

## NAR rolls out consumer website

WASHINGTON – Feb. 17, 2010 – The National Association of Realtors® (NAR) launched HouseLogic, a new consumer website that covers all aspects of homeownership. According to NAR, HouseLogic was created to help homeowners make smart decisions and take responsible actions to maintain, protect and increase the value of their homes.

“HouseLogic will engage and involve consumers throughout the lifecycle of homeownership,” says NAR President Vicki Cox Golder. “It makes sense that, as the first, best source for real estate information, NAR should collaborate with today’s consumers to help them make the most out of owning a home. HouseLogic will help us do that.”

The free website helps homeowners plan and organize their home projects and provides timely articles and news; home improvement advice and how-to’s; and information about taxes, home finances and insurance.

“Unlike other homeownership websites, HouseLogic helps consumers view their home through a financial lens and make smart, informed home improvement investment decisions,” says Golder. “Families can set goals for saving money on their home or increasing its value, and easily track the progress they are making on those goals.

Users who choose to register can save information, create to-do lists and set project reminders. The website can also be customized for individual homeowners depending on how handy or ambitious they are regarding home projects; how much money they want to spend or save; where they live; and their priorities, such as increasing the value of their home or improving their neighborhood.

HouseLogic also helps homeowners who want to get actively engaged in neighborhood and homeownership issues. The site provides users with the tools and know-how to affect change, like establishing a neighborhood watch program, building a community playground, or participating in city or county planning efforts.

“For more than 100 years, Realtors have been bringing America home,” says Golder. “HouseLogic takes owning a home to the next level.”

Visit HouseLogic at [www.houselogic.com](http://www.houselogic.com).