

Get Involved. Get Trained. Get to Work!

*America's Realtors can make or break
government programs to rescue distressed
homeowners*



In 1942, the government launched the “Rosie the Riveter” campaign to recruit 2,000,000 women to work in factories and offices in support of the war effort. Today, with this iconic image, we’re challenging a million REALTORS®, both men and women, to join the battle to help American families save their homes and credit.

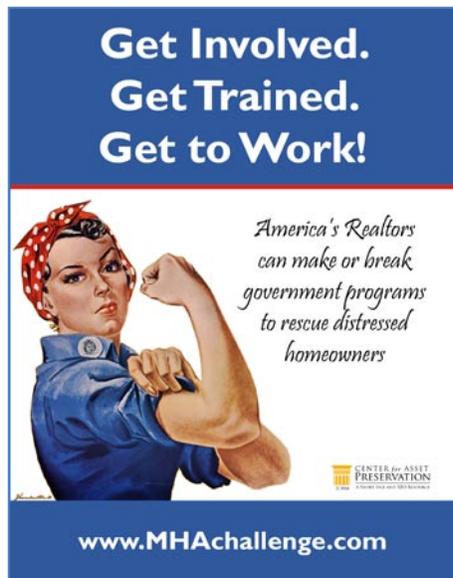
Help America’s homeowners in distress. Learn what you need to know about Making Home Affordable Program (MHA), Offer needed information and provide short sale and other brokerage services as required by the MHA Program.

Time to prove your worth.
You are needed now more than ever.

www.MHAchallenge.com



CENTER for ASSET
PRESERVATION
A SHORT SALE AND REO RESOURCE



Realtors® can make or break government program to rescue distressed homeowners

One million Realtors challenged,
“Get involved. Get trained. Get to work!”

Americans are fighting an economic battle. The U.S. Treasury Department estimates that as many as 9 million homeowners may face foreclosure in the next 36 months. While this is a different kind of threat than Americans faced during World War II, today’s economic meltdown also threatens the American dream. In the 1940’s, Rosie the Riveter, a fictional character immortalized by government posters, rallied American women and recruited more than two million into the war-time workforce with a “We Can Do It!” campaign.

Today, The ILHM Center for Asset Preservation challenges over a million Realtors® (men and women) to help save America’s embattled homeowners from foreclosure and severe credit damage.

“Get involved. Get trained. Get to work.”

The government has created the Making Home Affordable Program (MHA) offering foreclosure alternatives to homeowners suffering economic hardship. Over 85% of all loans fall into the MHA program. But many complain that the government’s “we can help” message isn’t getting out fast enough to homeowners in distress.

America’s million-plus Realtors® are the missing piece to ensure the program’s success, says the co-founder of the ILHM Center for Asset Preservation (CAP), Laurie Moore-Moore. “Lenders and servicers are being trained now, but an army of informed Realtors can help spread the word, point homeowners toward the right resources, and assist them when a sale can’t be avoided.

“Realtors must be knowledgeable about the new Making Home Affordable process, guidelines, and paperwork. Otherwise they are working at cross purposes to the foreclosure prevention campaign,” Moore-Moore believes. “If the Making Home Affordable Program is to succeed, if the American Dream is to rise again from the economic battlefield, America’s Realtors must rally. They must, she says, ‘Get involved. Get trained. Get to work.’” Rosie the Riveter couldn’t say it better.

For information on the Challenge and CAP’s Short Sale Summit event, October 7 and 8 in Houston (TX) and details on CAP’s online training: www.CenterforAssetPreservation.com