

INVITE YOUR CLIENTS TO SHARE THEIR STORY



As a REALTOR®, you see the real-life challenges your clients face as they try to buy, own, or remain in a home. California's next leaders need to hear those experiences directly.

The CALIFORNIA ASSOCIATION OF REALTORS® is collecting stories from Californians to help state leaders understand what homeownership looks like today—and what needs to change to keep it within reach.

A Simple Ask

Share this message with your clients:

"Your homeownership story matters. Would you consider sharing what homeownership means to you, the challenges you have faced, and what you hope California's next leaders will understand? You can submit a written story or record a short video. It only takes a few minutes."

What Clients Can Share

- What homeownership means to them or their family
- Challenges they have faced while trying to buy or remain in a home
- Sacrifices, compromises, or delays they have experienced
- What they want state leaders to understand
- Their hopes for the future of homeownership

Encourage Clients to Submit Their Story

Clients can record a 30-second video using their phone or computer, or submit a written message.



Scan the QR code and share the landing page with your clients so they can share their stories.



Or visit:

<https://bit.ly/4jnkouc>

