



## HouseATL Hosts Inaugural Homeownership Maintenance & Education Expo on September 28

**ATLANTA – September 6, 2024** – HouseATL is set to empower Atlanta homeowners with its first-ever Homeownership Maintenance & Education (HOME) Expo, taking place on **Sept. 28, 2024**, from **11:30 a.m. to 4:30 p.m.** at Atlanta Technical College. This free event is designed for both new and established homeowners, offering a range of educational sessions and informational booths that cover critical topics such as estate planning, seasonal maintenance, energy efficiency, plumbing, electrical upkeep, DIY repairs, insurance, property tax information, and more.

“As current market dynamics and high interest rates continue to impact housing affordability and leave many uncertain about their home investment, HouseATL’s HOME Expo is designed to equip homeowners with the knowledge and resources they need to protect their investment and build equity. Sessions and resources will help homeowners understand their home value, the importance of title insurance, and refinancing options,” said **Karen Hatcher**, co-chair of HouseATL’s Homeownership Working Group.

**Congresswoman Nikema Williams** emphasized “Homeownership provides security and can create a pathway for building generational wealth. In the current affordable housing crisis, homeownership is increasingly out of reach or unsustainable. Resources and policies like the proposed HEIR Act of 2024 that advance affordable homeownership and the ability to pass down property to create generational wealth are critical for closing the racial wealth gap and ensuring a better future for all.”

The HouseATL HOME Expo aims to support homeowners through:

- **Homeownership Preservation Education:** Gain insights into how homeownership contributes to equity building, security, and long-term neighborhood stability.
- **Homestead Exemption Guidance:** Get expert advice on the one-time process of applying for a homestead exemption, which can significantly reduce property tax burdens and maximize long term financial benefits.
- **Wealth Preservation Strategies:** Learn how to protect your investment from issues like tangled titles and heirs’ property, safeguarding generational wealth and ensuring a smooth transfer to your heirs.
- **Home Maintenance and Repairs:** Access cost-effective strategies and expert advice to help maintain, improve, and weatherize your home.
- **Funding and Financing Resources:** Explore programs that offer support for home improvements, weatherization, refinancing, and ongoing maintenance.
- **Partners for Preservation:** Connect with local, regional, and national organizations dedicated to promoting and sustaining homeownership.



**Dr. Christie Cade**, co-chair of HouseATL’s Homeownership Working Group, emphasized, “Homeownership is an indicator of community health and a critical tool for wealth generation. Amid Atlanta’s vibrant growth, too many first-time homeowners are being priced out of the market, and existing homeowners are struggling to keep up with rising repair costs and property taxes. The HOME Expo will provide practical tools to help homeowners navigate these challenges and maximize the investment in their home.”

Mark your calendars for **Sept. 28** and join HouseATL for an afternoon dedicated to empowering homeowners. For more information and to register, visit <https://www.eventbrite.com/e/home-expo-homeowner-maintenance-education-expo-tickets-966481521247?aff=oddtcreator>

### **About HouseATL**

HouseATL is a cross-sector coalition of civic leaders committed to building public support for a comprehensive and coordinated housing affordability action plan for Atlanta. HouseATL envisions a future where Atlanta has a shared, comprehensive set of policies and adequate funding to address housing affordability. Launched in early 2018, HouseATL was founded through the combined efforts and resources of the Urban Land Institute of Atlanta, The Arthur M. Blank Family Foundation, Central Atlanta Progress, the Center for Civic Innovation, and the Metro Atlanta Chamber of Commerce. Over 200 civic leaders collaborated to develop a bold plan with 23 actionable recommendations to create 20,000 additional affordable housing units in Atlanta. In response, Mayor Keisha Lance Bottoms introduced the One Atlanta Affordable Housing Plan. Since 2018, HouseATL has continued to tackle the root causes of the affordable housing crisis, analyze data, explore best practices, and make concrete recommendations for moving forward. In late 2021, HouseATL formalized its operations under the fiscal and operational sponsorship of the Community Foundation for Greater Atlanta. By November 2022, HouseATL launched a formal membership structure, now comprising 417 individuals representing 230 organizations.

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### **Media Contact:**

Natallie Keiser, Executive Director of HouseATL – 678.637.1378 or [nkeiser@houseatl.org](mailto:nkeiser@houseatl.org)