July 16, 2018

City of Santa Fe
Purchasing Office
2651 Siringo Rd Bldg. H
Santa Fe, NM 87505

To Whom It May Concern:

The Santa Fe Community Housing Trust is very excited to submit this proposal for homebuyer services to the City of Santa Fe. We have been working hand-in-hand with the City for over 25 years with astounding results. We remain focused on the hardest to serve clients, fostering as many creative options for affordable housing as possible.

As a trusted partner, we have a proven record of addressing the housing needs of the Santa Fe Community through a variety of innovative development projects and programs. In addition to our down payment assistance programs, a particular success is our mortgage insurance saving loan for low and moderate-income homebuyers. We continue to explore additional services to make homeownership possible and improve the financial security of the Citizens of Santa Fe.

The Housing Trust looks forward to continuing our close collaboration with the City so together we may provide the most comprehensive homeownership services possible.

As Executive Director I hereby certify that I am fully authorized to submit this proposal on behalf of the Santa Fe Community Housing Trust.

Sincerely,

[Signature]
Kevin Kellogg
Executive Director
July 16, 2018

City of Santa Fe
Purchasing Office
2651 Siringo Rd Bldg. H
Santa Fe, NM 87505

To Whom It May Concern:

Per the direction of the City of Santa Fe Purchasing Office, this letter certifies that the application for a Resident Business Certification is currently being processed by the New Mexico Taxation and Revenue Department. The Certification will be provided upon contract award.

Sincerely,

Kevin Kellogg
Executive Director
CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to NMSA 1978, § 13-1-191.1 (2006), any person seeking to enter into a contract with any state agency or local public body for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars ($250) over the two year period.

Furthermore, the state agency or local public body shall void an executed contract or cancel a solicitation or proposed award for a proposed contract if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official’s employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to either statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Person” means any corporation, partnership, individual, joint venture, association or any other private legal entity.

“Prospective contractor” means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

DISCLOSURE OF CONTRIBUTIONS:
Contribution Made by: ____________________________
Relation to Prospective Contractor: ____________________________
Name of Applicable Public Official: ____________________________
Date Contribution(s) Made: ____________________________
Amount(s) of Contribution(s) ____________________________
Nature of Contribution(s) ____________________________
Purpose of Contribution(s) ____________________________

(Attach extra pages if necessary)

Signature ____________________________ Date ____________

Title (position) ____________________________

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS ($250) WERE MADE to an applicable public official by me, a family member or representative.

Signature ____________________________ Date 7/16/18

KEVIN KELLOGG
EXEC. DIRECTOR
THE HOUSING TRUST 1111
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505-989-3960
kkollogg@housingtrustonline.org
www.housingtrustonline.org

PROPOSAL TO THE CITY OF SANTA FE
FOR HOMEBUYER PROGRAM SUPPORT SERVICES

RFP NUMBER: 18/54/P

July 16, 2018
# Housing Trust Proposal for Homebuyer Supportive Services

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I. Introductory Statement

The Santa Fe Community Housing Trust’s (The Housing Trust) primary mission is to promote community development. A 501(c)(3) non-profit, we help low-income residents of Santa Fe become economically self-sufficient by giving them access to capital, economic literacy and affordable housing. Established in 1991 as part of a coordinated effort on the part of the City of Santa Fe and concerned citizens in response to the increasing displacement of low-income families, The Housing Trust was the City of Santa Fe’s original partner in implementing the first housing trust fund and inclusionary zoning agreements and liens. The Housing Trust assists lower income residents in purchasing homes using conventional first mortgages. We educate and counsel prospective homebuyers to prepare them for and sustain them in homeownership. Our award-winning homebuyer training courses conducted monthly were the first of their kind to be offered in this region. Since 2008, The Housing Trust has become a rental developer with over 120 units in Santa Fe serving 25% special needs emerging from homelessness as well as low and moderate income families. In 2017, we were awarded the full requested amount of tax credits for the development of Soleras Station, an 87-unit affordable housing development, with which the City is a partner. Soleras Station will be placed in service in August 2019.

