

Announcing The Wisconsin Homeowners Alliance Created By The Wisconsin REALTORS® Association



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Madison – The Wisconsin REALTORS® Association (WRA) is pleased to announce the formation of a new IRS 501(c)(4) corporation, the Wisconsin HOMEOWNERS Alliance, Inc. (WHA).

WHA is a nonpartisan, nonprofit advocacy organization devoted to representing homeowners and property owners in the state of Wisconsin. Its mission is “to advance and promote issues of concern to all Wisconsin property owners.”

According to WRA President Bill Malkasian, "The main purpose of the Wisconsin HOMEOWNERS Alliance is to protect people's property rights, home values, and the real estate market – issue by issue – on a statewide and local basis."

The Alliance will work on behalf of property owners by means of education and advocacy. Through education, the organization will keep the state's property owners informed of state and local regulatory issues that affect the ownership of property in Wisconsin. Advocacy efforts will focus on raising awareness of issues affecting Wisconsin property owners through general media communications and grassroots mobilization.

2005 WRA Chairman Kitty Jedwabny, a Fox Valley REALTOR®, says the Alliance will advocate for the property owners' interests on the issues – through the media, and through grassroots actions like phone calling campaigns and citizen rallies.

The WRA is taking the lead in forming the Alliance because of its awareness of the need to expand advocacy efforts in Wisconsin on behalf of homeowners and property owners. WHA, Inc. will have its own board of nine directors, composed of REALTORS® chosen by the current WRA Board.

The WHA will provide educational products to REALTORS® to be used with consumers. The first such product is “*Wisconsin Home*” magazine, which we be launched soon.

“The Alliance will keep state and local officials, and the public, aware of how various proposed policies could help – or hurt -- housing and property ownership, WRA VP Michael Theo says.

Established in 1908, the WRA has more than 18,000 members.