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FOR IMMEDIATE RELEASE

FOR MORE INFORMATION,

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ECONOMIC BREAKFAST TO FOCUS ON STATE OF LOCAL ECONOMY

ROCHESTER, NY – November 20, 2009 – The Rochester Home Builders' Association and the Greater Rochester Association of REALTORS®, in cooperation with the Mortgage Bankers Association, will host the 2009 Economic Outlook Breakfast, scheduled to take place on Friday, November 20, 2009, from 8:30 a.m. until 9:30 a.m., at Locust Hill Country Club. The featured speaker will be Mark Peterson, CFRE, president and CEO of Greater Rochester Enterprise.

The annual gathering will provide an opportunity for local business leaders, industry professionals, elected officials, and other key opinion makers to share vital information on the local trends in the current economic environment and how it affects the housing market. Discussion will also center on overcoming the challenges that may exist and taking advantage of opportunities within the community.

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The Rochester Home Builders' Association (RHBA), founded in 1934, is a trade organization uniting all segments of the residential building industry in the five-county area. The association, affiliated with the National Association of Home Builders (NAHB) and the New York State Builders Association (NYSBA), interacts with governments and communities to enhance the business climate for its members. Additional information can be obtained by accessing the Association's website at www.rochesterhomebuilders.com.

The Greater Rochester Association of REALTORS® represents more than 3,000 real estate professionals in the Greater Rochester and Finger Lakes region. The Greater Rochester Association of REALTORS® provides resources and education, promote professionalism and position our members for success. We support our community through political advocacy of real property rights and by supporting charitable programs to enhance homeownership opportunities. Additional real estate information can be obtained by accessing the Association's website at www.HomeSteadNet.com.