Facilitating the construction and sale of decent, green-built, energy efficient and environmentally sound homes and developing affordable, service-enriched multifamily housing developments are also priorities of The Housing Trust. We work with the City and County of Santa Fe, lenders, and with our non-profit community partners to maximize service provision to our clients. Another Housing Trust goal, stemming from our development of affordable/special needs rental housing, is to help residents of these and similar assisted rental housing complexes climb the ladder to homeownership. We adapt and respond to community housing needs as they arise and to remain focused on the hardest-to-serve families and other special constituencies such as the elderly, disabled and terminally ill. The Housing Trust’s goal is to provide homeownership opportunities to our clients through well-designed needs-based programming.

We assure that clients receive consistent, quality service in homeownership education and counseling. Education and guidance before purchasing a home has a proven impact on sustainable homeownership. Housing Trust activities are conducted in collaboration with HUD, other industry partners such as real estate professionals, title insurers, homebuilders, hazard insurers, home inspection services, home maintenance professionals, financial institutions, mortgage insurers, national housing counseling organizations, secondary markets, and government entities.

Housing Trust counselors and trainers are well qualified to deliver homebuyer support services, as each has been through hundreds of hours of training and certification. As a result, our staff has strong knowledge in the area of homeownership - specifically the home buying process, budgeting, money management, credit, banking, mortgage financing, down payment assistance, insurance, community involvement, home maintenance, loss mitigation, foreclosure prevention, fair housing, delinquency intervention, refinancing, anti-fraud or anti-predatory
lending, with advanced specialization in Home Equity Conversion Mortgage lending, financial literacy education, and the relevant local, state, and federal regulations.

The Housing Trust has a 25+ year track record of implementing effective program operations, including outreach and marketing, partnership building, fundraising, customer service, customer tracking, reporting, program evaluation, and program design.

The Housing Trust leverages other funds and resources to assure that its clients receive the highest quality of services. Our proposed budget estimates that funds will be leveraged 3:1 to provide these services. Other sources of public funds include HUD, the Housing Partnership Network, Enterprise, the New Mexico Mortgage Finance Authority, and Santa Fe County, which provides some direct funding to homebuyers for downpayment assistance and originates its own mortgages directly. We receive no administrative support from the County but continue to pursue projects that could yield additional housing resources. Other sources include program fees, private and foundation donations, and earned income from development activity.

More than 90% of our clientele live and/or work in the City of Santa Fe. Clients are informed of the City's investment in their well being as sustainable homeowners. Since 2008, the trends in first time homebuyer programs have encountered new obstacles, including requirements for larger personal investment, higher private mortgage insurance costs, decreased supply of Low Priced Dwelling Units (LPDU), and the prospect of flat to negative home equity appreciation. Other global trends include reduced credit scores correlating with higher student loan debt among the under 40 population group and the emergence of immigrants as a major segment of demand for home ownership. Demand remains greater than supply and increases the value of the homebuyer support services in the community.

Word-of-mouth referrals remain our strongest medium of outreach. Programming additions necessitated redevelopment of our print media and website. As many of our current clients/target audience are Spanish-speaking, offering our promotional publications and website in Spanish is a priority. Demographic research demonstrates that most information about home buying is gathered online among the 25 to 35-year target age group. We are constantly updating our website and creating an engaging, digital campaign working with Loka Creative media group. Newsletters are distributed online via our website, Facebook, and electronic mailings. We are always developing new and creative techniques to effectively reach our customers. Promotions associated with development products are carried out in collaborations with Washington Federal Bank, Century Bank, Wells Fargo Bank, First Mortgage, Academy Mortgage, Gateway Mortgage, Alterra Homes, New Mexico Bank and Trust, Del Norte Credit Union, Guadalupe Credit Union and State Employees Credit Union to highlight favorable mortgage terms. In addition to the regular homebuyer training classes conducted throughout the year, The Housing Trust also conducts homeownership education outreach at Santa Fe Community College.

