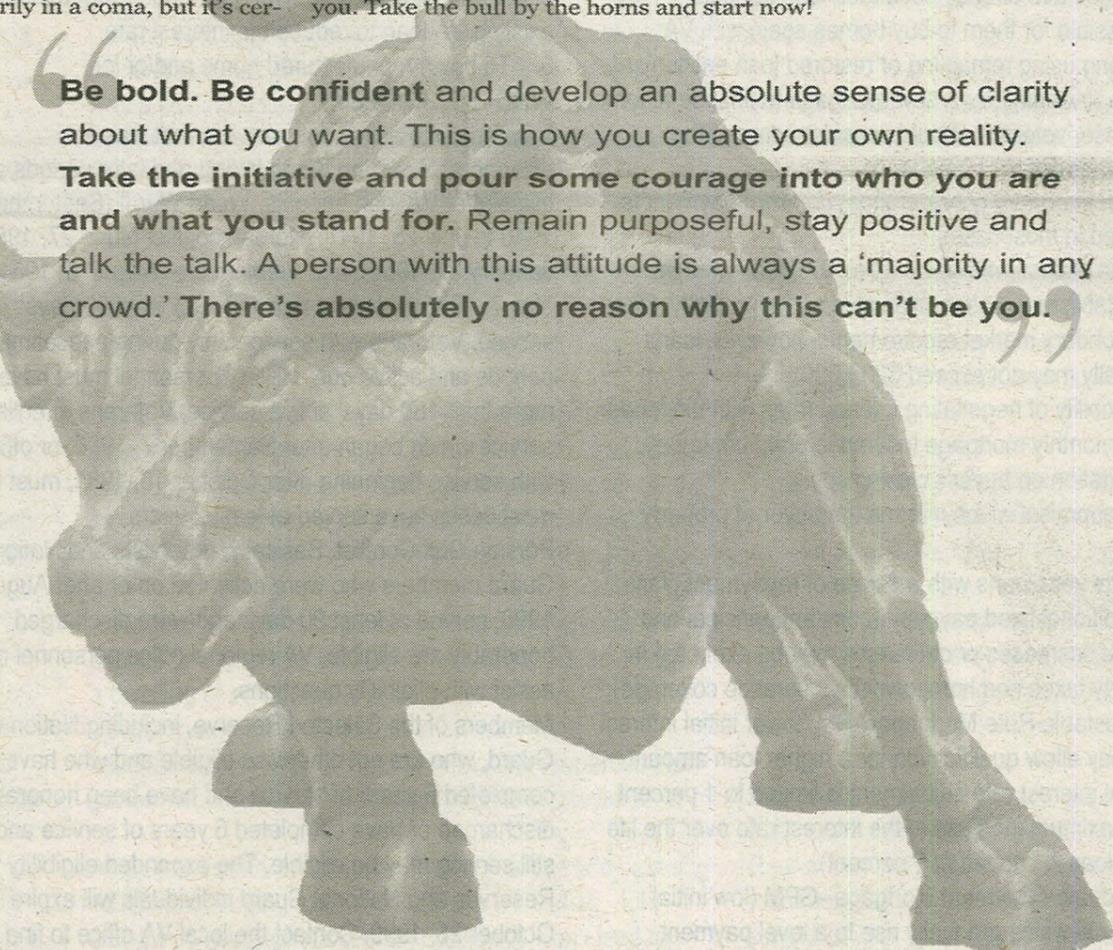
If you want something bad enough, you will find all the components necessary to achieve it. It’s never a question of not being able to afford it; it’s a question of whether or not you really want it. If you do, you will find the money. You always have and you always will. Those who’ve given themselves permission to want — get. You get what you focus on. When you focus your mind on something, with full concentration, conviction and desire, absolutely nothing can stop you. A “bulldog on a pant leg cuff” with a “never give in” relentlessness is what it takes to be a winner who continually wins.

If you want to live your life with full, unham-

pered free will, you must set out purposefully to create your own circumstances. Be bold. Be confident and develop an absolute sense of clarity about what you want. This is how you create your own reality. Take the initiative and pour some courage into who you are and what you stand for. Remain purposeful, stay positive and talk the talk.

A person with this attitude is always a “majority in any crowd.” There’s absolutely no reason why this can’t be you. If the entire country could bolster in this manner, there would be no recession. It all starts with one person with a positive, confident and creative attitude. This should be you. Take the bull by the horns and start now!

