

# RE/MAX racing to educate buyers

## Online videos launched

As the Nov. 30 first-time home buyers tax credit deadline approaches, it becomes more and more evident that there is still a large majority who don't fully understand the program.

Though the National Association of Realtors recently reported that first-time home buyers make up one third of the market, there is still a large group of potential home buyers who have never heard of the government tax credit that could give them up to \$8,000 to help buy their first home.

RE/MAX associates across New Jersey and across the country are setting out to educate the public and letting the younger generation of buyers know that, with this tax credit, it is possible to own a home.

Agents are refocusing themselves and adapting to the new types of buyers. Instead of working with experienced clients who are purchasing their second or third home and who fully understand the process, they are getting

back to basics, working with the inexperienced buyer, educating them along the way on every aspect of the process.

"First-time home buyers are a vital component of the housing market turning around," said Jeff Snyder, co-owner of RE/MAX of New Jersey.

"As more homebuyers learn of this credit and take advantage of this great time to buy, we'll have less and less inventory on the market. Home prices will then have a chance to stabilize."

RE/MAX International recently launched a program targeting first-time home buyers that includes videos on YouTube and remax.com promoting the tax credit.

The videos on YouTube and remax.com and the advertising that agents are doing on social networking sites such as FaceBook and Twitter are a way to reach the younger generations who may not necessarily watch the news or pick up a paper.

To find out more about the First-Time Home Buyer's Tax Credit and to find

a RE/MAX agent, visit [www.remax-nj.com](http://www.remax-nj.com).

With more than 3,000 real estate professionals in nearly 200 franchise offices, RE/MAX of New Jersey continues to be one of the leading real estate organizations in the state. Since its inception in 1985, RE/MAX of New Jersey has experienced steady growth in both franchise sales and sales associates.

This remarkable success can be attributed to the quality agents and service consistently found in all RE/MAX organizations. RE/MAX of New Jersey, based in Moorestown, is a privately owned and operated regional franchiser for RE/MAX International.

For more information, visit [www.remax-nj.com](http://www.remax-nj.com) on the Web.

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