The best real estate startup is a non-profit, Realogy leaders rule

Presenting on stage at a startup competition hosted by one of the largest real estate corporations, a young man made a heartfelt request: "I would ask the real estate leaders in here to consider supporting a charity that's trying to push forward the status quo of a traditional charity directly relating to houses." Well, they did. New Story -- a non-profit that makes it easy for companies and individuals to crowdfund $6,000 homes for needy families abroad -- was voted the most innovative startup at the fourth annual Realogy FWD Innovation Summit. Realogy operates franchise brands including Century 21, ERA, and Better Homes and Gardens Real Estate and owns the nation's largest brokerage, NRT. Attendees of the contest, comprised largely of Realogy executives and f...

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