

TO: Dave Groobert, Indianapolis Star News Editor

SUBJECT: Local real estate agency offers free course to first-time homebuyers

Dear Mr. Groobert,

The Indianapolis-based Paul Creason Realty Company is now offering a “Homeownership School” to help first-time homebuyers. I believe Indianapolis Star readers will be interested in this free course, which will help them understand the complexities of purchasing a house.

As people are spending more time at home due to the pandemic, many Star readers will be looking for a house better suited to their needs. The National Association of Realtors recently reported that the Midwest experienced a 27.5% increase in existing-home sales in the month of July alone.

The Homeownership School will cover a variety of topics, navigating homebuyers from the start of their home search through making house payments. This course will be online using Zoom every Monday in November from 7-9 p.m., making this a safe activity for your readers during the ongoing pandemic.

I have attached a news release that further details this unique course. If this is a story you should be interested in, I would be glad to send photographs of agency-owner Paul Cremona, who will be teaching the course.

If you have questions or would like more information, please call me at 317-374-9404 or email allaosbo@iu.edu. Further details can also be found on the agency website www.creasonrealty.com.

Thank you for your time,

Allison Osborne

Twitter Message:

Indianapolis-based Paul Creason Realty Company is offering a free “Homeownership School” to help first-time homebuyers. Star readers will benefit from a course that gives them an advantage in the competitive market. Please contact me or visit www.creasonrealty.com for further information.

TO: Dave Groobert, NAR Quarterly Newsletter Editor

SUBJECT: Agency owner creates innovative course to educate homebuyers

Dear Mr. Groobert,

The Indianapolis-based Paul Creason Realty Company is now offering a free “Homeownership School” to help first-time homebuyers understand the complexities of purchasing a house.

I believe this would be a good feature for the NAR Quarterly Newsletter not only because educated buyers will save agents valuable time, but this opportunity will generate buyers. This unique course will be taught by experienced agency owner Paul Cremona, who will share his knowledge on a variety of topics, including:

- Working with real estate agents, bankers, home improvement contractors, and movers
- Fixed-rate and adjustable-rate mortgages
- Home equity loans
- Home inspections
- Sales contracts
- Closing costs
- Down payments, and
- Managing a budget and adjusting spending habits.

I have attached a news release that further details this program. If this is a story you should be interested in, I would be glad to send photographs of Paul Cremona and set up an interview with him.

If you have questions or would like more information, please call me at 317-374-9404 or email allaosbo@iu.edu. Further details can also be found on the agency website www.creasonrealty.com.

Thank you for your time,

Allison Osborne

Twitter Message:

Indianapolis-based Paul Creason Realty Company is offering an innovative course to educate homebuyers. This program will ultimately save agents valuable time and generate customers. Please contact me or visit www.creasonrealty.com for further information.

TO: Dave Groobert, Assignment Editor, CBS4 Television, Indianapolis

SUBJECT: Local real estate agency offers free course to first-time homebuyers

Dear Mr. Groobert,

The Indianapolis-based Paul Creason Realty Company is now offering a “Homeownership School” to help first-time homebuyers. I believe CBS4 viewers will be interested in this free course, which will help them understand the complexities of purchasing a house.

As people are spending more time at home due to the pandemic, many of your viewers will be looking for a house better suited to their needs. The National Association of Realtors recently reported that the Midwest experienced a 27.5% increase in existing-home sales in the month of July alone.

The Homeownership School will cover a variety of topics, navigating homebuyers from the start of their home search through making house payments. This course will be online using Zoom every Monday in November from 7-9 p.m., making this a safe activity for your viewers during the ongoing pandemic.

I have attached a news release that further details this program. If this is a story you should be interested in, I would be glad to send video footage from our office and set up a Zoom interview with agency owner Paul Cremona, who will be teaching the course.

If you have questions or would like more information, please call me at 317-374-9404 or email allaosbo@iu.edu. Further details can also be found on the agency website www.creasonrealty.com.

Thank you for your time,

Allison Osborne

Twitter Message:

Indianapolis-based Paul Creason Realty Company is offering a free “Homeownership School” to help first-time homebuyers. CBS4 viewers will benefit from a course that gives them an advantage in the competitive market. Please contact me or visit www.creasonrealty.com for further information.

TO: Dave Groobert, "Working from Home" Podcast

SUBJECT: Realtor offers free homebuying course as more people work from home

Dear Mr. Groobert,

The Indianapolis-based Paul Creason Realty Company is now offering a free "Homeownership School" to help first-time homebuyers understand the complexities of purchasing a house.

I believe "Working from Home" listeners will be interested because more people are working from home during the pandemic, meaning they may be looking for a house better suited to their needs.

The National Association of Realtors recently reported that existing-home sales have increased 8.7% in the last year and the Midwest experienced a 27.5% increase in existing-home sales in the month of July alone.

This story may be of particular interest to listeners in Indiana, as all are invited to participate when the course is offered again.

I have attached a news release that further details this unique program. If this is a story you should be interested in, I would be glad to send audio recorded during the course and set up a phone interview with agency owner Paul Cremona, who will teach the course.

If you have questions or would like more information, please call me at 317-374-9404 or email allaosbo@iu.edu. Further details can also be found on the agency website www.creasonrealty.com.

Thank you for your time,

Allison Osborne

Twitter Message:

Paul Creason Realty Company offers a free "Homeownership School" to help first-time homebuyers. Listeners looking for a house better suited to their needs will benefit from a course that gives them an advantage in a competitive market. Please contact me or visit www.creasonrealty.com for further information.