

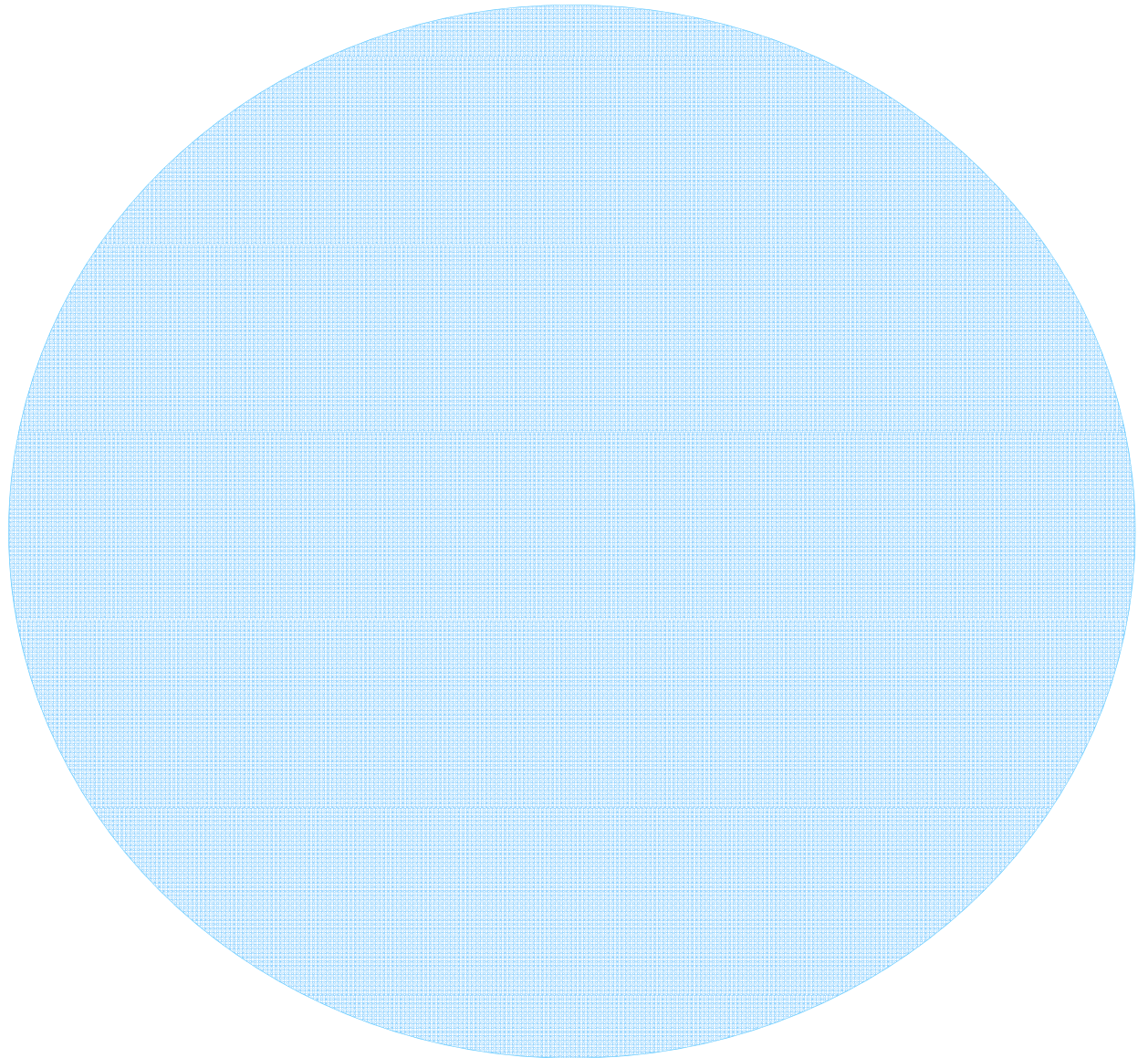


Foreclosed Property as Community Housing Assets

Federal Reserve Bank of San Francisco & HUD

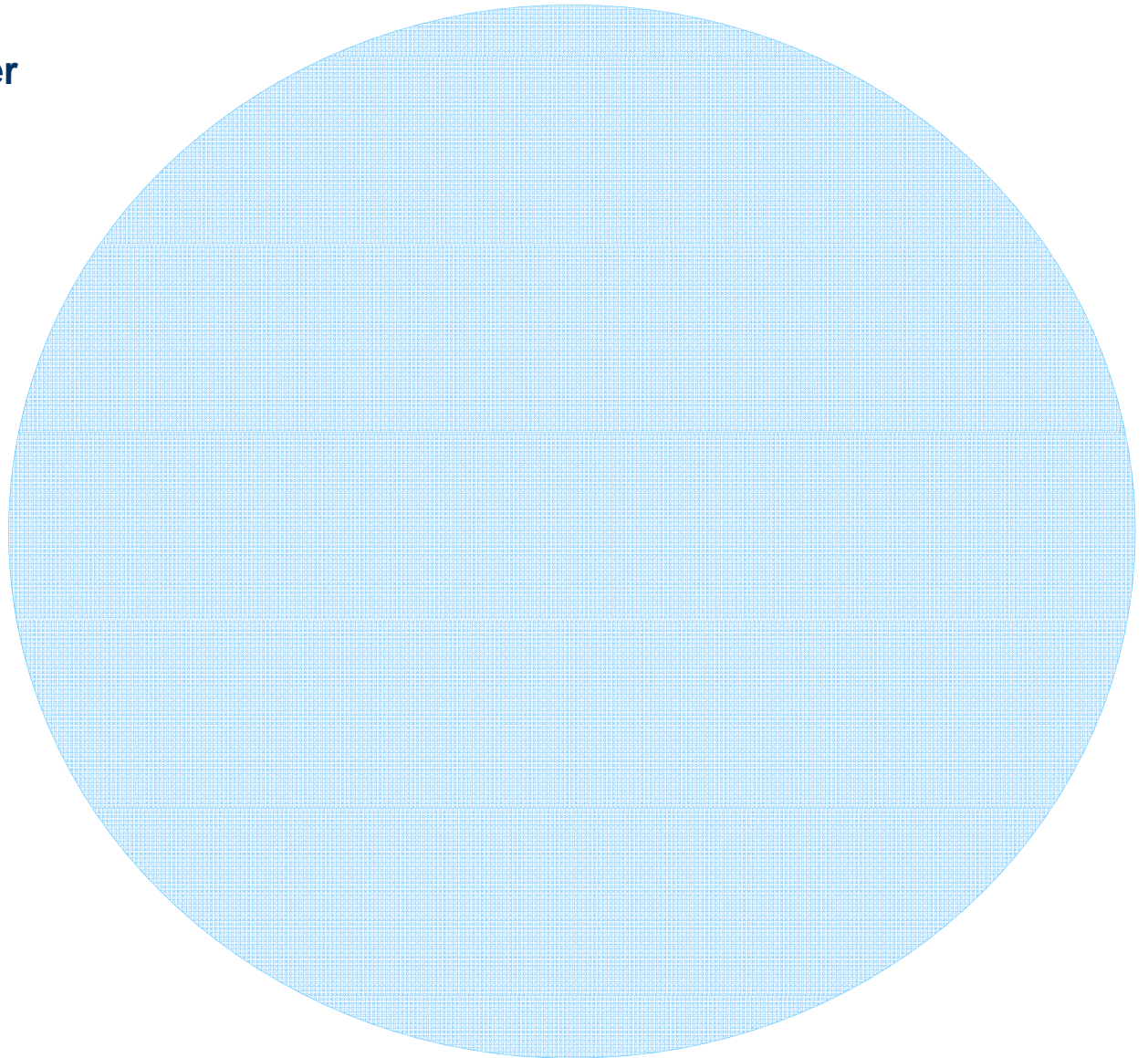
September 14, 2011

The Resale Challenge



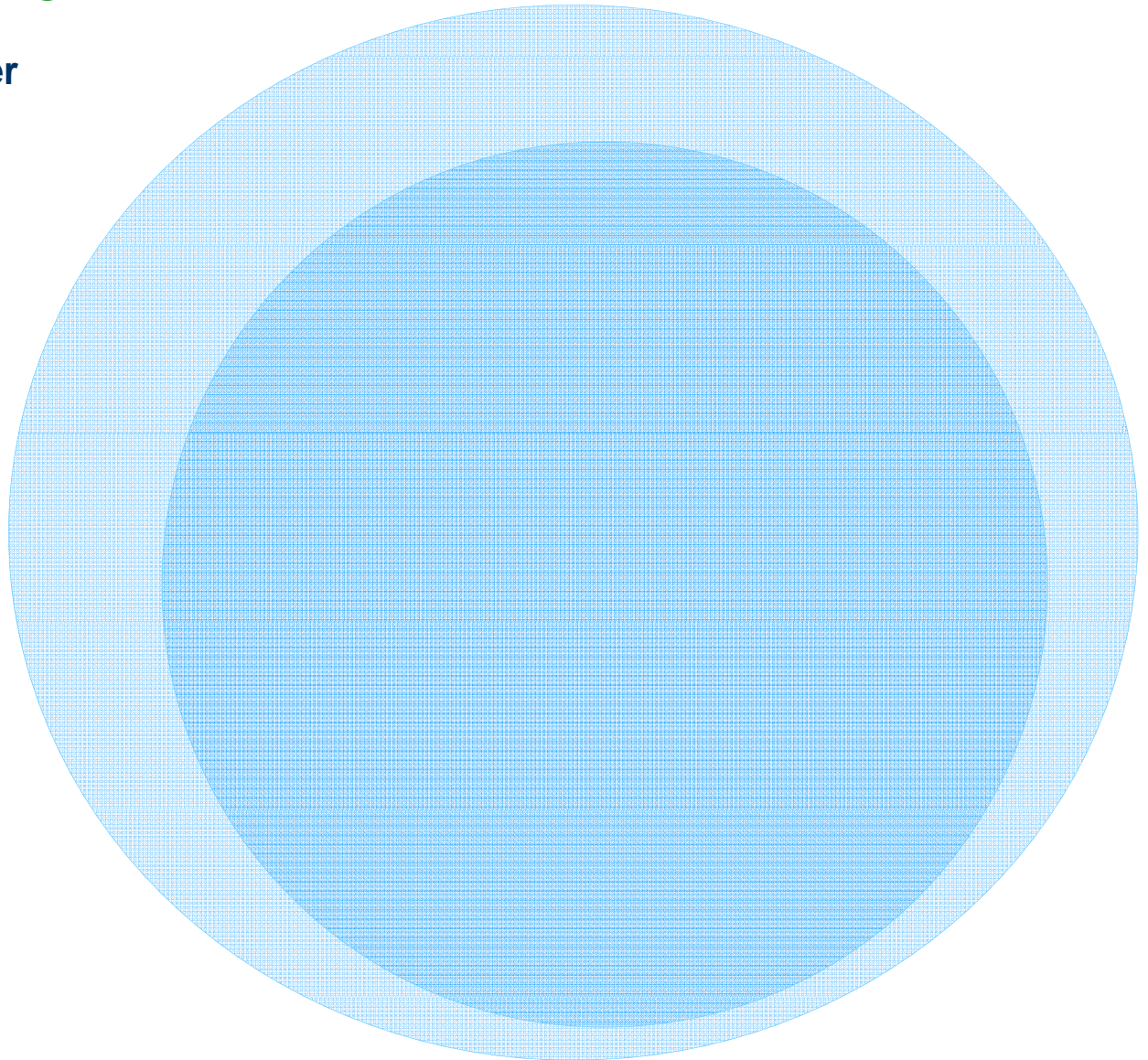
The Resale Challenge

- **An interested homebuyer**



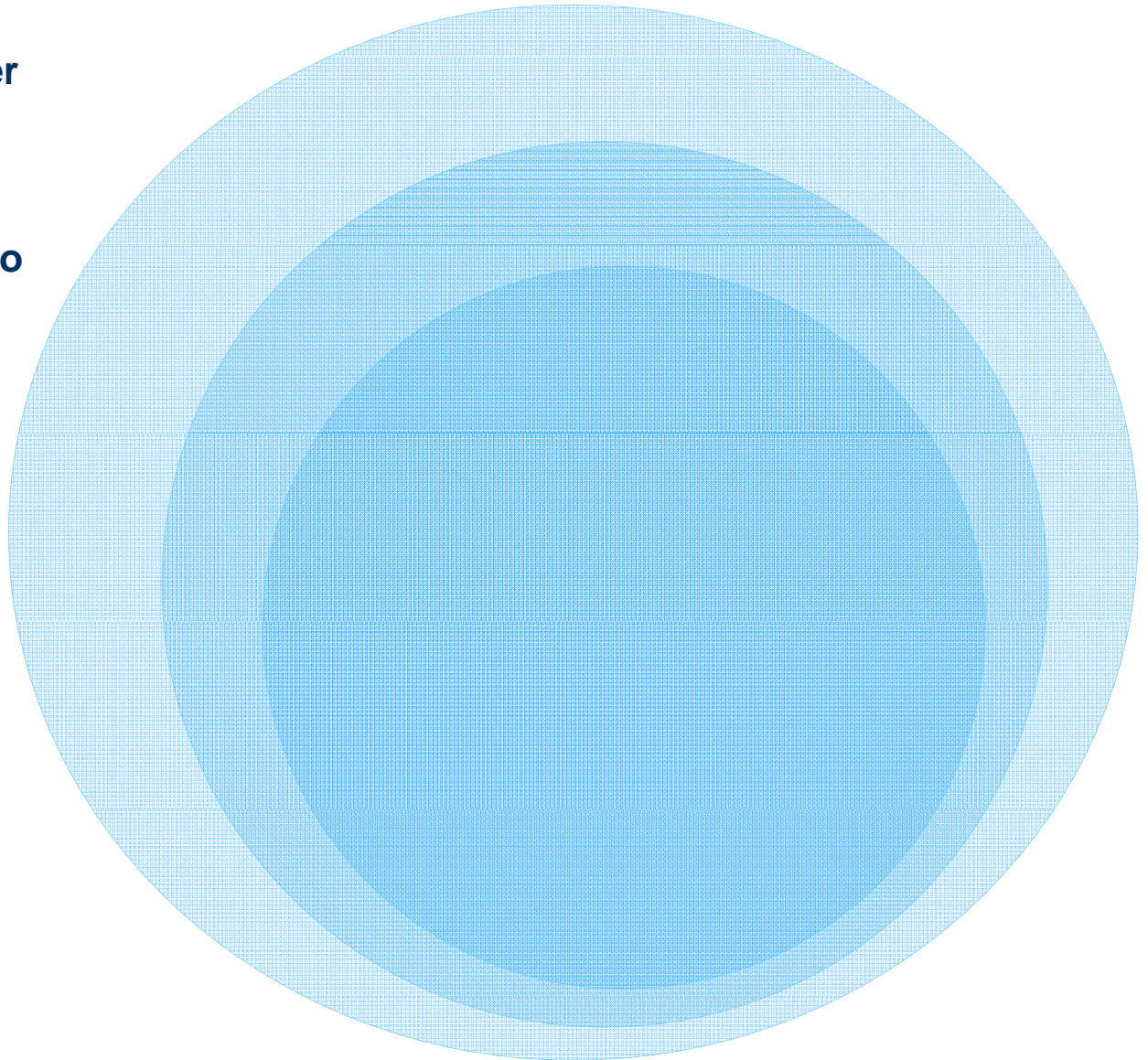
The Resale Challenge

- **An interested homebuyer**
