

Realtors Join Effort to Stop Mold *by RISMEDIA*

A new public education campaign by the National Center for Housing and the Environment (NCHE) and supported by the National Association of Realtors aims to help the public become more informed and smarter about mold. It's a common problem homeowners face.

This month, a new public service announcement will begin airing on television and radio stations across the country to educate consumers about moisture problems which can lead to mold growth in homes. Creepy mold creatures lurking under a leaky sink illustrate how moisture can lead to serious damage in the home. Viewers and listeners are urged to visit www.stopmold.org where they can learn more about the causes of moisture problems in the home and how to solve them.

The education campaign arose out of independent case-study research carried out

by NCHE and the NAHB Research Center which suggested many mold problems are related to home maintenance issues and the homeowner's inability to recognize moisture problems and solve them quickly.

"NAR is pleased to support this outreach so consumers have all the facts. Homeowners need to know that water leaks and high indoor humidity, two leading causes of mold growth, can be avoided," said Ed Tugaw, 2005 chair for the NAR Committee on Land Use, Property Rights and the Environment. "Homeowners need to look for the causes of moisture, since water can enter a home in numerous places."

Realtors have partnered in this public outreach effort with the NCHE, an independent, non-profit organization focused on land use and environmental issues. "Thanks to a grant from HUD and supplemental support from

NAR, we are anxious to correct some of the misinformation consumers may have seen in the press," said Sharon Oxley, executive director of NCHE. "Mold can't grow if moisture isn't present and this information helps homeowners understand the urgency of fixing moisture problems."

Left unchecked, mold can create unhealthy conditions in the home particularly for those suffering from allergies and asthma. Mold can also be expensive to clean up, if the problem persists. Daily maintenance, good air circulation and adequate ventilation are recommended to prevent the spread of moisture and the growth of mold.

