

# New Release

Western Wayne Oakland County  
Association of REALTORS®

## *For Immediate Release*

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Breaking News  
October 3, 2008

Gary Reggish, President Elect of the Western Wayne Oakland County Association of REALTORS® (WWOCAR), announced yesterday the formation of Project: Jump Start Michigan. The project is designed to complement an ongoing effort to partner with governmental agencies in rejuvenating Michigan's economy.

Under the new program, WWOCAR will act as a resource partner to state and national legislators and to the media to bring a keener focus on the Michigan economy. The project will take a look at current opportunities that are not being utilized, as well as the development of new business-oriented incentives with a goal of creating new jobs in the Association's market territory.

The objective of the program is to positively affect the creation/passage of necessary legislation, policies and/or programs by our legislators, positioning Michigan as an appealing State for companies to create jobs. This will be accomplished through strengthening our relationships with our local and national legislators, backed by a strong media and grass roots effort.

Reggish commented that "...with over 490,000 jobs being lost since the year 2000, it is critical that Michigan develops programs to create jobs. No jobs, no buyers, no house sales".

When the project was first conceived, WWOCAR leadership found that many of the facts that we knew were actually statements that were not backed by solid research. As a result, the leadership believed that if we were to be effective, we needed to be able to present facts that gave an in-depth analysis of the situation Michigan is facing. The WWOCAR Board of Directors gave authorization for a complete study to be done by Dr. Christopher Petras and his research associates. You can read the report by going to [www.JumpStart-Michigan.com](http://www.JumpStart-Michigan.com).

From that report, a comprehensive media kit and legislative briefing papers are being developed to assist the Presidential Advisory Council in managing the project.

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... *THE Voice for real estate in Wayne and Oakland Counties.*™  
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Dale Smith, Executive Vice President of WWOCAR and manager of the project, stated “To the best of our knowledge, no REALTOR® association has undertaken such a project. Our leadership believed that an important role of the Association is to create a better environment for our constituents, which includes all facets of the real estate industry and, most importantly, the public. What better way to expend some of our resources than to work on behalf of our members and the public to try to play some role in returning Michigan to a strong economy?”

Gordon McCann, President of WWOCAR, has lauded the effort and believes that WWOCAR can make a difference. It’s important to note that while some new legislation may come out of this project, the primary focus will be to look at current proposals that aren’t being addressed, and legislation already in place that might be taken advantage of if the defined recipients were expanded to encompass even small companies that provided more modest objectives than a large firm.

In the coming weeks, you will hear much more about the project. We’d like your feedback and suggestions, so please call or e-mail Gary or Dale (contact information is on the web site).