- **Interested in NSP target areas**



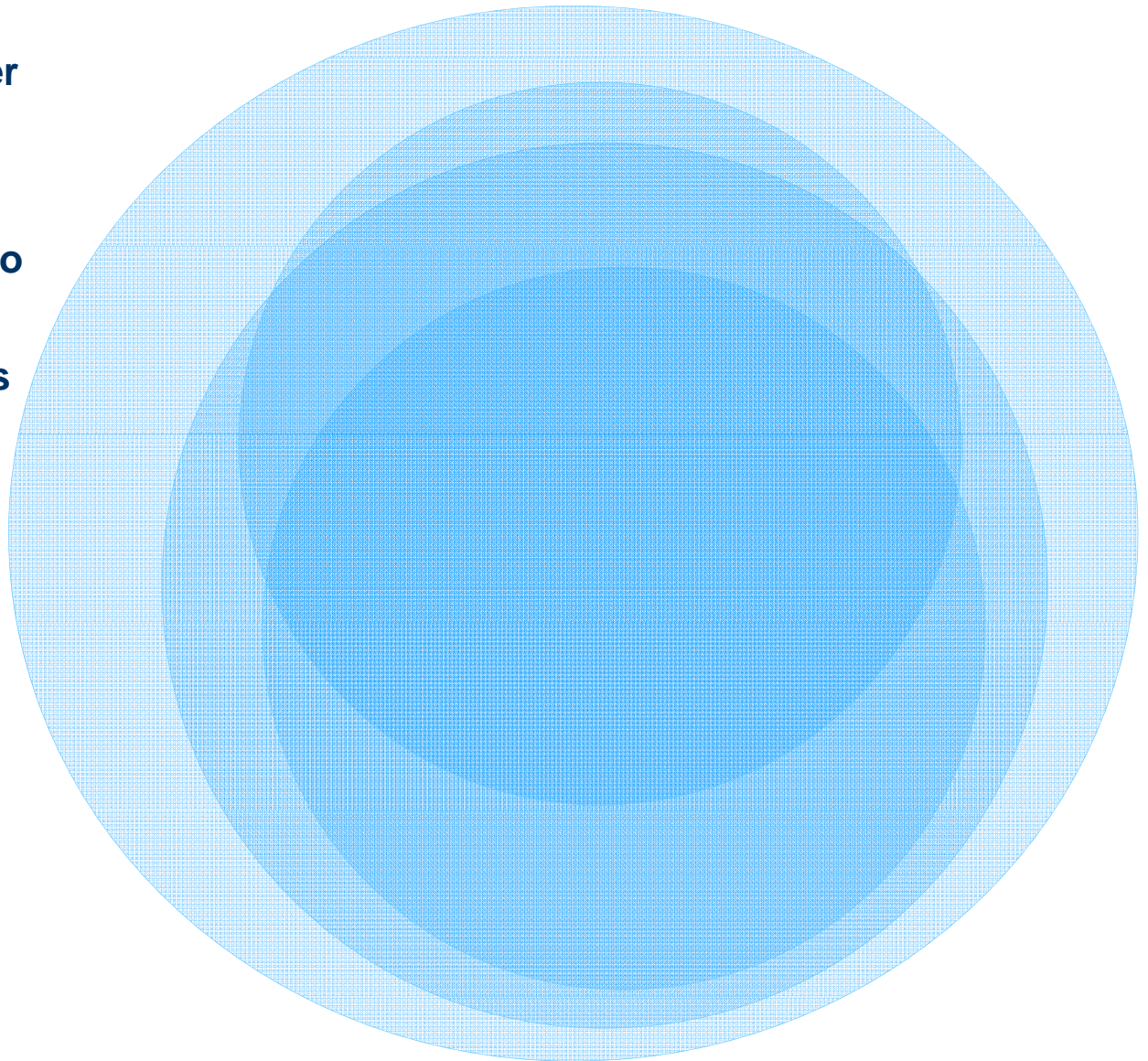
The Resale Challenge

- **An interested homebuyer**
- **Interested in NSP target areas**
- **Earns enough but not too much**



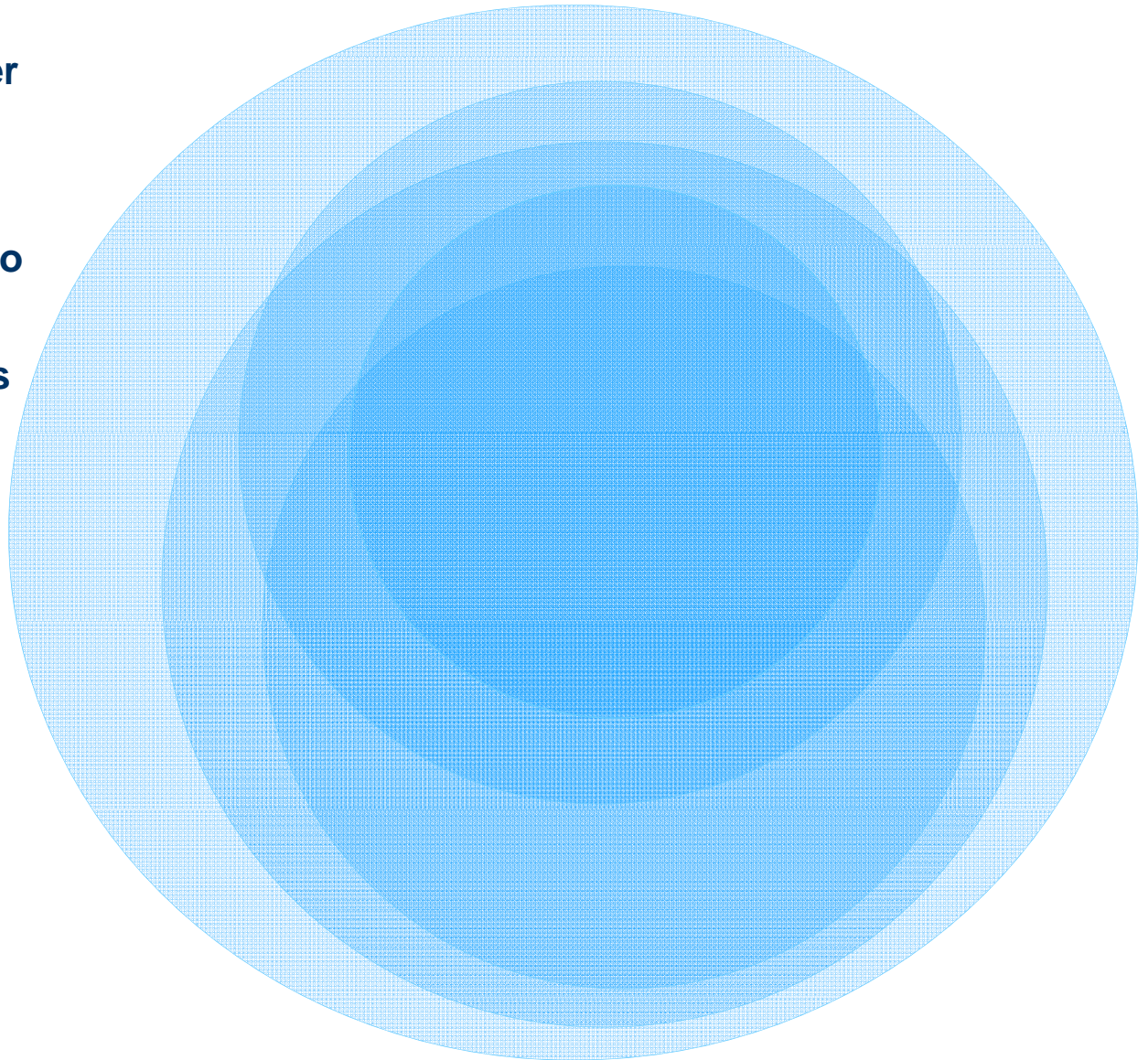
The Resale Challenge

- **An interested homebuyer**
- **Interested in NSP target areas**
- **Earns enough but not too much**
- **House meets their needs**