“Be bold. Be confident and develop an absolute sense of clarity about what you want. This is how you create your own reality. Take the initiative and pour some courage into who you are and what you stand for. Remain purposeful, stay positive and talk the talk. A person with this attitude is always a ‘majority in any crowd.’ There’s absolutely no reason why this can’t be you.”



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- www.alltopportlandhomes.com (great way to search using your criteria and it is free).
- www.forecast-chart.com/estate-real-portland-or.html (long url, great info and it is free).
- www.portlandmonthlymag.com/real-estate/articles/neighborhoods-by-the-numbers/ (good and free)

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“Your Home. Our Business.”



VA HOME LOANS

The more you know about our home loan program, the more you will realize how little "red tape" there really is in getting a VA loan. These loans are often made without any down payment at all, and frequently offer lower interest rates than ordinarily available with other kinds of loans. Aside from the veteran's certificate of eligibility and the VA-assigned appraisal, the application process is not much different than any other type of mortgage loan. And if the lender is approved for automatic processing, as more and more lenders are now, a buyer's loan can be processed and closed by the lender without waiting for VA's approval of the credit application.

Additionally, if the lender is approved under VA's Lender Appraisal Processing Program (LAPP), the lender may review the appraisal completed by a VA-assigned appraiser and close the loan on the basis of that review. The LAPP process can further speed the time to loan closing.

FIVE EASY STEPS TO A VA LOAN

1. Apply for a Certificate of Eligibility.
2. Decide on a home the buyer wants to buy and sign a purchase agreement
3. Order an appraisal from VA.
4. Apply to a mortgage lender for the loan.
5. Close the loan and the buyer moves in.

VA FINANCING - A GOOD DEAL FOR VETERANS

More than 29 million veterans and service personnel are eligible for VA financing. Even though many veterans have already used their loan benefits, it may be possible for them to buy homes again with VA financing using remaining or restored loan entitlement. Before arranging for a new mortgage to finance a home purchase, veterans should consider some of the advantages of VA home loans

1. Most important consideration, no down payment is required in most cases.
2. Loan maximum may be up to 100 percent of the VA-established reasonable value of the property. Due to secondary market requirements, however, loans generally may not exceed \$203,000.
3. Flexibility of negotiating interest rates with the lender.
4. No monthly mortgage insurance premium to pay.
5. Limitation on buyer's closing costs.
6. An appraisal which informs the buyer of property value.
7. Thirty year loans with a choice of repayment plans:
 - a. Traditional fixed payment (constant principal and interest; increases or decreases may be expected in property taxes and homeowner's insurance coverage);
 - b. Adjustable Rate Mortgage-ARM (lower initial interest rate may allow qualification for a higher loan amount. Annual interest rate adjustment is limited to 1 percent and maximum increase in the interest rate over the life of the loan is capped at 5 percent).
 - c. Graduated Payment Mortgage-GPM (low initial payments which gradually rise to a level payment starting in the sixth year); and
 - d. In some areas, Growing Equity Mortgages-GEMs (gradually increasing payments with all of the increase applied to principal, resulting in an early payoff of the loan).
8. For most loans for new houses, construction is inspected at appropriate stages to ensure compliance with the approved plans, and a 1-year warranty is required from the builder that the house is built in conformity with the approved plans and specifications. In those cases where the builder provides an acceptable 10-year warranty plan, only a final inspection may be required.

9. An assumable mortgage, subject to VA approval of the assumer's credit.
10. Right to prepay loan without penalty.
11. VA performs personal loan servicing and offers financial counseling to help veterans avoid losing their homes during temporary financial difficulties.

WHAT IS A VA-GUARANTEED LOAN?

These loans are made by a lender, such as a mortgage company, savings and loan or bank. VA's guaranty on the loan protects the lender against loss if the payments are not made, and is intended to encourage lenders to offer veterans loans with more favorable terms. The amount of guaranty on the loan depends on the loan amount and whether the veteran used some entitlement previously. With the current maximum guaranty, a veteran who hasn't previously used the benefit may be able to obtain a VA loan up to \$203,000 depending on the borrower's income level and the appraised value of the property. The local VA office can provide more details on guaranty and entitlement amounts.

WHAT CAN A VA LOAN BE USED FOR?

