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## Real Estate agent “invests” in kids, schools

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Bruce McGuy is better than Santa Claus to the community around Allen Elementary School. The owner of Blossom Valley Realty gives 20 to 30 percent of his net income to the neighborhood elementary schools, Little League teams and the area's Boy Scouts.

McGuy, 36, considers his generosity an investment.

“I concentrate on children because I believe at that age they're the most impressionable.

“Give them a good start and they'll be less trouble in their teens. High school is too late for programs like these,” he said.

For every house he sells, McGuy gives \$300 to the Allen Elementary School's technology lab – a center where students go to learn how to use computers.

He promised to donate an additional \$5,000 to Allen Elementary if he sold 50 homes at the end of the year. If the goal is met, it means a total of \$20,000 to the school.

Two homes have passed escrow, and nine more have been sold and are waiting.

“He's given us a total of \$600 already,” said Linda Gonzalez, principal of Allen Elementary. “We're saving the money so we can purchase computers.”

Also at Allen, where all three of his children attend school, he started student-incentives and teacher-appreciation programs.

He holds monthly pizza parties for 50 students who have improved their grades or behavior.

“There has been a very positive response to the pizza party,” said Gonzalez. “The kids in the neighborhood know him and look forward to the party when Bruce comes in with armloads of pizza.”

Each child in the school is given the opportunity to go to the party at least once during the year.

For teachers, he holds a monthly drawing for a dinner for two, said McGuy.

McGuy is also in the middle of expanding donations to Frost Elementary School.

He has already given a check to one of our staff members for a free dinner at an area restaurant,” said John Aguilar, principal of Frost Elementary School. “I feel very fortunate because what he does benefits the kids. It builds motivation and the staff is enthused,” he said.

McGuy's goal is to contribute money to four of the neighborhood Santa Teresa elementary schools within the next two years.

“All I'm doing is returning the residents' money to their community. The schools need it real bad,” said McGuy. “All it takes is money and money is a tool, not something to be considered personal.”

Several months ago, McGuy left Century 21 Alpha because clients from other real estate agents' territories wanted to be a part of his donation program. He started his own company, Blossom Valley Realty, about two months ago.

“The way I give is unique because it allows everyone an opportunity to better the area whether they're moving in or moving out,” said McGuy.

“People know about what I'm doing

and they come to me to contribute their share to the community,” he said.

His donations have affected his personal budget, but McGuy says, “Sure, we suffer a little. I'm lucky that my wife is very supportive. She understands when things get tight. But we suffer a little so that there's less suffering in the community. You might call it a trade-off.”