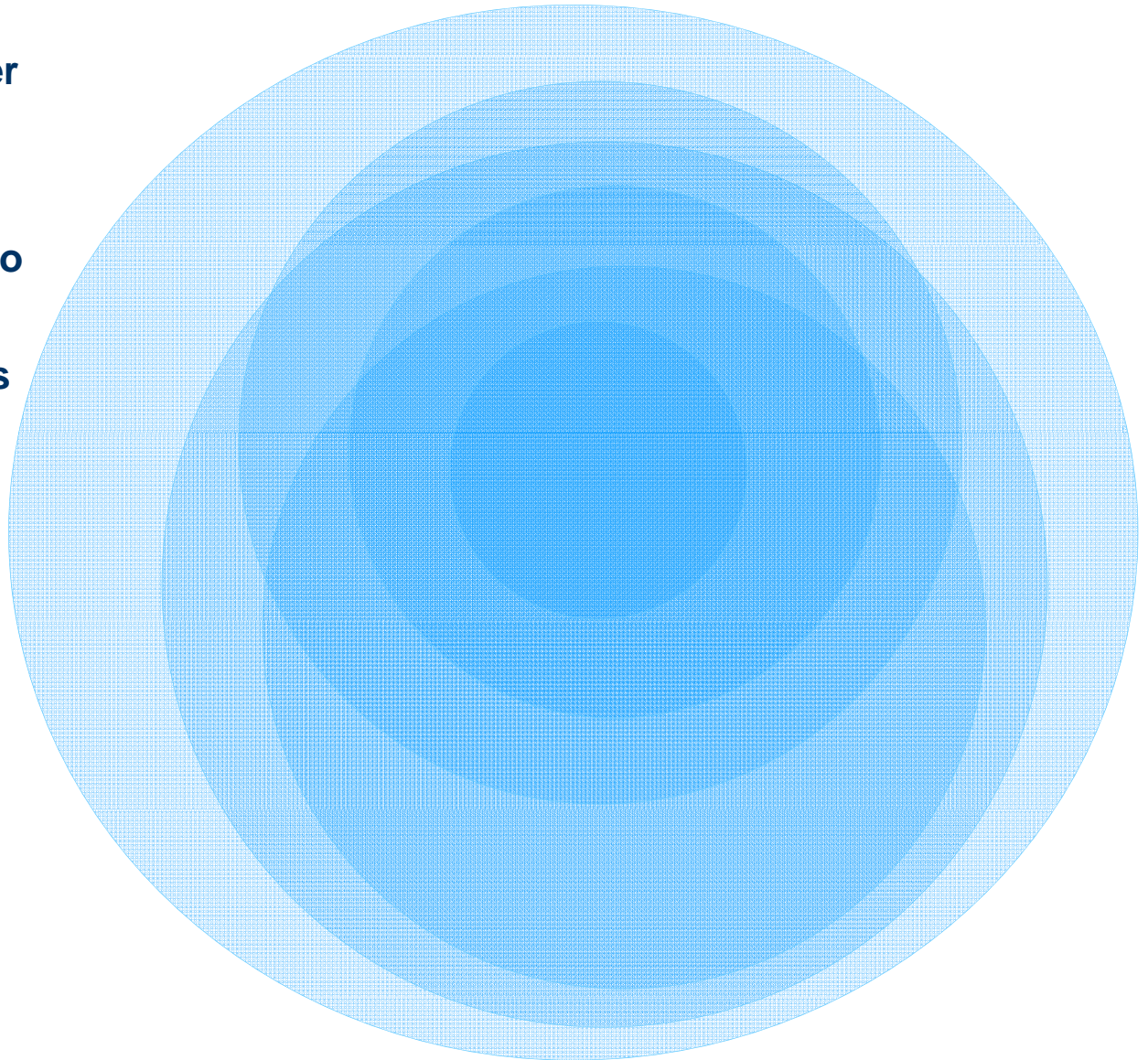
The Resale Challenge

- **An interested homebuyer**
- **Interested in NSP target areas**
- **Earns enough but not too much**
- **House meets their needs**
- **Have a down payment**



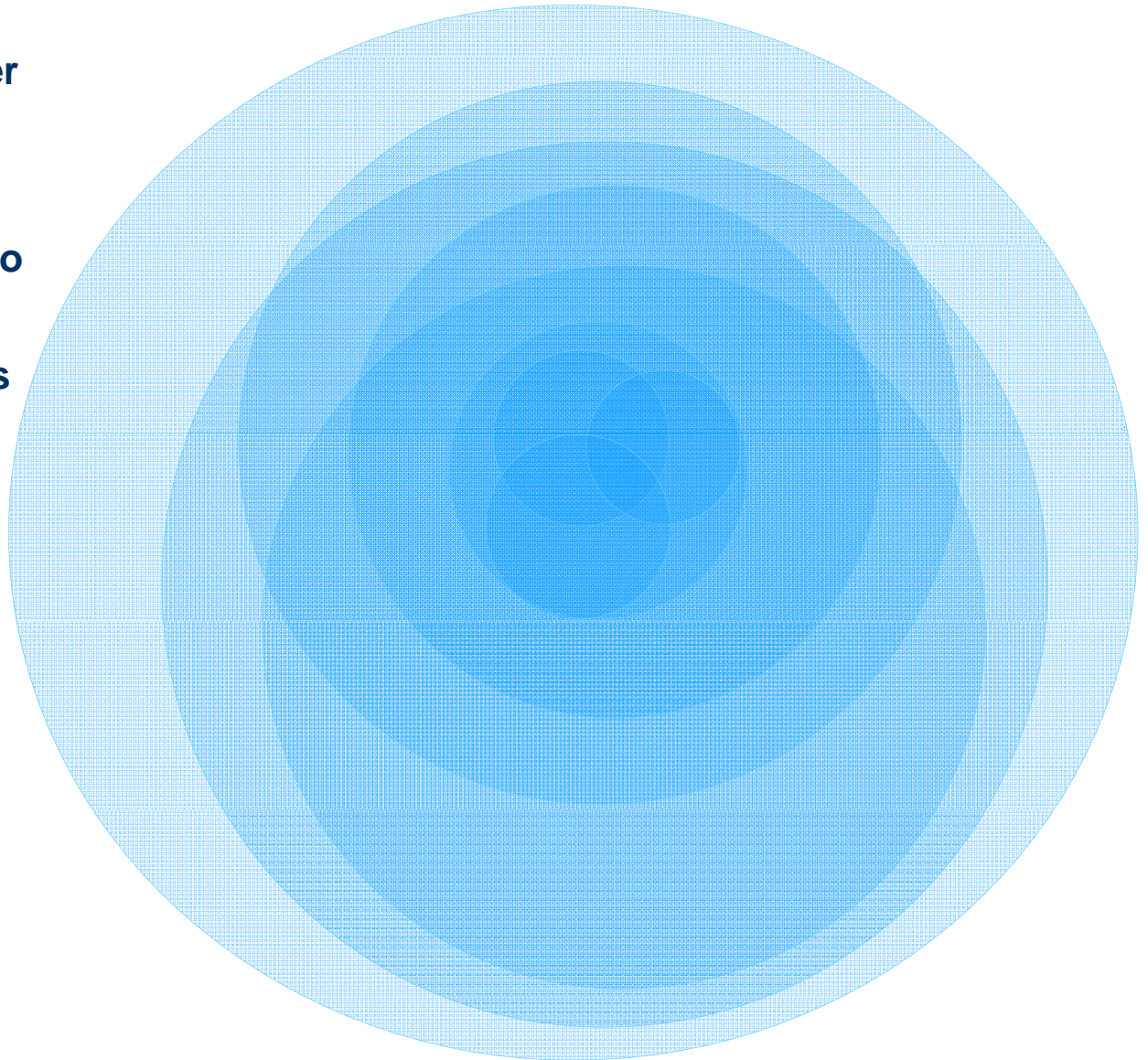
The Resale Challenge

- **An interested homebuyer**
- **Interested in NSP target areas**
- **Earns enough but not too much**
- **House meets their needs**
- **Have a down payment**
- **Will accept affordability restrictions or other program requirements**



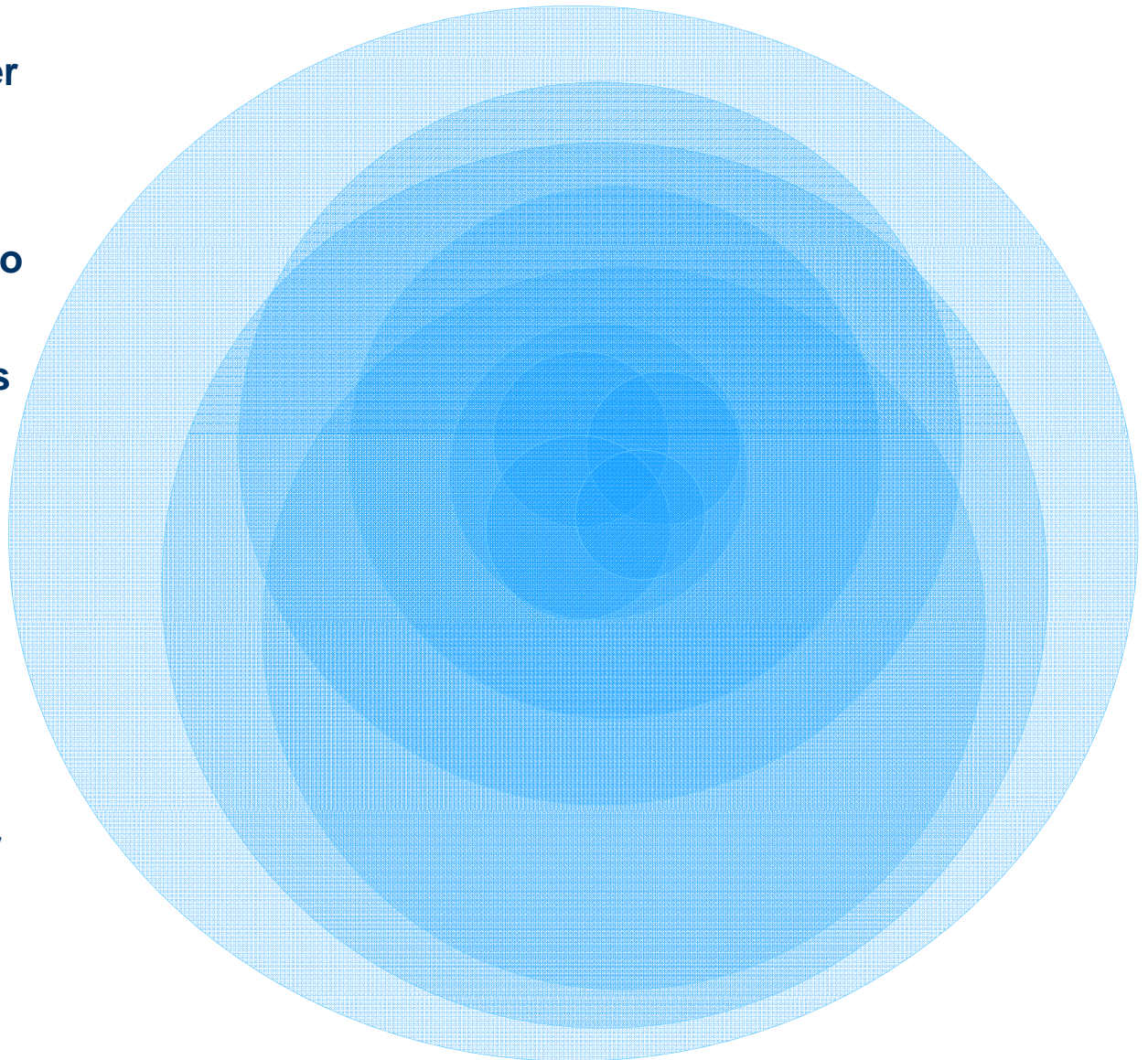
The Resale Challenge

- **An interested homebuyer**
- **Interested in NSP target areas**
- **Earns enough but not too much**
- **House meets their needs**
- **Have a down payment**
- **Will accept affordability restrictions or other program requirements**
- **Can qualify for other down payment assistance programs**



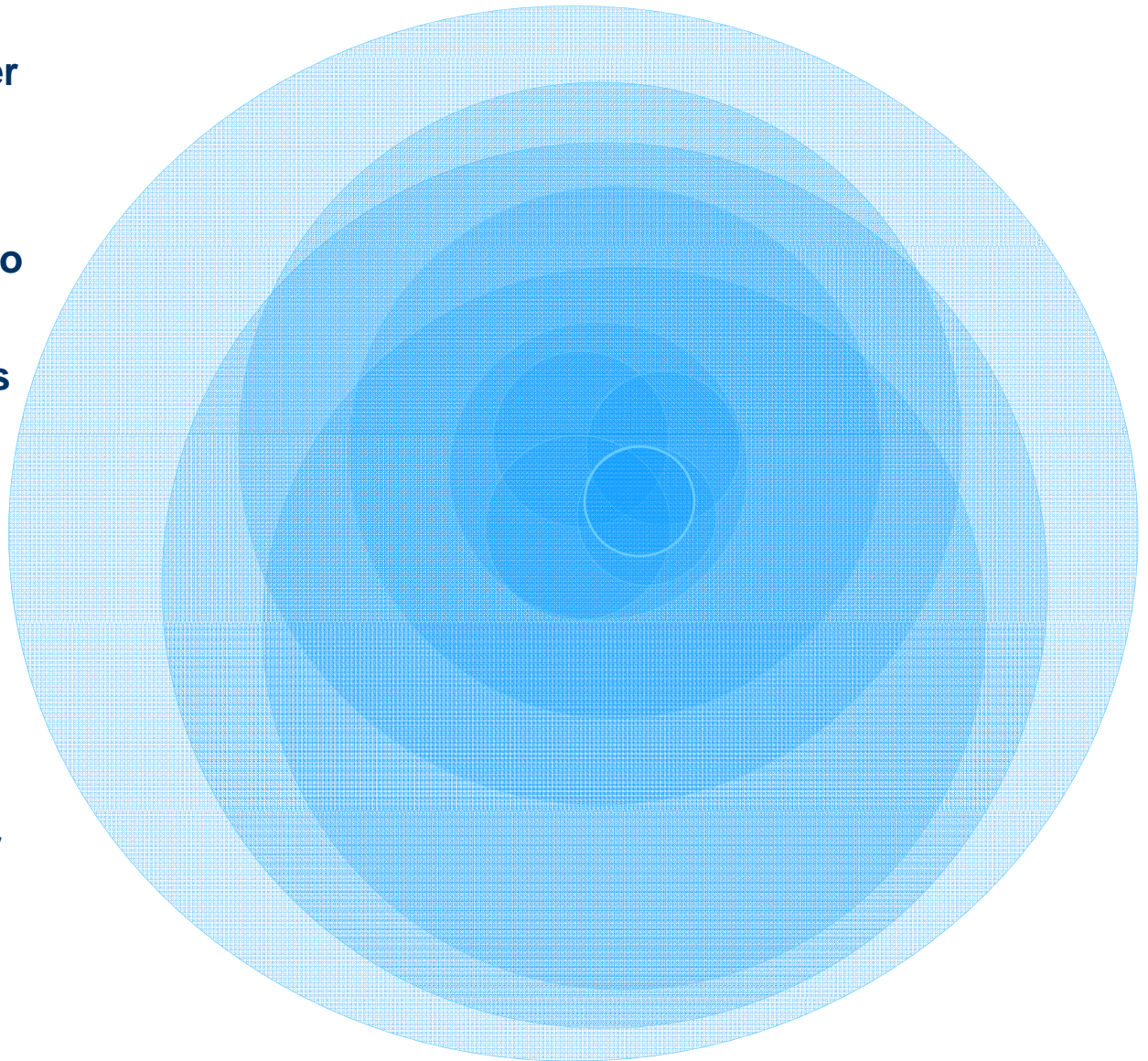
The Resale Challenge

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- **Interested in NSP target areas**
- **Earns enough but not too much**
- **House meets their needs**
- **Have a down payment**
- **Will accept affordability restrictions or other program requirements**
- **Can qualify for other down payment assistance programs**
- **Can qualify for a 30-year fixed rate mortgage**



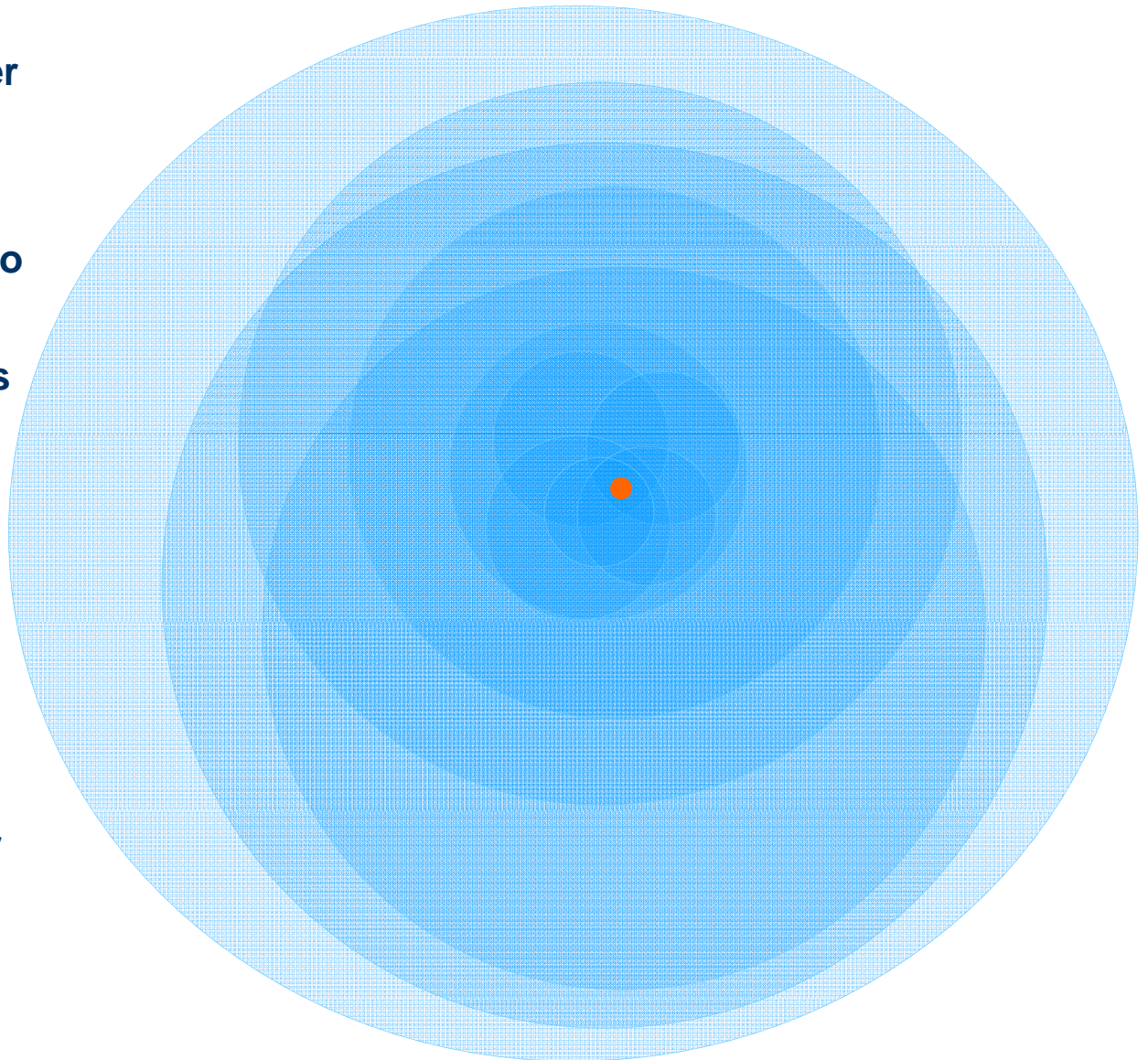
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- **Earns enough but not too much**
- **House meets their needs**
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- **Will accept affordability restrictions or other program requirements**
- **Can qualify for other down payment assistance programs**
- **Can qualify for a 30-year fixed rate mortgage**
- **Can close on a 30-year fixed rate mortgage**

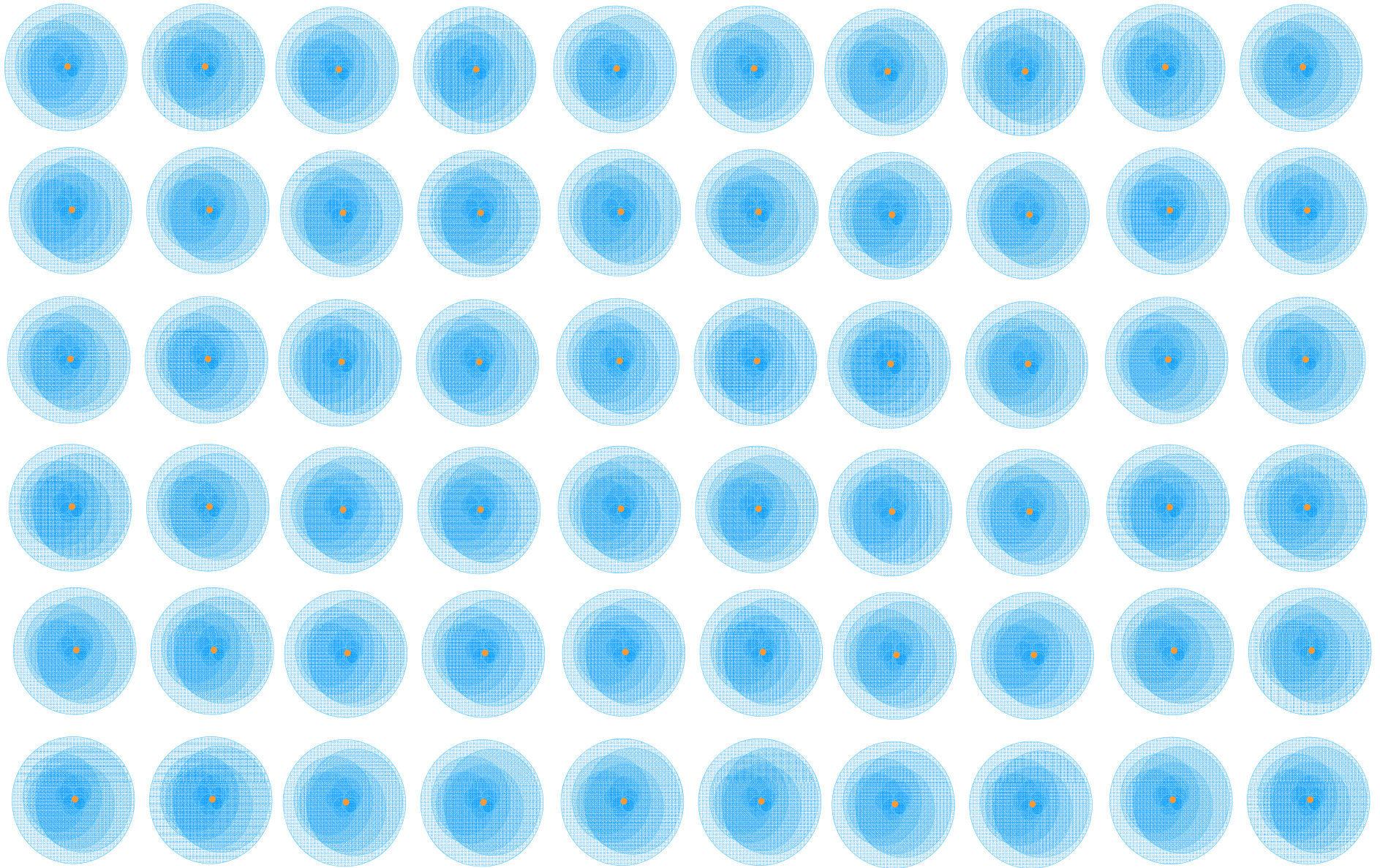


The Resale Challenge

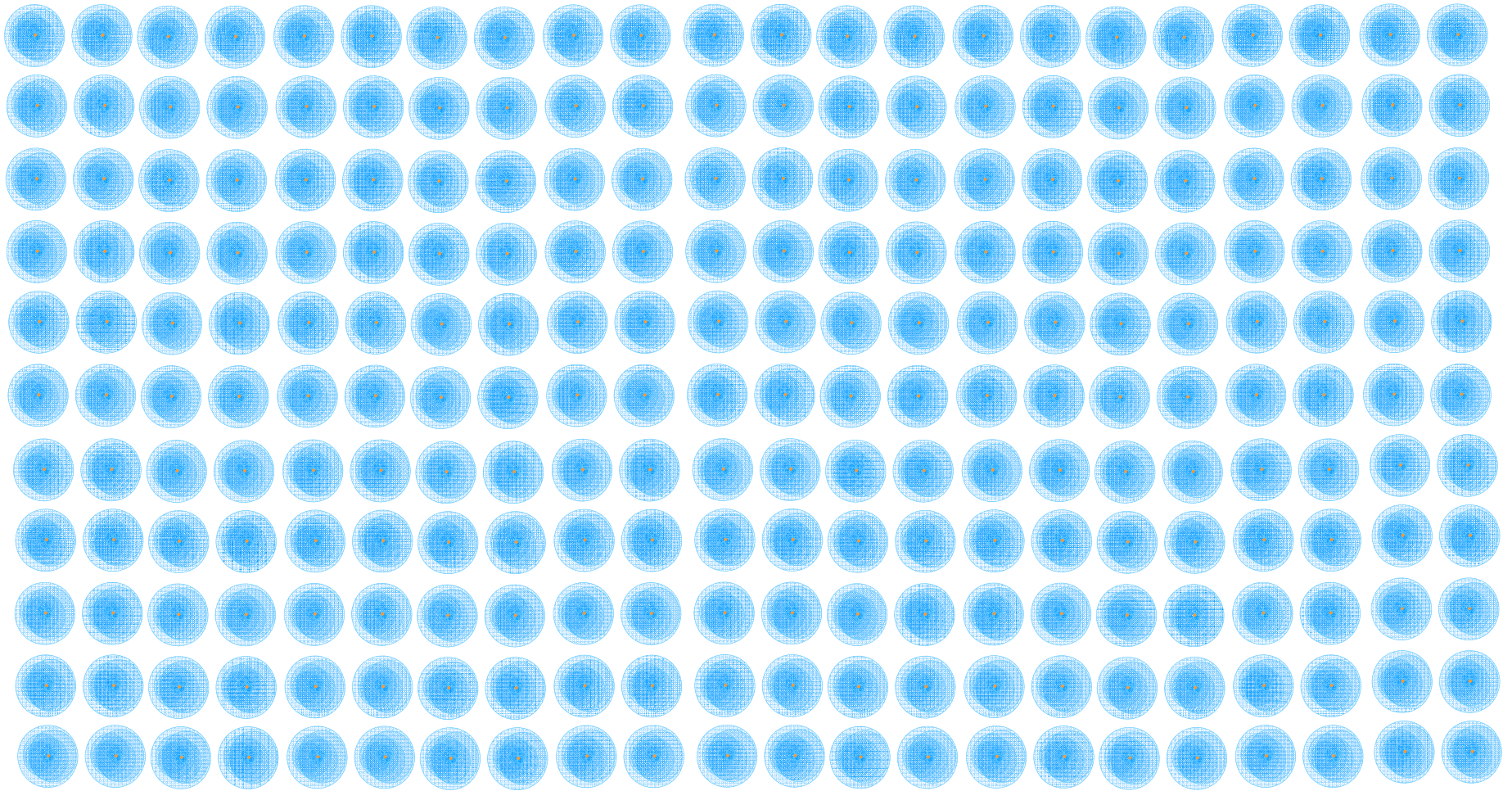
- An interested homebuyer
- Interested in NSP target areas
- Earns enough but not too much
- House meets their needs
- Have a down payment
- Will accept affordability restrictions or other program requirements
- Qualifies for other down payment assistance programs
- Can qualify for a 30-year fixed rate mortgage
- Can *close* on a 30-year fixed rate mortgage
- **And we have a winner!**



The Resale Challenge x 60 units over 2 years



The Resale Challenge x 200+ units over 2 years



The Concept: A Shared Marketing Platform

It all started with a handful of NSP grantees liking the idea of a shared NSP logo....

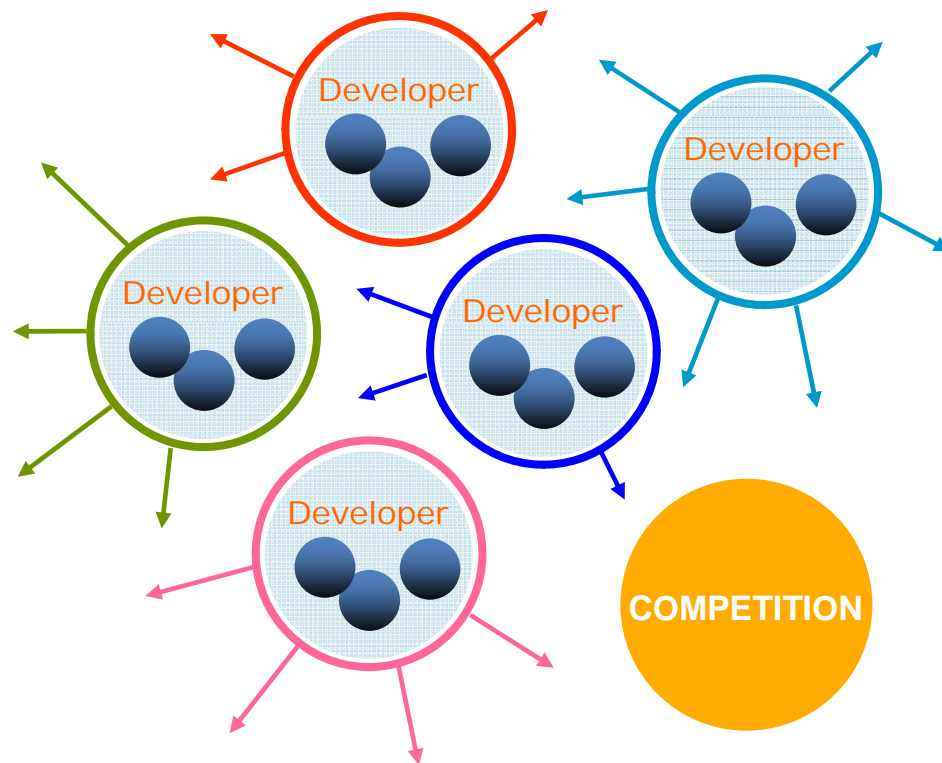
The Concept: A Shared Marketing Platform

It all started with a handful of NSP grantees liking the idea of a shared NSP logo....

...and has grown into a marketing platform focused on the customer experience.

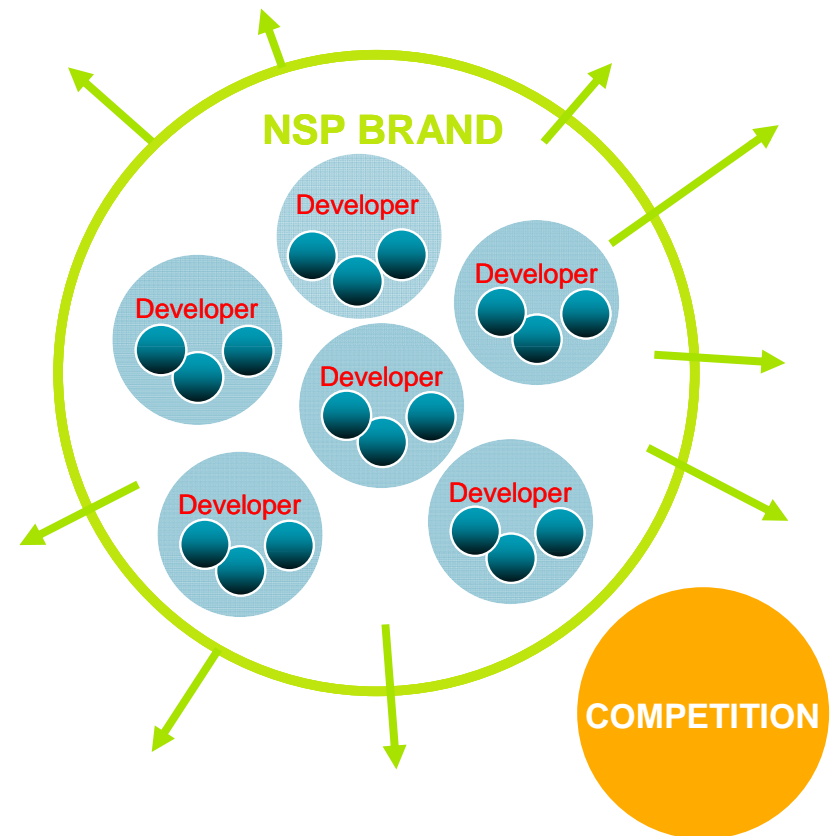
Traditional Marketing

- More variables and more effort
- Highly dependant on individual developer execution
- Confusing to consumers