Adapting to accommodate the changing needs of our clients as well as incorporating new methods to reach those we serve, The Housing Trust remains steadfast in its mission to promote community development by assisting residents of northern New Mexico in the procurement of a secure home and in turn, the attainment of economic sustainability.
II. Scope of Services

Part 1: HOMEBUYER ASSISTANCE FOR LOW TO MODERATE INCOME HOUSEHOLDS

Deliverables:

500 Perform intake and counseling to meet housing needs of clients

14 At least 11 Homebuyer classes are to be provided in fiscal year (minimum) with 100 attendees completing the training

14 At least 4 Financial Literacy classes are to be provided in fiscal year (minimum) with 6 attendees completing the training

90 "mortgage ready" prospective homebuyers earning below 100% AMI will fulfill all classes and counseling during the fiscal year (minimum)

45 income-qualified homebuyers will placed in homes (minimum)

80 Income-qualified homeowners assisted with refinancing, including Home Equity Conversion Mortgages (HECM) (minimum)

28 loans originated under the MI-Saver program

Description of services:

Our certified housing counseling and training curricula provide necessary tools, resources and information to assist clients in making decisions about finances, home buying or homeownership challenges based on the client’s needs and preferences. In instances when clients experience literacy or language challenges, our counselors take steps to ensure client comprehension. Sometimes this includes arranging for a qualified interpreter or translator or referral. Two of our counselors are fully bilingual and are certified for training and counseling in Spanish.

We do not discriminate or engage in self-serving conflicts of interest by filtering clientele to support our business. While we offer a variety of services and products, Housing Trust products are properly disclosed to inform of any potential conflicts of interest. Clients have the option of buying homes that we build or using in-house loan products on the same basis as outside products. In fact, we advise clients of products with superior terms when available. For instance, clients are advised when City inclusionary homes have lower effective pricing than homes built for sale by The Housing Trust and some MFA zero interest downpayment loans are forgiving as opposed to our due on sale ones. Customer satisfaction surveys are used to evaluate the effectiveness of the homeownership education and support services.

Upon completing eight classroom hours of standardized homeownership education curricula, clients are tested to assure that they demonstrate an understanding of the following: preparing for homeownership; budgeting and credit management; financing a home; selecting a home; maintaining a home and finances; and avoiding delinquency and foreclosure. We collect and maintain specific information from the students participating in the homebuyer education clients in accordance with all laws and governing organizations such as HUD, City of Santa Fe HOP/SFHP, and MFA.
- **Homebuyer Training:** We educate several hundred prospective homebuyers per year through our homebuyer-training program. Homeownership education usually occurs before a purchase contract is signed. A certified homebuyer trainer leads every class. These classes teach the basics of homeownership, from deciding whether to buy a home through post-purchase issues such as household budgeting and home maintenance. Participants receive a 256-page textbook and a certificate of completion upon graduation.

- **Financial Literacy Training:** Our special 3-hour Financial Literacy courses currently are offered on an "as-needed" basis and are tailored to assist clients who are challenged in developing a budget. Often this is used as a remedial tool for post-purchase homeowners who are at risk of default or foreclosure. It is also used when intakes reveal serious credit issues and deficiencies.

- **Homebuyer Counseling:** Actively counseling more than 500 households in a given year, we help clients establish specific goals for financial planning, credit repair, debt reduction and obtaining mortgage financing. All of our counselors hold certifications in homebuyer counseling. Our files are maintained in secure cabinets inaccessible to the public, and client privacy is further protected by coding and refraining from use of their names and addresses without explicit permissions. Files are kept for seven years after closing or inactivity.

  Counseling services are custom-tailored to individual client need and are on-going, following clients through the preparation process as long as necessary to bring them to financial readiness to become qualified for homeownership and home sustainability post purchase. Our HECM counseling services are in great demand, serving an average of 90 clients per year.

  Our three counselors have advanced certifications in multiple specialty areas. One is a certified HECM counselor, two are certified for bilingual counseling and training, one is a certified special needs counselor, two are certified foreclosure mitigation counselors, and two are certified for financial literacy education. All are certified as homebuyer trainers and counselors.

