



## FOR IMMEDIATE RELEASE

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# IAR Launches YourIllinoisHome.com

Glen Carbon, Illinois — The Illinois Association of REALTORS® (IAR) announces the launch of a new Web site, **[www.YourIllinoisHome.com](http://www.YourIllinoisHome.com)**, designed specifically for consumers who are looking to buy or sell a home in Illinois, learn more about the Illinois real estate market, and find an Illinois REALTOR®.

Buying or selling a home is one of the most important decisions a person will ever make. Research from the National Association of REALTORS® shows that 80 percent of home buyers use the Internet to learn about the home-buying process and begin their search. Today's consumer is interested in taking a more active role, and YourIllinoisHome.com gives you the resources to do just that and to find a professional Illinois REALTOR® who can guide you through the complex process so that you don't have to go it alone.

YourIllinoisHome.com features frequently asked questions about buying and selling a home in Illinois, financing options, and Illinois market conditions including monthly and quarterly home sales and price information. In addition, consumers can find an Illinois REALTOR® by name, city, or company or locate a property in Illinois with ease using a simple search function.

"When you buy or sell a home, there's so much to think about, and it's hard to know where to begin," said Pat Walker, Chairman of the Board of the Greater Gateway Association of REALTORS®. In addition to YourIllinoisHome.com, talking to a REALTOR® about what is happening in the local housing market will simplify the process. After all, with mortgage rates still at historic lows and many homes to choose from, there's no better time than the present to invest in a new home.

Among the many free resources available on the site are tips for pricing a home for sale, how to prepare the home for sale, and a real estate glossary. Potential buyers will benefit from the "10 Steps to Prepare for Homeownership" and learning the many advantages to owning a home, such as tax savings and wealth accumulation over the long term that you cannot earn from renting.

YourIllinoisHome.com was developed by the Illinois Association of REALTORS®, a voluntary trade association whose 60,000 members are engaged in all facets of the real estate industry. In addition to serving the professional needs of its members, IAR works to protect the rights of property owners in the state by recommending and promoting legislation that safeguards and advances the interest of real property ownership.

The Greater Gateway Association of REALTORS® serves over 1,300 REALTOR® and affiliate members in the southwestern Illinois region including the counties of Bond, Calhoun, Fayette, Jersey, Macoupin, Madison, Monroe, and Montgomery. The Association strives to promote education, professionalism, and ethical conduct in the real estate industry, to

continue to be an advocate for the protection of property rights, and to further the interest of residential and other real estate property ownership.