

South Asian Real Estate Association of America Launched

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The South Asian Real Estate Association of America (SAREAA) was officially launched during a dinner program at the Embassy Suites in Milpitas on March 23. SAREAA seeks to promote the success of South Asian American real estate professionals by providing them opportunities to network nationwide with fellow real estate professionals who serve the South Asian American housing market.

SAREAA has undertaken a community outreach program initiative called South Asian Housing Assistance Resource Agency of America (SAHARAA). SAHARAA aims to provide first-time homebuyers a multilingual housing assistance resource center to help them understand the home buying and mortgage loan process and to increase home ownership among South Asian Americans. Both organizations were founded by **Yogendra Singh**, 2006 president and founder of the Council of Indian American REALTORS®. Singh serves as president of SAREAA and CEO of SAHARAA, as well as director of the Asian Real Estate Association of America (AREAA) and a state director of the California Association of REALTORS® (C.A.R.).

Special guests at the celebration included C.A.R. president **Colleen Badagliacco**, AREAA chairman **Allen Okamoto**, and keynote speaker **John E. Wong**, AREAA founding chairman. Representing the Silicon Valley Association of REALTORS®, a major sponsor of SAREAA, were **Josie Gambera**, SILVAR director and Cultural Diversity and Equal Opportunity Committee chair, and **John Tripp**, 2006 SILVAR president.