Aspects of the one-on-one counseling include:

1. Intake - gather baseline information from client to conduct accurate needs assessment
2. Document the client’s financial situation including household income, debt and expenses (at intake and continue periodic updates until they close on the purchase), and savings
   a. Review client’s credit report(s) to identify credit challenge
   b. Analyze household budget and recommend modification
   c. Calculate housing payment affordability based on income and debt
3. Develop a written action plan
4. Assist with housing search through apprising clients of affordable homes currently available for purchase, maintain wait list for identified LPDU’s under construction, and provide realtor referrals for access to modestly priced existing homes
5. Assist clients through the pre-closing process and attend the closing
6. Property Tax – Our staff helps the client to establish affordable
housing deductions on their property taxes by providing and helping to fill out the forms and providing copies of the necessary documentation to taxation at the appropriate level for their home’s “effective price” (sans subsidized mortgages and land trust values)
7. Provide client follow up including needed referrals and information
8. Maintain uniform complete documentation in client files that are secured and retained for at least seven years from the date of final disposition

- **Mortgage Financing:** We match prospective homeowners with affordable housing opportunities and any beneficial first mortgage programs. This includes providing a list of referrals to at least 8-10 financial institutions for first mortgages. We work with their chosen lender (with the signed consent of the client to collect the application, origination and underwriting material and to assist the client with providing the first mortgage lender with necessary verifications and certifications). We coordinate with the lender to assure documentation of The Housing Trust’s policies, procedures and program criteria for second mortgage loans and secondary market approvals such as evidence that The Housing Trust is a HUD-approved Housing Counseling Agency and that Fannie Mae and Freddie Mac have approved the form of our mortgage documents. The latter helps the client to meet minimum downpayment requirements.

- **Provide Housing Subsidies and Below Market Rate Financing including:**
  - Revolving loan funds for zero interest or below market rate interest second mortgages used to subsidize home purchases.
  - Subsidized home purchases with deferred payment second mortgage loans.
  - A rent subsidy and homeownership program for people living with HIV/AIDS.
  - A home equity conversion mortgage program for the elderly and terminally ill.
  - Counseling for clients at risk of foreclosure and, if needed, financial assistance or help refinancing.

- **Develop Green-Built Affordable Homes:**
  - Development of land and construction of homes, which have won awards for design and sustainability. We use bargain purchases and project subsidies to write down the costs. Creation and operation of a land trust with 90 resident families.
  - Helping conventional builders to plan, design, market, and help obtain financing for affordable homes.
  - Promotion and use of green building techniques and technology.
Part 2: VERIFICATIONS AND CERTIFICATIONS – AFFORDABLE HOUSING

Deliverables:

20 income qualified homebuyers matched with homes built to comply with the Santa Fe Homes Program and Housing Opportunity Program

5 low priced dwelling units that will benefit from waivers, reimbursements or reductions

5 income qualified homebuyers purchased market rate housing that qualifies as a LPDU

Description of services:

The Housing Trust will support the City of Santa Fe’s priorities and initiatives by carrying out the above homebuyer activities and by processing the City’s liens and deeds of trust. There are a few points where the SFHP administrative procedures, and the SFHP, HOP, and LPDU ordinances’ criteria diverge from HUD and banking methodology. In these cases, special documentation is prepared to show the verification to the City’s special definition. An example of this is conversion of assets to an annual income figure. The issue is compounded when a HUD source is used in addition to the subsidy provided through the City’s lien. Every source of funds treats the calculation differently resulting in divergent final determination of a client household percentage of median income. In these cases, the process requires multiple statement/verifications/certifications which are documented and explained in client files.

Verifications for housing programs take place a multiple times in the service process for potential homebuyers. At the initial client intake, all parameters for program qualification are assessed to determine income eligibility. This preliminary analysis leaves the client with an idea of what types of assistance are available for them. When a client receives loan prequalification from one of our lender partners, a preliminary income certification is completed based on current income information. This certification includes the family size, percentage of area median income, and the loan prequalification amount. The preliminary certification allows for the various sales staff from our builder partners to know exactly where the family fits in the matrix of home size and price as determined by income level. This preliminary certification is required for a client to initiate the purchase contract with one of our builder partners and this ensures that only buyer-ready clients are going under contract. A final income certification is completed within 30 days of closing in accordance with HOMES program guidelines. Up-to-date financial documentation is collected and an income calculation form is completed showing the income determination rationale.

