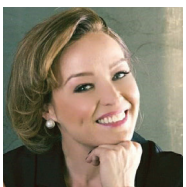


# Homie to the Rescue, Helping Arizona's Homeless

The company lives its mantra, 'We got your back'  
by Tyler Butler

## MIGHTY CHANGE

Homie's contributions in July have gone toward Valley of the Sun United Way's Mighty Change 2026 Impact Area of Housing and Homeless, one of the four pillars in the nonprofit's five-year plan. The plan aims to help Arizonans get through the continual impact of COVID-19, as well as the mighty goal of decreasing homelessness in Maricopa County by 50%. "We're beyond grateful for Homie's contributions to our COVID-19 Response Fund and continued support," says Carla Vargas Jasa, president and CEO of VSUW. "Homie's compassion and commitment to keeping local families in their homes is unmatched, and the contributions will once again make a significant impact." [vsuw.org/what-we-do/mighty-change-for-families](https://vsuw.org/what-we-do/mighty-change-for-families)



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Newly released U.S. Census statistics have shown that Phoenix is indeed the fastest-growing city in the country. The housing market here is more chaotic than ever before and companies that are providing a less traditional approach are finding a niche. Homie is one such group, as its focus on the technology side of real estate is changing the way these assets are bought and sold by eliminating high fees and commissions.

Founder Mike Peregrina recognized the need for an alternative in the real estate industry six years ago when he lost all his properties. Following the recession, Peregrina learned firsthand what can happen to property value when the market takes a turn for the worse. It was this experience that led him to start Homie — he wanted to provide a resource and a solution.

Homie's "We got your back" mantra is more than a slogan; it is the way the company does business. This organization is focused on having the backs of its agents, its clients and the communities it services. The Homie solution simplified an outdated and overcomplicated process through a combination of technology and experienced full-service real estate agent support. Originally launched in Utah, it is not only the No. 1 listing brokerage office in that state, but now also has offices in Arizona, Nevada, Colorado and Idaho, with plans to grow across the nation. With real estate and home loans, the Homie tech family is making every aspect of buying and selling a home simple and enjoyable.

Homie was founded on the principles of giving back. Through its corporate charity arm, the Homie Helps Program, it aims to give back to the community with outreach, volunteer and donation efforts as an extension of the company's goals. Homie's community efforts are localized for every community it serves. Across its markets, it works with local partners that include nonprofit organizations and government agencies to support housing initiatives. This includes promoting down-payment assistance programs, supporting rental and mortgage emergency assistance funds, and providing marketing and technology support to its partners.

Homie also recognizes the value of volunteerism. Homies, as its employees are called, are encouraged to band together and volunteer with nonprofit and community partners, including food banking, community cleanups, home rehabilitation and more. Homie provides team members a list of community events and communication tools to help empower its 400-plus people to volunteer and serve their community throughout the year.

The organization recognizes it is fighting a lot of forces that are out of its control, but its leadership believes that serving as a resource for education about the issue they are facilitating is an important first step. Homie has provided support to many organizations, but one campaign has significant importance as



it is addressing both a real-time issue we are seeing because of the pandemic while also supporting an important Valley cause and its long-standing support of Phoenix.

When Homie Helps launched in 2020 in response to the effects of the COVID-19 pandemic, the first partnership Homie forged was with the Valley of the Sun United Way and VSUW's beneficiary organizations. Homie Helps created a relief fund and donated \$100,000 to VSUW to help people stay in their homes by helping them pay for their rent, mortgage and utility bills.

"When the COVID-19 pandemic began affecting our community, we wanted to do something impactful to give back to those who needed urgent support," says Joshua Miller, general manager at Homie Arizona. "It was a challenging time for many people facing the possibility of losing their security net, and we wanted to alleviate some of that uncertainty for our fellow Phoenixians. We are so grateful to our Homie clients, who are really the ones to thank for making this possible." In honor of Valley of the Sun United Way's 95th anniversary, Homie Helps stepped up and pledged to donate \$95 for every home bought or sold in July 2021.

This is but one campaign led by Homie's philanthropic spirit. The company has also supported The Love Up Foundation in helping it keep homeless pets off the streets. It has aided the Girl Scouts with the pivot they've had to make for their traditional door-to-door cookie sales. And it convened a coalition of city officials, community and business leaders, and even a professional athlete to find solutions to the Black homeownership gap in Las Vegas. With so many philanthropic plans on the horizon, Homie is establishing itself as not only a good corporate citizen but as a leader doing business in an innovative way during difficult times. ■

Homie [homie.com](https://homie.com)