



Real Estate Professional Pays It Forward

Buffalo Area Real Estate Professionals Pay It Forward with Heroes Home Advantage

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February 16, 2016 – Buffalo, NY – Heroes Home Advantage proudly announces that a group of real estate professionals in Erie County in New York have 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 Realtor Deborah Catalano of Boulevard Real Estate WNY, loan officer Carissa DiRado of MB Financial, insurance agent Roger Schapiro of Liberty Mutual Insurance, attorney Cheryl Stein of Cheryl Stein Law Firm, PLLC, and home inspector Al Pirro of All House Home Inspections, Inc. These partners have demonstrated their commitment to helping those who protect and enrich the lives of Erie 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 closing credits as allowable per the lender's state. Attorneys, title agents, home inspectors and home insurance agents will also offer discounted rates or closing gifts to local heroes for each of their services, for a savings up to \$5,000.

"In my many years of selling real estate and working with both buyers and sellers and find that buyers are the most rewarding to work with. I have an ABR designation as a Buyers Representative and I have sold many homes to law enforcement, military, nurses and teachers and other local 'Heroes'." Said Deborah Catalano, Boulevard Real Estate WNY. "When I found the Heroes Home Advantage Program it just seemed to be a great way to help our local 'Heroes' with their real estate needs and give back to those who give so much for all of us! My Team and I look forward to helping our 'Heroes!'"

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 33 states with over 650 Realtors, lenders and vender partners. To date, the organization has helped America's heroes save nearly \$3,500,000 in credits, rebates and discounts to say "thank you for your services to our country and communities."

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