Our quality control and compliance mechanisms ensure that the process of determining income is transparent and the necessary backup documentation is complete and easily available in a standardized system of file organization.
Following are responses to how the activities listed in the RFP are carried out by The Housing Trust on behalf of the City:

• Income verifications for the City's Santa Fe Homes Program (SFHP) pursuant to Sections 26-1.20, 26-1.21, 26-2.3 SFCC

Income Verifications for the City's Santa Fe Homes Program: The Housing Trust has experience performing income certifications for Federal and State programs that pre-date the creation of City housing programs. All housing counselors are highly versed in the guidelines for income qualification for the Santa Fe Homes program. Thorough income documentation is collected at intake to determine income eligibility. Financial documents for the final income certifications are collected within 30 days of closing and counselors detail the logic model used for final income determination in a form retained in the file. Housing Trust staff strictly adheres to City standards for income determination and use HUD HOME regulations for safe harbor in areas of documentation and determination not specifically detailed in the HOMEs ordinance and administrative procedures.

This process is complimented by a robust quality control system. Prior to closing, all certifications must be reviewed by another staff member using a comprehensive compliance checklist.

• Income verifications for the homes that are governed by the Housing Opportunity Program (HOP) that remains in full force and effect due to prior written and binding agreements

Income Verifications for homes that are governed by the Housing Opportunity Program: As the original agent for Housing Opportunity Program, Housing Trust staff is thoroughly versed in the program certification parameters for the multiple variations of the Housing Opportunity Program. Staff utilizes the same rigorous processes and standards for documentation that are outlined above but within the unique program parameters specific to the HOP program.

• Certificates of eligibility for waivers and benefits available for low-priced dwelling units

Certificates of eligibility for waivers and benefits available for low-priced dwelling units: Housing Trust staff is available to certify any member of the community seeking an eligibility determination for a Low Priced Dwelling Unit (LPDU) and the associated benefits. Housing counselors certify income of the perspective family and document compliance of the subject property according to City guidelines. Because LPDU certifications are relatively rare and not particularly time consuming, they have been included in the verification and certification hours depicted in Process Step Cost proposal.

Further detail related to the verification and certification of SFHP/HOP/LPDU

Efficient matching of the incomes of prospective SFHP/HOP/LPDU buyers to specific SFHP/HOP home prices: As the original certifying agent for the City, The Housing Trust has been placing prospective homebuyers with appropriate HOP/SFHP homes since the programs' inception. Clients are placed on various waiting lists for homes at their request based on their family size, income, as well as by housing location and type. Income ranges are clearly defined on a
continually updated program matrix that shows income levels by family size and the corresponding home prices for various tier-structured housing programs. Counselors use this matrix to educate clients about the various housing options and to create hypothetical purchase scenarios including calculations of debt ratios and final PITI mortgage payments. Specific attention is paid to clients total debt ratio and loan ratios to ensure that a given home purchase scenario is sustainable. The verification is documented on a form signed by the counselor and maintained their file.

**Assist income-qualified homebuyers who purchase affordably priced market-rate homes:** The Housing Trust also has a close relationship with numerous Realtors who have helped program participants in the past or who volunteer to teach in our homebuyer training classes. The Housing Trust also maintains a close relationship with, and is an affiliate member of the Santa Fe Association of Realtors. Housing Trust staff are continually conducting outreach to Realtors and educating them about how our programs can assist people purchasing market rate homes. Clients are always welcome to use the realtor of their choice when working with our program.

- Providing to the City of Santa Fe on a quarterly basis a “pipeline report” – a list of “mortgage ready” homebuyers who are income qualified, sorted by household size and income ranges that match the pricing schedules established for the SFHP/HOP requirements

**Provide lists of prospective SFHP/HOP buyers who have passed preliminary prequalification for financing:** The status of client loan qualification is closely tracked on our CounselorMax client tracking software. Current reports of prequalified clients can be generated on demand across our entire client base, as well as on lists for specific development projects. (Reports to the City conceal names and addresses in deference to the Privacy Act provisions.) The Housing Trust is committed to maintaining lists of preapproved clients waiting to find affordable housing solutions in a complete and timely fashion, while still maintaining compliance with all disclosure and confidentiality policies that protect client’s personal financial information. The clients are contacted by The Housing Trust at the request of sellers or upon notification of new affordable units coming online or when an existing SFHP/HOP/LPDU unit comes up for sale. We contact them either by phone and by email.

