

*For more information contact:*  
Lana Simon  
Coldwell Banker Gundaker  
847-313-6770  
[lane.simon@cbexchange.com](mailto:lane.simon@cbexchange.com)

## **STRENGTHEN YOUR HOME VALUE WITH A LITTLE COMMUNITY SPIRIT**

**ST. LOUIS, MO (Jan. 18, 2010)** – Neighborhood traditions can build lasting friendships and better the community, but investing in your area can also lead to a higher home value. When everyone retreats indoors, it's time to go to work in bringing neighbors together to build strong bonds and ultimately, better the neighborhood.

“Improving schools, lowering crime rates and making the neighborhood look better, are all investments that also increase your property value,” according to Jim Dohr, president of Coldwell Banker Gundaker. “You want to show potential buyers a community that is clean, safe and inviting.”

Bring your community together with these ideas:

- **Pay it Forward:** The next time your local parent, neighborhood or hobby association gets together, skip the coffee and dessert, and instead bring canned food for the local food pantry or items for needy families in the area.
- **Build Unity in your Community:** Too often neighbors wait for the local council or school board to step in when something needs to be fixed or repaired. The next time the playground needs a clean up or the sidewalk needs shoveling, gather your neighbors and complete the project together.
- **Keep a Neighborly Eye:** Build community by being aware of your neighbor's needs. Is there a new baby on the block, a sick parent on the mend or a long family vacation on the horizon? Offer to help and you may get the same warm response when you're in need of support.
- **Be Watchful:** Get acquainted with your local police force and attend community open houses at the station to learn about issues that may impact your area. You may just meet some new faces along the way.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 25 offices with over 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation's largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy's company-owned real estate brokerage offices. For more information, please visit [www.cb Gundaker.com](http://www.cb Gundaker.com).