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FOR IMMEDIATE RELEASE

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**URA ADVANCES NEXT PHASE OF MAYOR'S PITTSBURGH CITY LIVING
INITIATIVE WITH NEW REALTOR CONTINUING EDUCATION COURSE**

Certificates of completion awarded to first graduating class

(PITTSBURGH) October 26, 2010 The Urban Redevelopment Authority (URA) this afternoon presented certificates of completion to the first-ever graduating class of a new realtor continuing education course, entitled "City Living: A Focus on the Pittsburgh Client."

The course was developed by the URA as the next phase of the Mayor Luke Ravenstahl's Pittsburgh City Living initiative and offered through the REALTORS® Association of Metropolitan Pittsburgh (RAMP) and REALTORS® Educational Institute.

"The Pittsburgh City Living initiative is designed to provide positive information to residents and potential residents about the many benefits of living in our great City," said Ravenstahl. "By working with the REALTORS® Association we have the opportunity to educate our front line representatives of the City of Pittsburgh.

The purpose of this course was two-fold: to provide tools and information to REALTORS® to take the mystery out of selling homes in City of Pittsburgh neighborhoods and to help potential homebuyers find the right City neighborhood in which to live based on their lifestyles. The course works hand-in-hand with PittsburghCityLiving.com, a website introduced by the Mayor in May.

"The development of this course was a collaborative effort with the REALTORS® Association. We knew we had certain information we wanted to share, and they had some very specific questions that we needed to address," said Kyra Straussman, URA director of real estate.

The two-day course ran from 8:30 a.m. to 4 p.m. on Mon. and Tues., Oct. 25 and 26. Day one included presentations from the URA, Mayor's Office, Pittsburgh Public Schools, The Pittsburgh Promise, Community Design Center of Pittsburgh, and NeighborWorks. Students then toured Pittsburgh's south and west neighborhoods and visited Brashear High School and Phillips Elementary. Day two started with an overview of URA development activities followed by a tour of the central, north and east neighborhoods.

The course combines classroom instruction with field study in various neighborhoods with community leader guides. Instruction focused on the City of Pittsburgh, including resources for potential homebuyers, the Mayor's 10-year tax abatement program, development projects, Pittsburgh Public Schools, commercial opportunities and the many amenities of City living. During the tours, Pittsburgh City Living Neighborhood Ambassadors boarded the bus at various stops to talk about and answer questions related to their neighborhoods. Upon completion, the REALTOR® will know the variety of educational, recreational, and neighborhood choices the City has to offer to homeowners.

"The REALTORS® Association of Metropolitan Pittsburgh is thrilled to be working with the URA to present the truth and remove the myths regarding living in the City of Pittsburgh," said James Bindschadler, RAMP executive vice president. "Today, the first class of real estate professionals completed a ground breaking class designed to educate them on the variety of neighborhoods available within the City's boundaries. RAMP and the URA are proud of these real estate professionals who seek to serve their clients better by learning more about the choices available to their clients."

Students received certificates of completion and could receive 14 hours of continuing education credits and one Broker credit upon passing a final exam. The course was open to any real estate agent needing continuing education credits. Twenty students participated in the sold-out class.

Tuition for the course was \$250 and included instruction, bus transportation and a boxed lunch.

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The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements.