

Re-establishing a Healthy Real Estate Market

I. Market Analysis

- Inventory the local real estate market
- Surveying real estate professionals and lenders
- Tracking market trends
- Benchmark existing property conditions

II. Promoting of Positive Real Estate Activity

- Open houses jointly with local agents
- Workshops with real estate agents on nonprofit services and special lending
- Referral of qualified buyers to cooperating agents
- Provision of incentive lending products for targeted properties
- Development of positive neighborhood images with local agents

III. Market Intervention Activities

- Problem property marketing and incentive loan package
- Targeted marketing of properties, especially high quality houses
- Property Market Write-ups
- Tenant conversion to homeowners
- Homebuyer clubs and training classes

IV. Loan Packaging, Financing, Counseling, and Deal-making

- Target use of nonprofit and government loans and grants
- Leverage use of conventional and near-conventional products
- One-on-one counseling of homeownership
- Direct matching of buyer, house, and financing
- Optioning or controlling properties for sale

Based on the work of Dave Boehlke, Jon Gonzales, & Marta Howell – 2001 Neighborhood Reinvestment Training Institute