



Housing Counseling Post-Crisis and Returning Buyers

July 28, 2015

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Outline

- Value of housing counseling
- General trends in the market
- Why are returning or boomerang buyers important?

Value of Housing Counseling

- 2013 Freddie Mac study
 - Counseling reduced delinquency rate of first-time buyers by 29%
- 2013 Neighborworks study
 - Found that clients who received homeownership counseling were 1/3 less likely to become 90+ days delinquent

Value of Housing Counseling

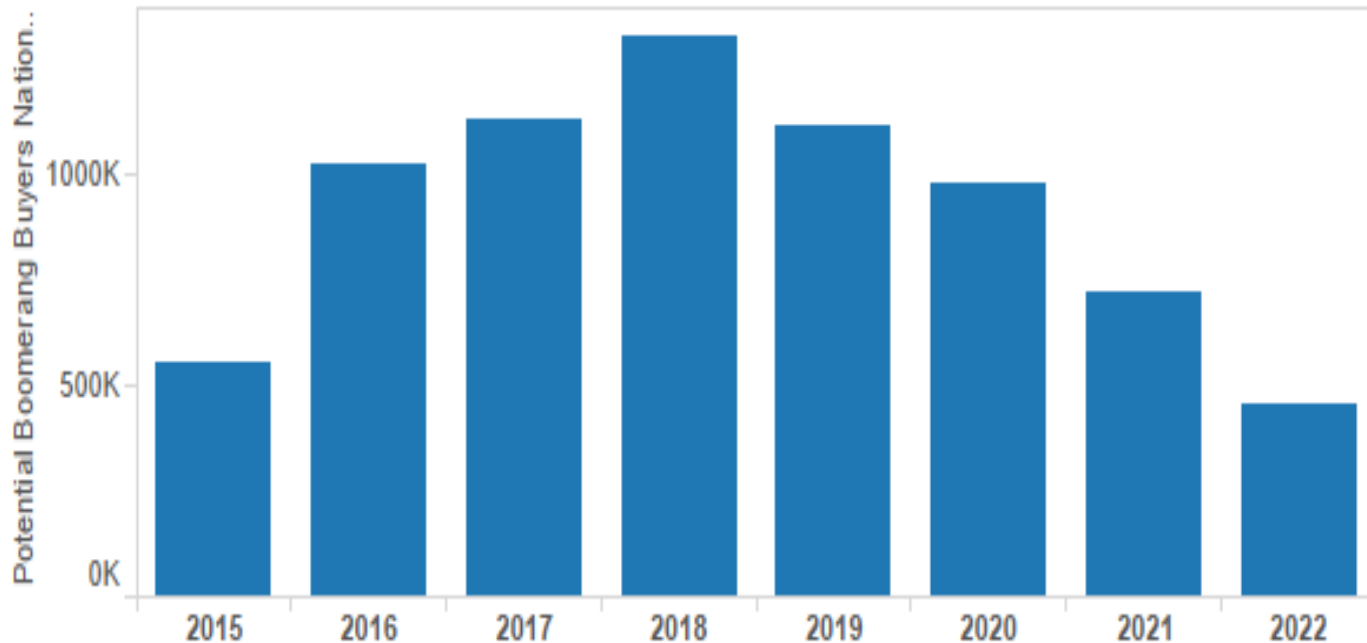
- 2014 Federal Reserve Bank of Philadelphia study
 - Significant because study used experimental design.
 - Found that homeownership counseling reduced likelihood of delinquencies, reduced total debt and increased credit scores.

General trends in the market

- Rental pressures
- Strengthening job market
- Refinements to credit scoring models

Why are boomerang buyers important?

Potential Boomerang Buyers by Year



Source: www.realtytrac.com, U.S. Census

