

Title:Flag day.(Stovroff Realty agents put flags on lawns for Memorial Day, Labor Day and Flag Day)(Brief Article) Pub:Business First of Buffalo

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Inquiring minds were more than mildly curious about the sudden onslaught of small American flags that started showing up on people's lawns during the recent Fourth of July holiday.

The flags, some 10,000 of them -- to be exact, came from Stovroff Realty, whose agents went around and put them up in different neighborhoods.

The flags didn't go onto the lawn where Stovroff had a connection, such as either acting as the home's selling or buying agent. They went virtually on every lawn in whatever neighborhood the agent selected.



It should be noted there was no advertising or anything on the flag to identify them as being from Stovroff Realty. That, according to Mave Milligan, Stovroff's spokesman, would have been tacky and very unpatriotic.

"Sometimes, you do things just to be nice and you leave the 'In your face' advertising away," Milligan said.

Stovroff has done the flag tribute before. Its agents have put flags on lawns for Memorial Day, Flag Day and Labor Day in the past. But the 10,000 flags is a new record for Stovroff.

In fact, one agent had, on her own, put some flags up in a Hamburg neighborhood and her neighbors called her and asked the agent is she was going to do it again this year. She did.

"The flags symbolize many things including the American dream of home ownership," Milligan said.

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