Email to real estate companies (brokers).

For any volunteer or supporter to send from their personal email.

Subject: **Opportunity to support OWN IT: Building Black Wealth in the Madison area**

Dear {NAME OF REALTY COMPANY/BROKER},

While out for a walk in my neighborhood, {e.g., Regent neighborhood on the near west side of Madison}, I noticed that you are the real estate company listing the property at: {ADDRESS}. I am reaching out to you because I would like to introduce real estate brokers in my neighborhood to a program that I support: [OWN IT: Building Black Wealth](https://ownitbbw.com/). Own It is a private sector initiative led by real estate and banking professionals to increase Black and brown homeownership in the Dane County area by providing financial literacy education and down payment funds.

Own It also has an [Ambassador Program](https://ownitbbw.com/ambassador-program/) for real estate professionals who are eager to play an active role in this mission where they commit to contributing **a portion or a percentage of each earned commission from their real estate closings to the Own It down payment fund.** Some agents contribute 1% of their net commission (that’s $120 based on 3% of a $400,000 sale) or a specific amount per sale, while others contribute monthly**.**

It is much easier for Realtors to make contributions to the Own It down payment fund if they have the support of their real estate company, so I am encouraging your company to support the efforts of your realtors to join this program by becoming a Participating Broker.

Grants from this fund provide $17,000 for families to use toward the purchase of their first home with no required repayment and no additional contingencies on their offer. There are dozens of Ambassadors providing regular contributions from their closings, and Own It has raised over $600,000 from the community.

As of October 2023, fourteen families have been awarded down payment grants and ten families have closed on new homes!

Thank you for taking a moment to learn about this exciting local program that started in 2021. Please consider learning more and becoming a Participating Broker by emailing info@ownitbbw.com. You can also make a tax deductible contribution here: [donation](https://ownitbbw.com/donate/).

Let me know if you have any questions or if you are interested in learning more about this initiative.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

OWN IT volunteer or supporter