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New Tax Benefits for Homebuyers Touted REALTORS® Launch Public Awareness Campaign

Madison – Homeowners in Wisconsin will benefit greatly from a new federal income tax credit for homebuyers, according to a new radio and Web-based public awareness campaign which begins today by the Wisconsin REALTORS® Association (WRA).

“Anyone even thinking about buying a home should consult their REALTOR® immediately to find out more about this new program,” said Mike Mulleady, WRA Chairman of the Board. “This is real stimulus for real people, but they have to move fast,” Mulleady said.

The REALTOR® campaign is intended to raise public awareness of the new tax program which gives first time homebuyers, as well as anyone who hasn’t owned a home in the past three years, an income tax credit of up to \$8,000 for the purchase of a home for a principal residence. The law is retroactive to January 1, 2009 and expires December 1, 2009.

“When you combine the tax benefits of this new program with historically low interest rates, healthy inventories of homes on the market, and affordable prices, there really isn’t a better time to buy a home in Wisconsin,” said William Malkasian, WRA President. “We simply want to get the word out and invite people to contact their REALTOR® to find out more. They have nothing to lose and potentially everything to gain.”

For more details about the tax credit, visit a new consumer-based Web site developed by the REALTORS® at www.wisconsinhomebuyer.org.

The Wisconsin REALTORS® Association is one of the largest trade associations in the state, representing over 14,000 real estate brokers, sales people and affiliates statewide.