1. To buy a home, including townhouse or condominium unit in a VA-approved project.
2. To build a home.
3. To simultaneously purchase and improve a home.
4. To improve a home by installing energy-related features such as solar or heating/cooling systems, water heaters, insulation, weather-stripping/ caulking, storm windows/doors or other energy efficient improvements approved by the lender and VA
5. To refinance an existing home loan up to 90 percent of the VA-established reasonable value or to refinance an existing VA loan to reduce the interest rate.
6. To buy a manufactured home and/or lot.

WHO IS ELIGIBLE?

Veterans with active duty service, that was not dishonorable, during World War II and later periods are eligible for VA loan benefits. World War II (September 16, 1940 to July 25, 1947), Korean conflict (June 27, 1950 to January 31, 1955), and Vietnam era (August 5, 1964 to May 7, 1975) veterans must have at least 90 days' service. Veterans with service only during peacetime periods and active duty military personnel must have had more than 180 days' active service. Veterans of enlisted service which began after September 7, 1980, or officers with service beginning after October 16, 1981, must in most cases have served at least 2 years. Persian Gulf Conflict. Basically, reservists and National Guard members who were activated on or after August 2, 1990, served at least 90 days and were discharged honorably are eligible. VA regional office personnel may assist with eligibility questions.

Members of the Selected Reserve, including National Guard, who are not otherwise eligible and who have completed 6 years of service and have been honorably discharged or have completed 6 years of service and are still serving may be eligible. The expanded eligibility for Reservists and National Guard individuals will expire October 28, 1999. Contact the local VA office to find out what is needed to establish eligibility. Reservists will pay a slightly higher funding fee than regular veterans. (See paragraph entitled "Costs of Obtaining a VA Loan").

REQUIREMENTS FOR LOAN APPROVAL

- To obtain a VA loan, the law requires that:
1. The applicant must be an eligible veteran who has available entitlement.
 2. The loan must be for an eligible purpose.
 3. The veteran must occupy or intend to occupy the property as a home within a reasonable period of time after closing the loan.
 4. The veteran must be a satisfactory credit risk.

5. The income of the veteran and spouse, if any, must be shown to be stable and sufficient to meet the mortgage payments, cover the costs of owning a home, take care of other obligations and expenses, and have enough left over for family support.

An experienced mortgage lender will be able to discuss specific income and other qualifying requirements.

COSTS OF OBTAINING A VA LOAN

Funding Fee

A basic funding fee of 2.0 percent must be paid to VA by all but certain exempt veterans. A down payment of 5 percent or more will reduce the fee to 1.5 percent and a 10 percent down payment will reduce it to 1.25 percent.

A funding fee of 2.75 percent must be paid by all eligible Reserve/National Guard individuals. A down payment of 5 percent or more will reduce the fee to 2.25 percent and a 10 percent down payment will reduce it to 2.0 percent.

The funding fee for loans to refinance an existing VA home loan with a new VA home loan to lower the existing interest rate is 0.5 percent.

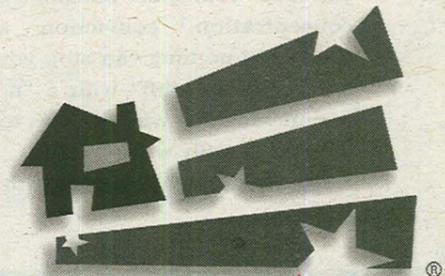
Veterans who are using entitlement for a second or subsequent time who do not make a down payment of at least 5 percent are charged a funding fee of 3 percent.

NOTE: For all VA home loans, the funding fee may be paid in cash or it may be included in the loan.

Other Closing Costs

Reasonable closing costs may be charged by the lender. These costs may not be included in the loan. The following items may be paid by the veteran purchaser, the seller, or shared. Closing costs may vary among lenders and also throughout the nation because of differing local laws and customs.

- VA appraisal
- Credit report
- Loan origination fee (usually 1 percent of the loan)
- Discount points
- Title search and title insurance
- Recording fees
- State and/or local transfer taxes, if applicable
- Survey



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For more information about how to qualify for Federal or State VA loan assistance please call: (503)287-1361

**SELF-DIRECTED RETIREMENT
Real Estate IRA & Foreclosures**

The Dow Jones average has crossed the 12,000 threshold and things seem to be looking up for the U.S. economy, but there is much concern about the future.