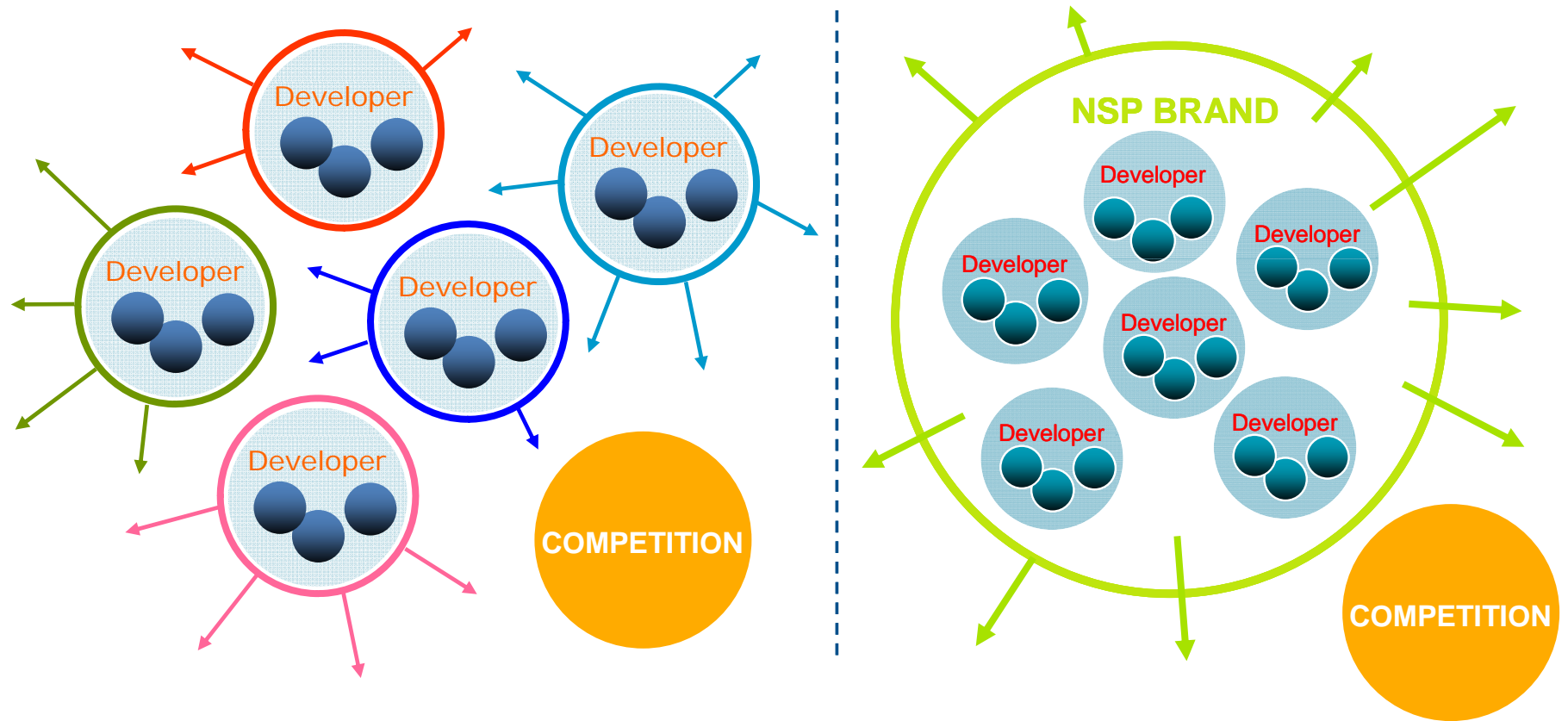


A Collaborative NSP Brand

- Offers a leveraging effect (impact and dollars)
- Ability to simplify and control the NSP message
- Clarifying to consumers

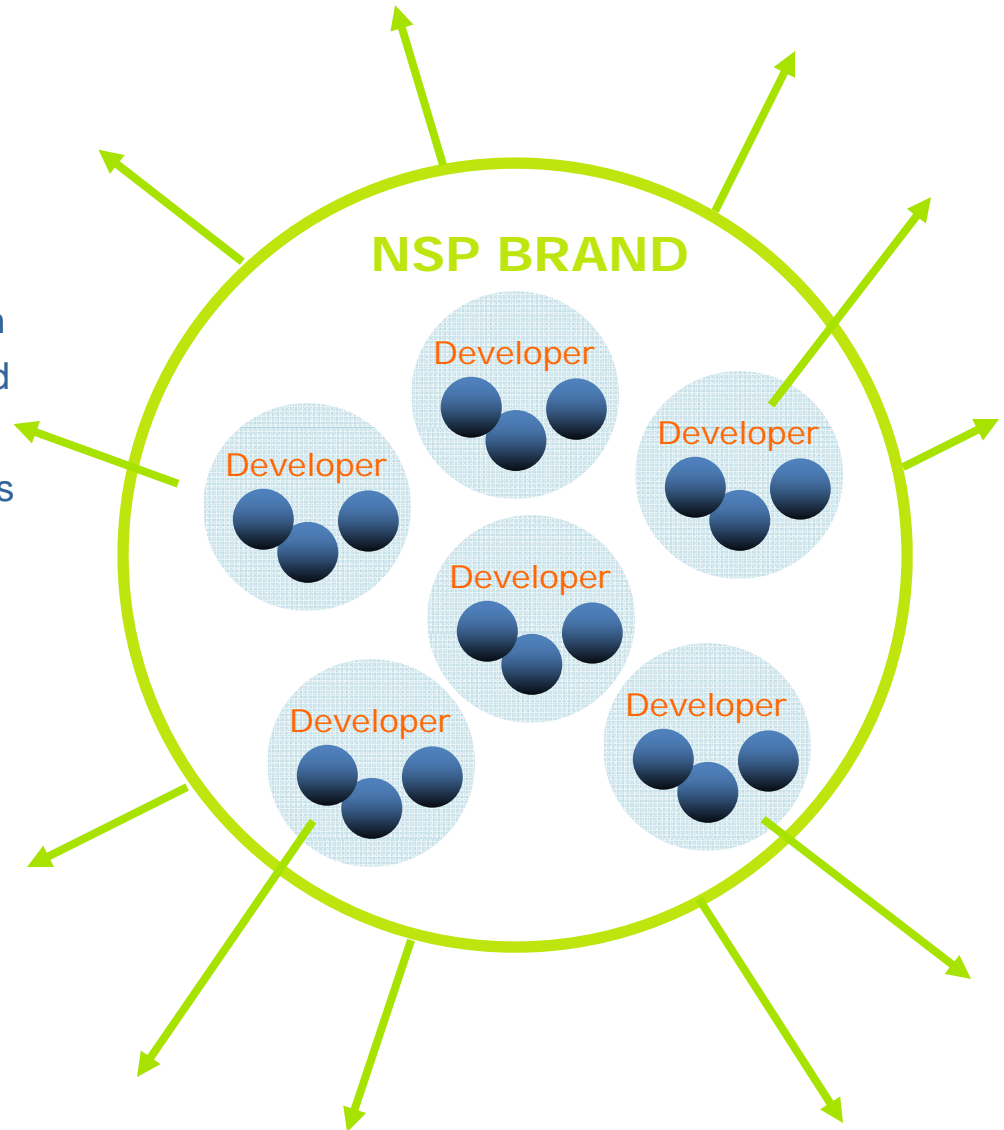


A Higher Impact Approach



Strengths of this approach

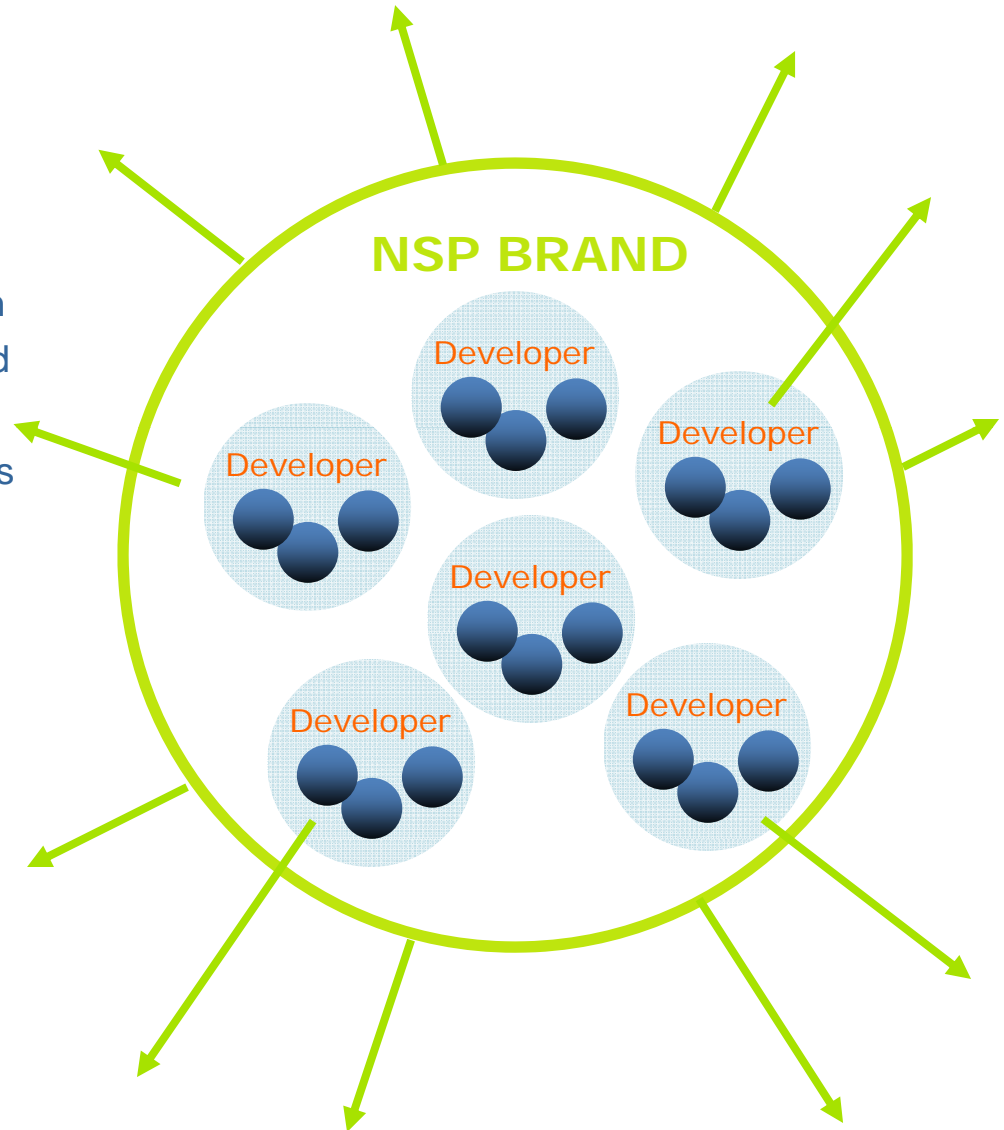
- Co-marketing approach saves time & money
- Plug and Play template system enables all partners to easily utilize high-quality materials and content
- Drives interest to a single source of information
- Audience realizes greater value of NSP beyond the one home they purchase
- Credibility is enhanced by quality of participants
- Partners can focus their attention on their distinctive values and services rather than communicating the entire NSP program



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To be effective, partners must believe a rising tide floats all boats.



