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## **HouseLogic.com: The Logical Source for Homeowners**

Homeowners who appreciate the long-term value of owning a home have a powerful new online resource at their fingertips. HouseLogic.com, developed by the National Association of Realtors® (NAR) aims to help homeowners maintain and enhance the value of their home.

“HouseLogic takes owning a home to the next level, partnering with consumers to encourage more empowered and responsible homeownership – something Realtors® have been doing for more than 100 years,” **Bill McFalls, 2010 Chairman of Suburban West REALTORS Association**, said. “The Web site leverages NAR’s resources to provide insights, wisdom and tools to help homeowners make informed decisions about their home and the communities in which they live.”

HouseLogic is different than most of today’s home-related Internet resources in that it allows homeowners to plan and organize home improvement projects and track estimates of added value. Homeowners can customize the Web site to match their home project ambitions as well as their geographic location.

The free Web site provides timely articles and news; home improvement advice and how-to’s; and tax, finance and insurance information. Registered users can save important information, create to-do lists and set project reminders. They can decide how much money they want to spend or save on their projects and set their priorities, such as increasing the value of their home or improving their neighborhood. Users can also share their own insights and experiences.

HouseLogic also empowers homeowners who want to become more actively involved in shaping their communities. The site provides tools and insights into how to effect change and address community concerns, like establishing a neighborhood watch program, building a community playground, or participating in city or county planning efforts.

In addition, McFalls explained that HouseLogic will keep homeowners informed of national issues that may affect them.

“From time to time, NAR may ask homeowners on the site to lend their voice and support to legislation or policies that may impact them as homeowners, on issues like mortgage interest deduction, eminent domain or green initiatives,” he said. “They can choose whether or not to partner with us – it’s up to them. Whatever the scope of their interest – whether big picture or closer to home, so to speak – consumers can use HouseLogic to make the most out of homeownership.”

Suburban West Realtors® Association is the largest local real estate association in Pennsylvania, representing over 4,500 real estate professionals in Chester County, Delaware County and the Main Line.

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