**Provide a list of income qualified buyers sorted by household size and income range that matches the City’s requirements on a quarterly basis:** The use of CounselorMax client tracking software allows us to generate reports detailing income level, loan qualification and household size on demand. A buyer-ready list can be provided with other necessary quarterly reporting. Again, federal law protects certain personal financial information and the report format would have to meet the guidelines of these federal regulations and our internal client confidentiality policies.

- Documentation that states the policies of the SFHP/HOP program with regard to pricing of SFHP/HOP homes and buyer eligibility

**The Housing Trust provides proper disclosure forms that are acknowledged by clients prior to execution of loans:** Prior to the execution of a HOP or SFHP lien, Housing Trust staff meets one-
on-one with the prospective homebuyer to review the obligations associated with the HOP/SFHP lien and provide them with a signed program agreement describing those requirements in detail. This is in addition to early one-on-one counseling that describes the various implications and restrictions that exist with different programs.

Reasonable matching of household sizes of prospective SFHP/HOP homebuyers to the size and type of SFHP/HOP homes: The Housing Trust believes very strongly in matching prospective homebuyers with appropriate housing solutions. Responsible fiscal stewardship of affordable housing resources and the long-term financial sustainability of our homeowners are at the core of The Housing Trust’s operating philosophy. As a result, we work to place buyers in homes that are appropriate for the household size, the potential for future family growth, all while ensuring that homes are never over-subsidized. All homebuyer counselors are thoroughly trained in both SFHP/HOP program parameters and more subjective aspects of home selection. The match of home size is clearly defined in SFHP as well as most variations of the HOP program, and these policies are strictly adhered to. Having placed more than 2,000 families in homes, we have a very well established base of experience upon which to determine housing compatibility.

Assure that marketing materials clearly state the policies of the SFHP/HOP program with regards to pricing of SFHP/HOP homes: The Housing Trust has a clear understanding of the policies and procedures of the SFHP/HOP programs and constantly works to educate clients about the program parameters. All project related marketing material has pricing clearly stated and counselors always provide access to the up-to-date program pricing matrix.

- Establishment and maintenance of a fair and competitive process for allocating rights to purchase the homes (for SFHP/HOP developments for which the City expects immediate effective demand to outstrip the supply)

Equal access to housing opportunities: Waiting lists of qualified clients are created on a project-by-project basis and maintained by the Homebuyer Services and Lending Manager. Priority is based on the date of completion of intake counseling, homebuyer education classes, and loan qualification. In the case of projects where demand outstrips supply, allocation is based on waiting list priority. In the case of the HOP program, it is the developer’s right to maintain a waiting list as well as to refer prospective buyers for their units. This is dealt with on a case-by-case basis. The Housing Trust will maintain waiting lists for developers at their request. Sometimes a prequalified client has not maintained the same eligibility since their preliminary qualification because they spent their downpayment, their income increased, their credit score dropped, their family status changed or they are unable to meet the first mortgage lenders requirements. Clients are informed that the homes cannot be held for them if they are unable to meet the criteria to close (including loan approval, having downpayment and closing funds as needed, and that they remain qualified under the program.)

Maintain an equitable process of marketing homes including maintaining waiting lists where demand exceeds supply: The Housing Trust maintains a list of all projects, which are distributed to clients when they have completed intake counseling and preliminary loan and income qualification. These lists are updated on a weekly basis and distributed at staff meetings. Waiting lists are maintained for all projects where demand exceeds supply. These list are prioritized on a first-come basis.
Maintain a website describing the process for qualifying to be a buyer of a home: The Housing Trust maintains a website (www.housingtrustonline.org) that outlines all programs and services available to the community. Included on the site is a page dedicated to the home buying process and steps necessary for program qualification. Also included are links to download program applications, email technical assistance and many of our partner organizations.

- Marketing materials/information to advise potential buyers of units that are currently available for sale and/or will be available in the future

Marketing to advise potential buyers of units currently available: As described above, The Housing Trust maintains a weekly updated list of affordable housing opportunities. This includes all development projects and any affordable homes being resold through the organization. This sheet is distributed to prospective homeowners with a preliminary income certification when they have achieved loan prequalification.