A multi-phase process to create the platform

- Brand Strategy Phase
 - Interviews
 - Survey of homebuyers
 - Brainstorming with developers, jurisdictions, realtors, counselors
- Brand Development Phase
 - Development & design of specific content, look & feel, messaging
- Production
 - Create the Marketing Platform
 - Printed Material Templates
 - The Website
- Training and Use Agreements
- Launch
- Promotion

Participants in the strategy formation

- Alameda County (funder)
- Enterprise Community Partners (funder)
- Bridge Housing
- Contra Costa County
- City of Hayward
- Habitat for Humanity East Bay
- Hello Housing
- HomeBricks
- Housing Trust Santa Clara County
- NHS Silicon Valley
- Oakland Community Land Trust
- The Unity Council

Using a homebuyer survey to guide the strategy

Total Respondents:

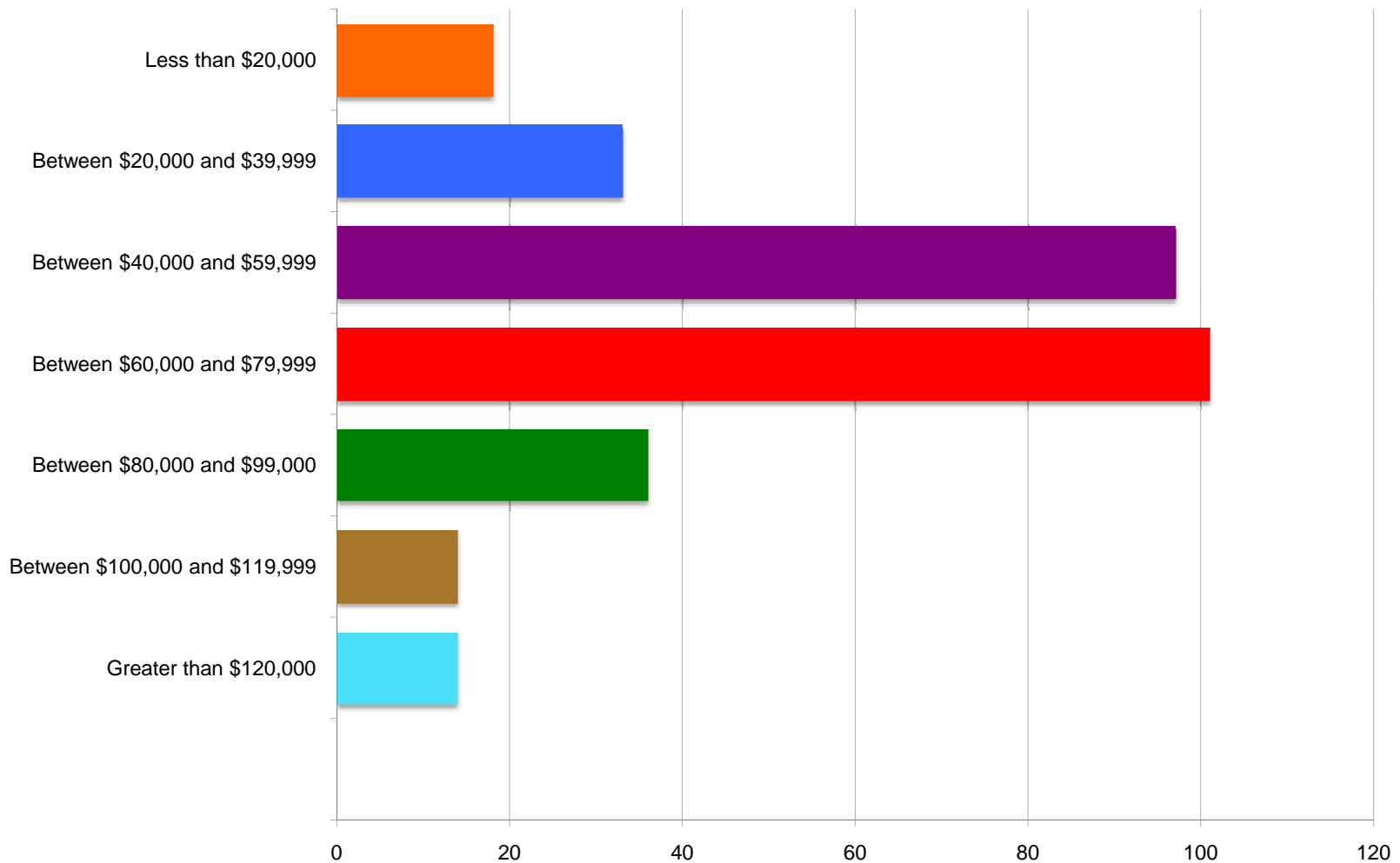
361

- Group 1: 318 (270 in English, 4 in Spanish, 44 in Chinese)
- Group 2: 33 (32 in English, 1 in Spanish)
- Group 3: 10 (10 in English)

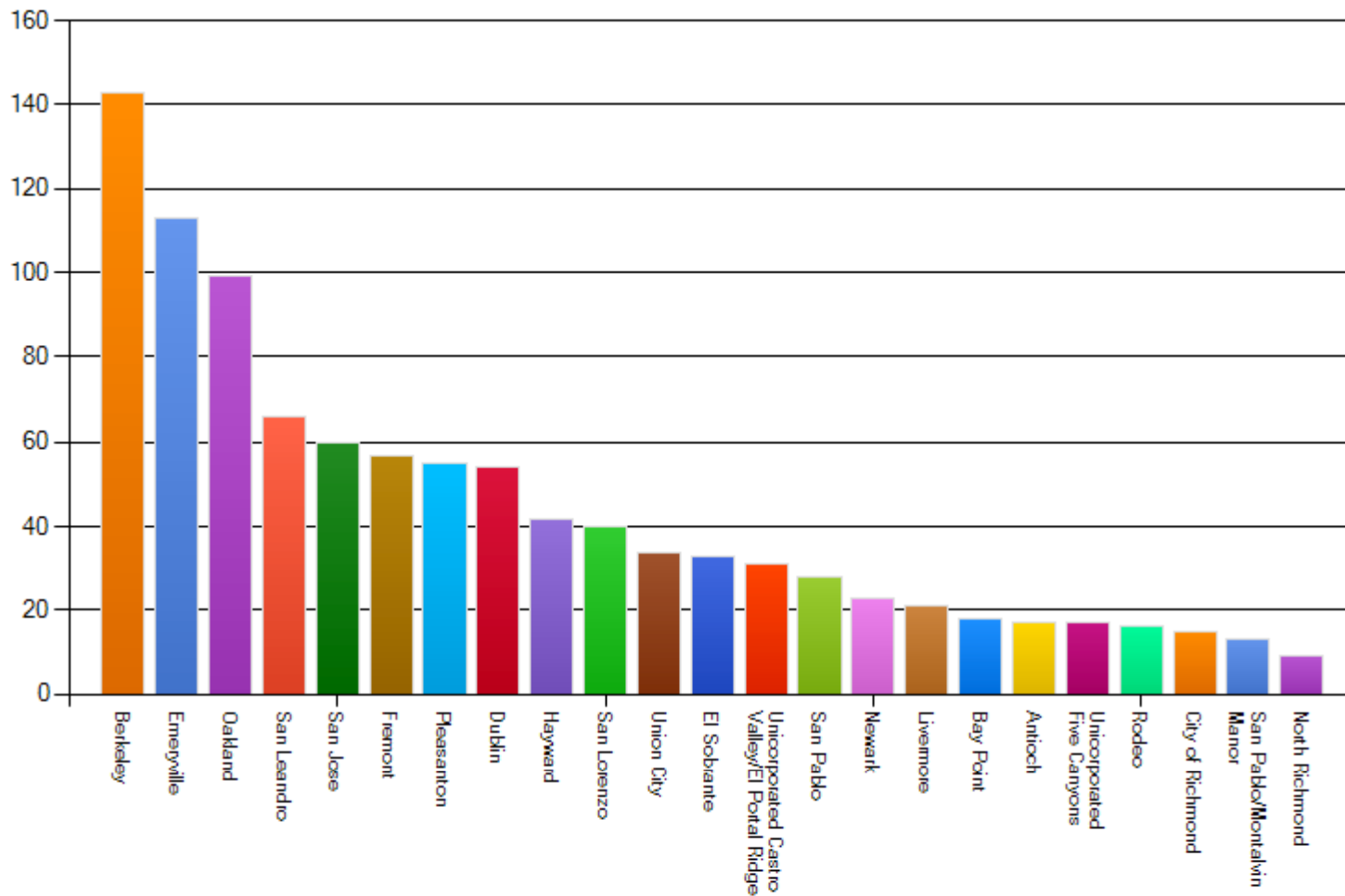
* Bar charts reflect English responses only for Group 1, 2 and 3 due to SurveyMonkey limitations to merge and chart multiple survey results (except for income which includes all respondents). However, the results for the Chinese and Spanish respondents have been analyzed and compared to English results and the trends are generally consistent. Please contact Mardie Oakes at moakes@hgcpm.com if you would like charts specific to Chinese or Spanish respondents.

Pie charts and feedback on familiarity and perceptions of HUD, as well as the use of the word “stimulus” by English, Chinese and Spanish respondents **are** included in this analysis.

