

The Downtown Neighborhood Association of Elgin (DNA) has adopted the following Real Estate Promotions Policy effective February 27, 2023.

The DNA promotes available commercial and residential properties/spaces to our ever-growing network of leads. Property owners can take advantage of this service by notifying DNA of availability at their building in writing via email or by utilizing the property listing form on our website located [HERE](#).

In order for the DNA to effectively promote the space/building to our business clients, it is beneficial for property owners to provide details about the space or building including willingness to lease or sell, asking price, amenities, and term requirements. The DNA can provide guidance to property owners regarding marketability of their building/space, value estimates, and communicate client needs and expectations. The DNA staff are not licensed Realtors and are not responsible for ensuring the sale or lease of any space or building.

The DNA defines a property as *available* if it is publicly listed and the owners are actively seeking and accepting leads for tenants or purchasers. The DNA offers a free public listing on our website: [downtownelgin.com](http://downtownelgin.com). Buildings can also be listed with another real estate service, website or Realtor.

Building owners are encouraged to highlight availability of their buildings with signage, however signage alone will not signify a building as currently available.

**Right to Refuse Services:** the DNA is committed to maintaining the high standards of integrity and customer service that characterize Elgin's business community. We reserve the right to refuse services to businesses that we have received repeated complaints about from the public or other downtown businesses if we believe there is a sufficient basis to believe that a commercially reasonable business approach is not being followed. We are not an adjudicative body and do not investigate or adjudicate complaints, nor do we take such an action on isolated or occasional complaints. However, if there is a broad-based pattern of complaints, we may make the decision to withdraw or refrain from promotion of the business. Our responsibility to promote the downtown neighborhood community is to the community as a whole, and not to an individual business.