Many individual retirement investors wonder whether the gains in the market are real, or if there's been manipulation behind the scenes? I don't know the answer to that and frankly, no one really does.

But, here's what we do know. "Few investors have recovered from the hit stocks took after the market's late 2007 peak. Despite recent gains, the Standard & Poor's 500 index is still down more than 20 percent since that time." This, according to Financial News Agency www.financialnewsagency.com. (As of December 30, 2010)

We also know that the worst economic crisis in more than 70 years is still upon us. It's not over...not by a long shot.

Official unemployment is hovering around 10%, but real unemployment could be closer to 22% and as of today, the jobless claims are still rising. The foreclosure crisis is accelerating and 2011 will be worse than 2010, according to most housing experts.

Back in February 2009, we published a blog entitled "Property Market Bottom in 2010". It featured a prediction by a well-known UK economist, Phil Anderson that home prices would stop falling in 2010. Mr. Anderson was wrong. He failed to comprehend the depth and breadth of the foreclosure impact on values. But, then who could have known how many foreclosures we would see?

Now we're being told not to expect a peak in foreclosures until March 2012 and Gary Shilling, a financial forecaster and author, says "it will take another 20% drop in housing prices to bring them in line with the historical trend. Housing usually rises with the economy. Not more. Not less. To get back on track with the economy now, house prices have to go down".

What we're seeing with foreclosures is fairly predictable given Shilling's scenario. As the reality of downward pricing sets in, more homeowners give up. Some sell and others go into default. Default means more foreclosures, and those foreclosures will further depress values.

As a homeowner, I'm unhappy about the fact that foreclosures are driving down the value of my home. I bought my current home in 2003 and as of today, it's worth about 90% of the purchase price. So, if my home goes down in value by another 20%, I will have lost a total of 30% of the value.

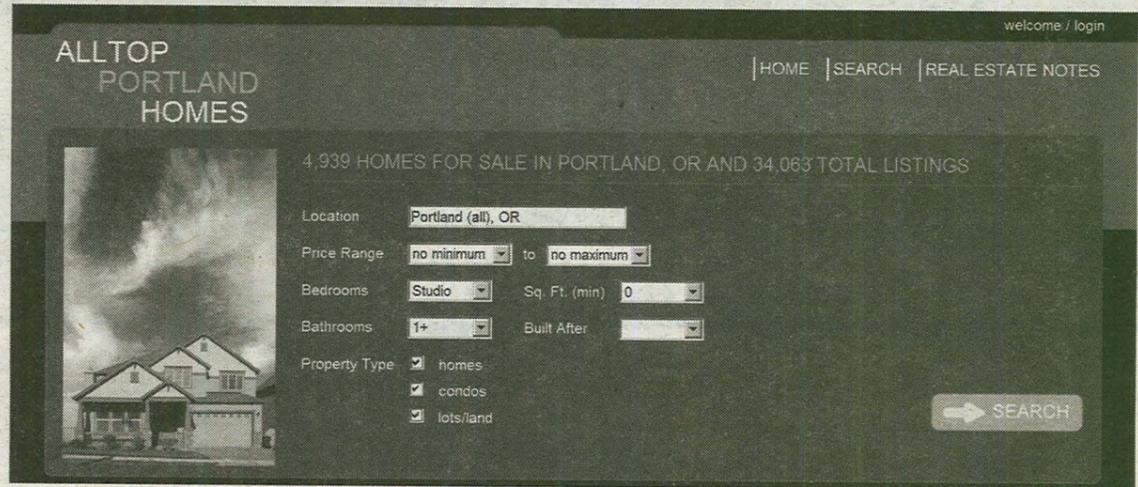
So, what should I do? Hang in there and hope it actually doesn't go down that far or should I sell now and go find a nice rental house? Well...guess what? That same question is being asked by hundreds of thousands, if not millions, of homeowners right now.

And, it's precisely this issue that makes it so attractive to be investing retirement funds into income-producing property. In fact, Mr. Shilling, who predicts another 20% drop in home values, is recommending to his clients that (as part of their investment strategy) they buy income producing rental property. Bear in mind, that this advice is coming from a Wall Street strategist.

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This perfect storm of foreclosures and loss of value simply means that real property is changing categories of ownership. It's shifting from "owner occupied" to "non-owner occupied"...from owners to investors. There's still the same number of properties out there, that's why it's called "real property", and regardless of the circumstances, everybody has to live somewhere.

