



THE GREAT REAL ESTATE RESET: Promotional guide

[CLICK HERE FOR SHAREABLE GRAPHICS](#)

Click above for a folder of graphics you can add to these messages

Blurb for newsletters or emails

Real estate plays a defining role in the American economy and in every American's life, but this industry is failing to keep up with shifting demographics and demand and build attainable, diverse communities where everyone can prosper. The real estate industry is risking not just another market crash but also becoming a central contributor to growing inequity and climate disruption. **It's time to push the reset button.**

Smart Growth America and its LOCUS coalition of responsible real estate developers and investors partnered with the Brookings Institution to produce [The Great Real Estate Reset](#), a comprehensive package of research that describes the major forces that have pushed the industry toward this moment. It also sets up 2021 as a time to bring the industry together with policymakers and local advocates to produce a new “playbook” to successfully cultivate better outcomes for more people and places. Read it here: <https://bit.ly/GreatRealEstateReset>

Social posts for Facebook, Twitter, or LinkedIn

Tag authors Christopher Coes, Jennifer Vey and Tracy Hadden Loh: @ChristopherCoes @jvey1 @lohplaces
Tag organizations: @SmartgrowthUSA @LOCUSDevelopers @BrookingsMetro

“The American real estate industry can create communities of opportunity—or face a future both figuratively and literally underwater.” Read the Great #RealEstateReset from @LOCUSdevelopers/@SmartgrowthUSA and @BrookingsMetro <https://bit.ly/GreatRealEstateReset>

It's time for the real estate industry to look beyond just short-term gains and nurture better outcomes for more people and places <https://bit.ly/GreatRealEstateReset> #RealEstateReset

It's time for the real estate industry to proactively address housing affordability, housing segregation by race and income, climate change, and other important issues. Time for a #RealEstateReset <https://bit.ly/GreatRealEstateReset>

“If we continue ‘business as usual,’ the real estate industry risks not only another market crash, but also becoming a central contributor to the deterioration of American political & social cohesion.” - @ChristopherCoes, @jvey1 & @lohplaces in the brand new #RealEstateReset: <https://bit.ly/GreatRealEstateReset>

Smart growth is always equitable growth. @SmartGrowthUSA says it's time for the real estate industry to adapt to new demands—or risk becoming an engine of inequality. <https://bit.ly/GreatRealEstateReset> #RealEstateReset