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Programs

Housing Partnership Network

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About Housing Partnership Network

Award-Winning Business Collaborative

- Leading affordable housing and community development nonprofits organizations
- High-capacity, high-performing nonprofits
- HPN members operate in all 50 states and Washington, DC
- Create, capitalize and manage social enterprises
- Top-rated CDFI (CARS/Aeris rate AAA +2)
- First HUD Housing Counseling Intermediary; operating since 1995
- 750,000 consumers received housing education and advising services



Housing Counseling Post-Crisis

- **High Demand for Housing Counseling Services:**
 - Aspiration for homeownership still strong
 - Consumers want to speak with impartial third-parties, trusted advisors
- **New Models:**
 - Today's homebuyers want ongoing and mobile connection
 - Treating homebuyers like sophisticated consumers means coaching them to achieve their goals, rather than solving their problems
 - Generate revenue to support continued high-quality service

Who Are The “Boomerang Buyers?”

Current estimates have identified 550,000 to 700,000 “boomerang” homebuyers in 2015*, many of whom:

- Lost homes to foreclosure, short sale or other non-satisfactory closure
- Were 60+ days delinquent on a mortgage loan
- Are concentrated in hardest hit areas where affordability is still strong, (e.g., AZ, CA, FL, MI, IL, NV, GA, TX)
- May now be able to qualify for a mortgage because:
 - Waiting periods have passed
 - Products are available with fewer restrictions

Sources: TransUnion, RealtyTrac

Resources For Boomerang Buyers

- **Programs integrating counseling/homebuyer education into mortgage products, down payment assistance or closing cost assistance:**
 - Local counselors can advise on state and local programs
 - FHA “Back to Work”
 - HomePath® Ready Buyer™ Program
- **Non-bank mortgage products are also available:**
 - Loans may have more relaxed credit requirements, with shorter waiting periods
 - Homebuyers considering these products should **consult with a housing counselor**; these products may not be appropriate for everyone

How Housing Counselors Help

■ Trust makes all the difference

- ✓ Wary homebuyers will take note when you introduce them to an impartial nonprofit counseling agency.
- ✓ Education is a great value-added service that can only strengthen client relationships and overall reputation.

■ No more confused clients

- ✓ Buying a home is easier when clients understand each step of the process.
- ✓ Counselors give homebuyers the education they need to feel informed and confident.

■ Turn fence sitters into buyers

- ✓ Counselors can help consumers overcome real or perceived challenges to realize their dream of homeownership.
- ✓ Counselors can help first-time buyers qualify for special financing programs that make buying more doable.

First-Time Homebuyers

The first-time homebuyer (FTHB):

- FTHBs are increasingly single women
- Grew up with the Internet and uses it for everything
- Open to new modes of learning and living
- Embraces a DIY ethic
- Values education and being informed



Framework[®]

Framework[®]

- ✓ Timely, effective online curriculum that improves home purchase results
- ✓ Created by HPN and the Minnesota Homeownership Center
- ✓ Learning that motivates, encourages, and informs homebuyers' experience
- ✓ The ability to apply concepts during the process; not just a learning exercise
- ✓ Interactive and relevant experience keeps homebuyers focused on needs
- ✓ Ability to explore, discover and choose learning path within the curriculum
- ✓ Available in English and Spanish
- ✓ www.frameworkhomeownership.org



New Business Models

- **Delivery system** for the 21st century
 - Focus on **customer experience**
 - **Technology** (mobile, texting, information security)
- Keeping in touch and developing a long-term relationship with the consumer
- Helping consumers reach their goals through **financial coaching**
- **Charging fees** for counseling services

Thank You!

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