Up until recently, our government strongly promoted home ownership as a right of every American. And, that policy was a key ingredient in the mortgage and housing crisis. Now, for many Americans it's not about ownership, it's simply about just keeping a roof over their heads.

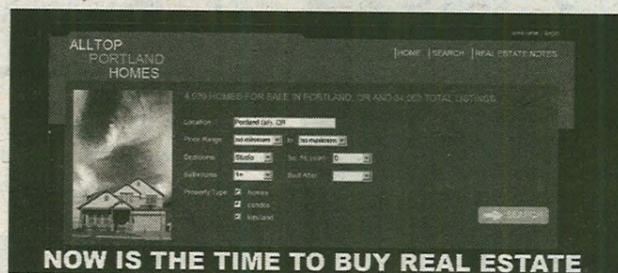
Here's the bottom line:

This economic crisis is testing us in ways that most of us would have never believed and many people think that our way of life has been altered forever. Perhaps it has.

History teaches us that nations rise and fall, but that life goes on. If you were living in London or Berlin after World War II, you might have thought that life would never be the same again. But within a decade, it was hard to even notice there had been a war in that part of the world.

And, despite the housing crisis and soaring government deficits and debt, life will go on and people will be living in a dwelling of some sort (owned or rented), not out on the street. Therefore, as Real Estate investors, the opportunities to acquire income producing properties that perform at a very high level have never been better.

As a Real Estate IRA investor myself, I'm currently earning 18% interest doing Interim Construction Lending, right along side many of our clients. Banks still won't lend to builders and I'm more than happy to "be the bank" for as long as the opportunity is there. I'm also invested into a condo project in Seattle that, along with partners, we bought as a pre-foreclosure.



(cont.)

Many of our Self Directed IRA and Solo 401(k) clients are reporting incredible gains as a result of buying distressed properties from banks. They are also loaning money to real estate investors who are flipping houses, picking up tax lien certificates and partnering with friends and families to buy larger commercial and apartment buildings.

So, I encourage you to think clearly, spend wisely and invest in what is "real". Invest in income producing properties with a Checkbook IRA or Solo 401(k).

Within 30 days, you can immediately begin participating in the distressed property market and start accumulating investment properties that will provide good, stable cash flow now and into the future.

If you haven't read our posts on distressed properties and the opportunities for investment, click on these links: Part 1 Part 2 Part 3 to read the 3 part series. Now, more than ever, banks are willing to make deals with short sellers and with the properties they have taken back in foreclosure proceedings. Again, more opportunities.

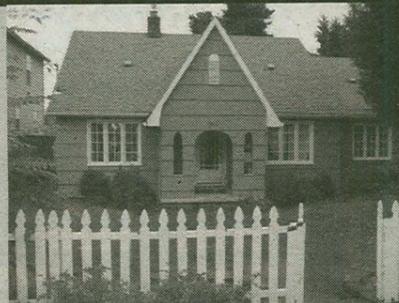
If you haven't done it already, get a Real Estate IRA LLC or Solo 401(k) plan set up, find a good Realtor with training in the distressed property market and start making offers. The time to take control of your own retirement investing is now.

Contact one of our expert Advisors at your earliest convenience in order to put together an investment plan that will meet your needs and put you in a position to take advantage of any opportunity that may come your way.

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www.IRA123.com

These homes have had a lot of buyer interest. If you are interested in seeing one of these outstanding Portland neighborhood homes, then please call our sales team at: (503) 287-1361

Portland Northeast



type: home
price: \$264,900
bedrooms: 4
bathrooms: 2 (full: 2, half: 0)
square feet: 3132
lot size: 5,000 to 6,999 Square Feet
listing #: 10081423



type: home
price: \$259,000
bedrooms: 3
bathrooms: 3 (full: 2, half: 1)
square feet: 2484
lot size: 10,000 to 14,999 Square Feet
listing #: 10069087

Portland Southeast



type: home
price: \$225,000
bedrooms: 5
bathrooms: 3 (full: 3, half: 0)
square feet: 2718
lot size: 7,000 to 9,999 Square Feet
listing #: 10094098



type: home
price: \$250,000
bedrooms: 5
bathrooms: 4 (full: 3, half: 1)
square feet: 3328
lot size: 7,000 to 9,999 Square Feet
listing #: 10084866

