



Austin Board of Realtors

Austin Board of REALTORS | “Keep Austin Affordable” Campaign

CHALLENGE

The [Austin Board of REALTORS®](#) (ABoR) and Texas Association of REALTORS® (TAR) had their work cut out for them when the City of Austin considered instituting a “Point of Sale Ordinance.” This new ordinance would force homeowners to make costly efficiency updates to their homes, ultimately making them much less affordable for buyers.

OBJECTIVES

Pierpont spearheaded the development and implementation of the “Keep Austin Affordable” campaign.

SOLUTION

Collaborating with homeowners and media, this campaign resulted in the creation of a much more wallet-friendly ordinance that simply required an efficiency audit when selling a residential property.

RESULTS

As a result, ABoR elevated its influence at City Hall and within the Austin community. The campaign was honored with an award from the International Association of Business Communicators’ Southern Region.