

## Real Estate Professional Pays It Forward

Fort Myers Area Real Estate Professionals Pay It Forward with Heroes Home Advantage

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Forward with Heroes Home Advantage

November 3, 2015 – Fort Myers, FL – Heroes Home Advantage proudly announces that a group of real estate professionals in Lee County in Florida has joined their program. The real estate rebate program provides rebates, discounts and credits to local heroes who are purchasing or selling a home.

Heroes Home Advantage has teamed up with real estate agent Randy Downey of Miloff Aubuchon Realty Group, loan officer Michelle D'Auria (NMLS #419432) of IBERIABANK Mortgage, home inspector Jeffrey Gerwitz of United Inspection Services, attorney Jack Pankow or Pankow Law, and home insurance agent Tonya Smith of Brightway Insurance. These partners have demonstrated their commitment to helping those who protect and enrich the lives of Lee County residents.

Through the Heroes Home Advantage program, Realtors will donate 25% of their entire company's commission in cash back or credit as allowable per the realtor's state, and lenders will provide a minimum \$500 credit as allowable per the lender's state. Attorneys, title agents, home inspectors and home insurance agents will also offer discounted rates to local heroes for each of their services, for a savings up to \$5,000.

"I was recently introduced to Heroes Home Advantage and it couldn't have come at a better time. I work with a real estate company that has created a culture of giving back to the community and its associates. Having to deal with health issues I've personally benefitted. Now healthy again, it is my turn to give back!" Said Randy Downey, Miloff Aubuchon Realty Group. "I am not a Vet or hero in any way at all, but now have a way to serve those people who have and continue to give to our country and communities by what they have chosen to do. I am honored, humbled, and excited about this new initiative!"

The Heroes Home Advantage real estate rebate program is available for all members of the military, law enforcement, firefighters, first responders, health care professionals, and teachers. Anyone in those lines of profession is eligible, whether they currently or previously served their country.

For more information about Heroes Home Advantage, visit HeroesHomeAdvantage.com or email info@HeroesHomeAdvantage.com.

## About Heroes Home Advantage

Heroes Home Advantage was founded in 2011 by Michele Ladd in Rochester NY. Ladd's son Tommy, a United States Marine Corps combat veteran, completed two deployments to Iraq while her second

son Tyler served in the United States Navy. Upon the two returning home safely, Michele decided to give back to local heroes and began reaching out to real estate professionals across the country to help her in her plight. Heroes Home Advantage is growing and is currently in 35 states with over 700 Realtors, lenders and vender partners. To date, the organization has helped America's heroes save nearly \$2,000,000 in credits, rebates and discounts to say "thank you for your services to our country and communities."

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