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APD SOLUTIONS and LOCAL COALITION OF LENDERS, COMMUNITY GROUPS BRINGS THE NATIONAL NEIGHBORHOOD SHOCASE TO THE BAY AREA

A "Homeownership Mall" to Provide New Opportunities and Stabilize Communities

OAKLAND, CA – September 30, 2010. . . *The Neighborhood SHOCASE*, a national homebuyer event series designed for working families was introduced today by Oakland Councilman Larry Reid, APD Solutions, and a coalition of lenders, real estate professionals, consumer and housing agencies. The event will be held on October 16th at the Rotunda Building in Oakland starting at 1:00 p.m.

It is my extreme pleasure to welcome APD Solutions as they bring the National Neighborhood SHOCASE to Oakland", says Council Member and President Pro Tem, Larry Reid. "With the number of vacant and foreclosed properties that flood many of our neighborhoods, it is refreshing to know that organizations such as APDS can assist in creating opportunities for new homebuyers to purchase in the neighborhoods that they so desire," continued Reid.

The SHOCASE offers a buyer-friendly environment for any individual regardless of their credit challenges or where they are on their path to homeownership. Participants will be able to speak with lenders, real estate professionals, and housing counseling agencies to ensure they're ready to become homeowners and actually purchase a select group of affordable homes made available at a discount for one-day only.



The SHOCASE was organized by a public-private coalition consisting of 13 local and national organizations. "APD Solutions is proud to bring the Neighborhood SHOCASE as our next effort to revitalize neighborhoods in California," said Vaughn D. Irons, CEO of APD Solutions. "Working with the City of Oakland, SFHDC, Operation Hope and others may give us another treatment against the foreclosure disease infecting too many of our Bay Area neighborhoods."

Many consumers are interested and capable of buying homes, but are confused by conflicting information or discouraging messages. Another problem is the competitive market in the Bay Area, homes that should be offered at an affordable price remain above what some people can afford. The SHOCASE makes available local down payment and closing cost assistance programs, but also offers additional assistance for owner-occupants. The SHOCASE will make available an additional 3.5% in purchase assistance for those who buy the selected properties. With the average price of a home in the bay area that could mean an additional \$8,000 - \$12,000 to help families bridge financial gaps. The sellers are offering these 30 homes at the available discounts for one-day only with a wide selection of home types and areas to choose from.

The History of the SHOCASE and Source of Assets

APDS is launching a local SHOCASE collaborative in 12 major communities across the nation, including Dallas, Washington, DC, West Palm Beach, and Atlanta. Formerly called the Hope for Homes Auction and Affordable Housing Opportunity Event, the SHOCASE was created by APD in the early 90's as a part of its work with the Resolution Trust Corporation (RTC) and FDIC. The SHOCASE was a successful disposition strategy used to liquidate vacant and abandoned real estate to owner occupants. Recognizing similar conditions and trends as the Savings & Loan crisis, APDS decided to reintroduce the concept as a creative option for saving foreclosure ravaged neighborhoods.

“By working in this public-private Neighborhood SHOCASE, we can provide the essential bridge that will allow families, still afraid of the housing market, to cross safely into homeownership. We are proud to work with APD Solutions to stimulate home buying opportunities for working families,” said Frances Martinez Myers, President of ETCREO.

The sources of assets for sale were provided by servicers, nonprofits, institutional investors, local governments and real estate professionals. Real estate agents affected by the downturn have found this a viable option for disposing of their clients' inventory and having a positive impact on families and neighborhoods.

"The SHOCASE provides buyers a new and unique opportunity to access quality affordable housing. Many of these properties have never been on the market and qualified buyers can step right up without 'strings' attached and choose a great home at a great price,” stated Matt Murphy, Bay Area Real Estate Broker.

How to Get Involved in SHOCASE

One of the unique aspects of the Neighborhood SHOCASE is the extensive effort to qualify families for financing, connect them to down payment assistance and prepare them for the SHOCASE experience. This event is FREE and open to the public. Families interested in purchasing a home can go to www.HomebyRequest.com to view the nearly 30 homes and to review the 4 simple SHOCASE steps to prepare to buy. To help those attracted to the homes APDS, in conjunction with nonprofits Operation Hope and San Francisco Housing Development Corporation (SFHDC), will host a series of home-buyer preparation seminars to adequately prepare potential buyers on what to expect at the SHOCASE and to ensure homeownership readiness. Beginning today, interested families can go to the website to register for a free 1-hour seminar being held at locations throughout the community. For more information on APD Solutions and other National Neighborhood Revitalization Programs, please contact us at 1-877-276-2737 or visit our website at www.APDSolutions.com.

About APD Solutions:

APD Solutions, LLC is a national Neighborhood Revitalization Firm created to provide community development consulting and comprehensive real estate services to public and private sector clients. Our goal is to **Restore** credibility in the housing industry, **Rebuild** challenged neighborhoods and **Renew** the lives of impacted families. APD Solutions has a talented staff with over 200 years of combined relevant housing industry and real estate experience. We have offices in Atlanta, Chicago, Dallas, Jacksonville and San Francisco. For more information, visit www.APDSolutions.com.