Portland West



type: home
price: \$275,000
bedrooms: 8
bathrooms: 3 (full: 3, half: 0)
square feet: 2502
lot size: 15,000 to 19,999 Square Feet
listing #: 10006273



type: home
price: \$234,900
bedrooms: 3
bathrooms: 3 (full: 2, half: 1)
square feet: 1499
lot size: 5,000 to 6,999 Square Feet
listing #: 10091616

North Portland



type: home
price: \$249,995
bedrooms: 3
bathrooms: 1 (full: 1, half: 0)
square feet: 2364
lot size: 5,000 to 6,999 Square Feet
listing #: 10089013



type: home
price: \$274,900
bedrooms: 4
bathrooms: 2 (full: 2, half: 0)
square feet: 2208
lot size: 5,000 to 6,999 Square Feet
listing #: 11334245

Oregon City



type: home
price: \$274,950
bedrooms: 3
bathrooms: 3 (full: 2, half: 1)
square feet: 1637
lot size: 7,000 to 9,999 Square Feet
listing #: 11421744



type: home
price: \$249,900
bedrooms: 4
bathrooms: 2 (full: 2, half: 0)
square feet: 2316
lot size: 10,000 to 14,999 Square Feet
listing #: 10022201

Lake Oswego



type: home
price: \$259,000
bedrooms: 3
bathrooms: 2 (full: 1, half: 1)
square feet: 1232
lot size: 10,000 to 14,999 Square Feet
listing #: 10092035



type: home
price: \$269,000
bedrooms: 3
bathrooms: 3 (full: 2, half: 1)
square feet: 2072
lot size: 3,000 to 4,999 Square Feet
listing #: 10080465

Beaverton



type: home
price: \$229,000
bedrooms: 4
bathrooms: 3 (full: 2, half: 1)
square feet: 2288
lot size: 10,000 to 14,999 Square Feet
listing #: 10078899

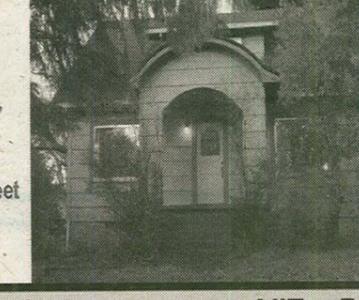


type: home
price: \$249,000
bedrooms: 4
bathrooms: 3 (full: 2, half: 1)
square feet: 2106
lot size: 10,000 to 14,999 Square Feet
listing #: 10076964

Tigard



type: home
price: \$247,400
bedrooms: 4
bathrooms: 3 (full: 2, half: 1)
square feet: 2092
lot size: 5,000 to 6,999 Square Feet
listing #: 10036904



type: home
price: \$235,000
bedrooms: 4
bathrooms: 2 (full: 2, half: 0)
square feet: 2637
lot size: 15,000 to 19,999 Square Feet
listing #: 11449655

These homes are representative of area and price. Find the home in the right area and price for you at: www.AllTopPortlandHomes.com

Enjoy searching for your dream home...

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Parsons, Susan

From: Rachael Harris [rachaelharris84@gmail.com]
Sent: Friday, March 11, 2011 9:21 AM
To: Parsons, Susan; Dan Crider; michael curtis; hunter
Subject: Portland Homes for Heroes!: City Council Address

Dear Sue,

Thank you so much for your time and information today. Portland Homes for Heroes would enjoy the opportunity to address City Council on March 24th, 2011. Mr. Dan Crider and myself will present the benefits Portland Homes for Heroes has to offer for our local Heroes and the Portland community.

23rd

Thank you for your time and consideration!

--
Rachael Harris

Portland Homes for Heroes

Marketing Coordinator

Homes@PortlandHomesforHeroes

O-503-287-1361

C-503-804-9928

Homes for Heroes movie

<http://www.youtube.com/watch?v=JDWDK6uRgtw>

Request of Rachael Harris to address Council regarding Portland Homes for
Heroes (Communication)

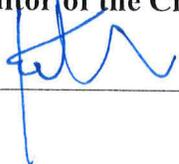
MAR 23 2011

PLACED ON FILE

MAR 18 2011

Filed _____

LaVonne Griffin-Valade
Auditor of the City of Portland

By  _____

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Leonard		
Adams		