Email to real estate agents who have a for sale sign in your neighborhood.

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

Subject: **Your listing and OWN IT: Building Black Wealth**

Dear {NAME},

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 selling agent for a house at: {ADDRESS}. I am reaching out to you because I would like to introduce real estate agents 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. Real estate agents like you can support their effort with contributions and by spreading the word to your colleagues in the industry.

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 $50 per sale, while others contribute monthly.

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](https://ownitbbw.com/ambassadors/) providing regular contributions from their closings, and Own It has raised over 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. I hope you will consider making a [donation](https://ownitbbw.com/donate/) to the Own It down payment fund from the commission on this upcoming sale.

Let me know if you have any questions, or if you have any colleagues who might also be interested in learning about this initiative.

Sincerely,

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OWN IT volunteer or supporter