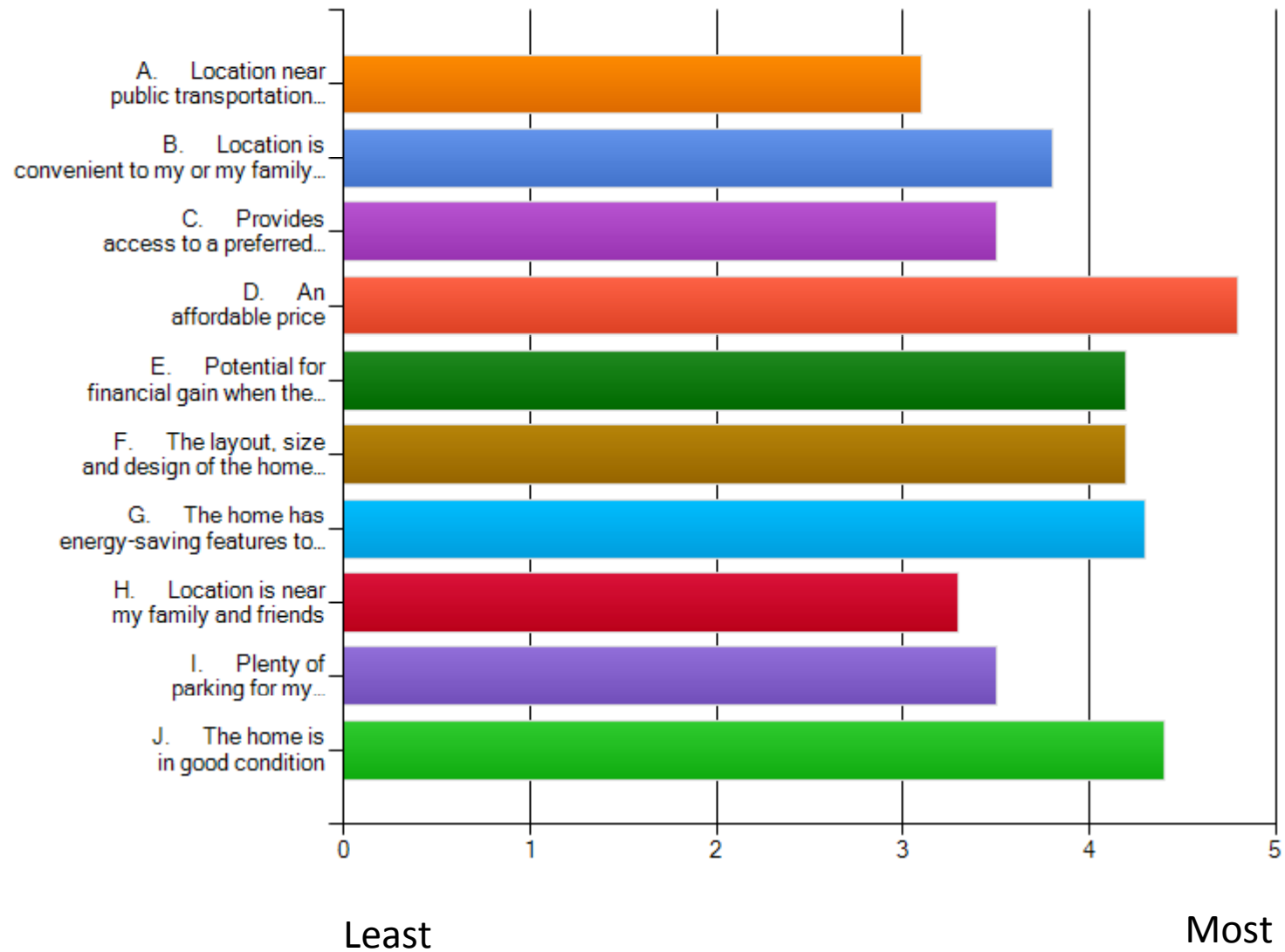
What is your annual household income? Please include the income of all people who live with you.



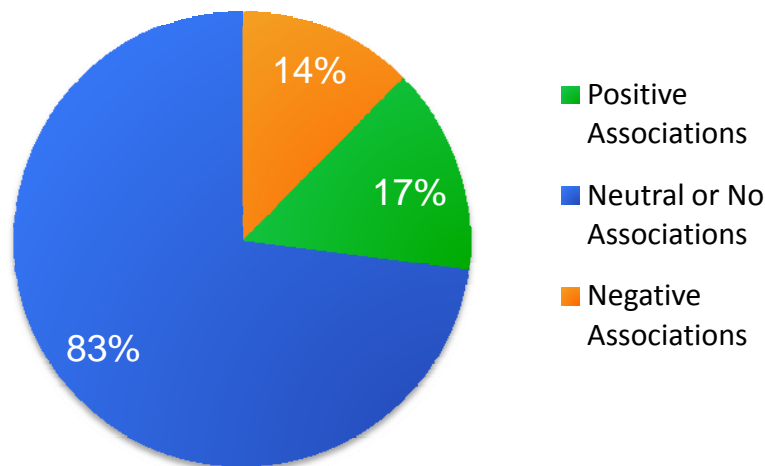
The affordable homes being developed under the Neighborhood Stabilization Program are only available in certain communities in the Greater Bay Area. In which of the following cities would you be open to purchasing a home? (please select all that apply)



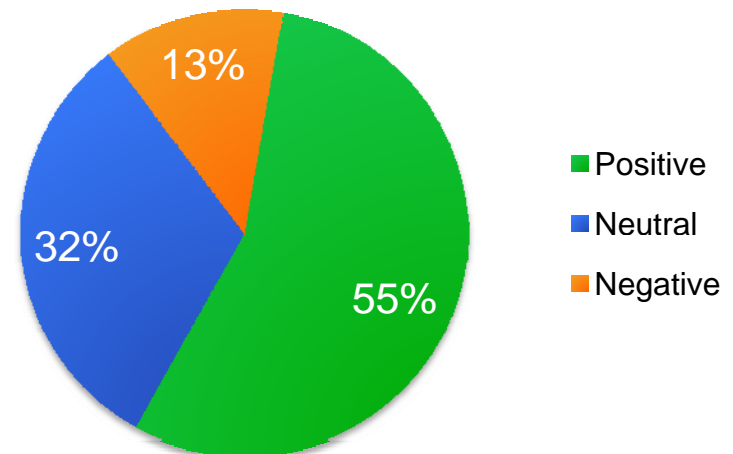
Please rank the following factors in making decision to purchase a home in order of importance.



Are you familiar with the federal Housing and Urban Development department (commonly referred to as HUD?) If so, what are your perceptions of the services or programs that HUD provides?



When you hear the word “stimulus” what does it make you think of?



Results support the use of the word “stimulus” in marketing materials.

The NSP Home Baseline Amenities

To effectively and accurately communicate the benefits of the NSP home, there must be some consistency in the product.

NSP Renovation Features		[INSERT YOUR ORGANIZATION'S NAME]		
		Standard Feature	Occasionally Provided	Never Provided
Due Diligence & Haz Mat Related				
1	Clearance of all Section 1 Home Inspection/Pest Items			
2	Completion of Sewer Cam inspections and completion of recommended repairs			
3	Home inspection at resale describes the home as having a sound foundation			
4	Lead abatement, when required, is performed by certified lead abatement firms			
5	Asbestos abatement, when required, is performed by certified asbestos removal firm			
Renovation Scope of Work				
1	Roof replacement (if existing has less than 5 years useful life left)			
2	Roof warranty (materials only) with a minimum 20 years (when replacing)			
3	Roof replacement with an Energy Star-rated roofing material			
4	Correction of all pre-existing building code violations			
5	Replacement of any knob and tube wiring			
6	Electrical GFI upgrades			
7	Removal of wall heaters			
8	Installation of double pane, energy efficient windows (always)			
9	Installation of double pane, energy efficient windows (when replacing for other reasons)			
10	Provision of Washer / Dryer hookups			
11	Provision of Energy Star appliances			
	Refrigerator			
	Stove Top/Oven			
	Microwave			
	Dishwasher			
	Washer / Dryer			

The Values to Communicate through HomeHub

These values reflect the qualities a homebuyer can count on when purchasing an NSP home, irrespective of developer, location or funding jurisdiction.

1. **High-Quality Renovations** (especially in comparison to the rest of the marketplace)
2. **Accountable Sellers** (e.g. trusted NPOs or builders with government affiliation)
3. **Integrity** (in developing the NSP homes, the selling process, mortgage terms etc.)
4. **Affordable** (to a range of low income and moderate income audiences, conservative underwriting)
5. **Accessible** (reserved for owner-occupied buyers versus investors)

Taking cues from the market

The HomeHub platform plugs into the way a typical buyer searches for homes, and adds an educational element wherever possible.

1. **Search engines on the Internet**
2. **Signage at the home**
3. **Printed materials at the property**
4. **Guidance of a realtor**
5. **Open houses**

Consistent Yard Signage



Where Stimulus funds make
Bay Area homeownership achievable



FOR SALE

Quality Features and Upgrades

Visit us at www.homehub.org

Consistent Yard Signage



Home Flyer Template



Where Stimulus funding makes
Bay Area homeownership achievable

It's still possible to own part of the American dream. We're partnering with local government to help you purchase our quality renovated homes with as little as a 1.75% down payment. Come take a tour or visit us online at www.homehub.org to learn more.



Come to an open house
or schedule a tour

5739 Parkside, Newark
3 bedroom, 2 bath home
Offered at \$340,000

For more information about this listing:
Theresa Marquez, Realtor®, DRE #00900433
(510) 300-4266 cell
theresamarquez@sbcglobal.net
www.eastbayrealestatelady.com

QUALITY FEATURES + MORE

- New Green Rated Roof
- New central heating system
- New energy efficient hot water heater
- Meets new building and energy codes
- Improved with all necessary permits
- Updated kitchen with restored cabinets, new countertops, and stainless steel appliances
- Refinished hardwood floors throughout
- Updated bathrooms
- Freshly painted - inside and out
- Landscaped with drought-resistant plants

BENEFITS PASSED TO YOU

Our purchase price	\$ 298,213
Quality renovation costs	\$ 131,947
Our total costs	\$ 430,160
Home sale price	\$ 340,000

Your significant savings: \$ 91,160

Stimulus funds are working for your benefit

HomeHub® is a collaboration of local governments, affordable housing developers and homebuyer counseling agencies in the Bay Area created to connect potential homebuyers with newly renovated homes made possible by the Neighborhood Stabilization Program.

Home Flyer Template

5739 Parkside, Newark

Developed by Hello Housing

A nonprofit 501 (c)3 affordable housing developer
Contact HomeBricks at (415) 495-4663 ext. 340 to
learn more about the home and to speak with a
trained homebuyer counselor.



Quality renovations with green amenities will keep your energy bills and maintenance costs low. We're ready to guide you through the home buying process.

step 1

take a look at your income



This home isn't available for everyone.

You must have a household income of:

- Less than \$75,850 for a household of 1
- Less than \$86,700 for a household of 2
- Less than \$97,500 for a household of 3
- Less than \$108,350 for a household of 4
- Less than \$117,000 for a household of 5
- Less than \$125,700 for a household of 6
- This home must be your primary place of residence.
- You must have at least a 1.75% down payment to put towards the purchase. You may qualify for down payment and closing cost assistance.

step 2

talk with a homebuyer counselor



A helpful hand will walk you through.

- We will connect you with trained counselors who will break down the steps to homeownership.
- These counselors can help you organize your finances, package your loan application and connect you to banks who understand our program.
- A required, 8-hour homebuyer education class is designed to prepare you for home ownership. It will demystify the process and help you improve your financial health.

step 3

choose the right home for you



Our homes are renovated with integrity.

- Homes featured on HomeHub.org offer quality standard features. Many homes have greater amenities than comparable homes on the market.
- We stand behind our homes and offer a one (1) year warranty.
- A complimentary HomeHub TOOLKIT will help you hit the ground running as a new homeowner. Having the right tools at your fingertips will help you do fixes yourself, an important part of home ownership.

Renovation Summary Template



Where Stimulus funding makes
Bay Area homeownership achievable

5739 Parkside Place, Newark
3 bedroom, 2 bath home
Offered at \$340,000

why this home is different

You can trust that every home brought to you by our government partners, developers and builders is a home that's meant to last. Our homes are renovated with care and an assurance of quality. Homebuyer counselors are ready to help you qualify and find a home that's just right for you. See why this home stands out from the rest.

BENEFITS PASSED TO YOU	
Our purchase price	\$ 298,213
Quality renovation costs	\$ 131,947
Our total costs	\$ 430,160
Home sale price	\$ 340,000
Your significant savings	\$ 90,160

Stimulus funds working for your benefit

quality features

due diligence and hazardous materials review

1. Clearance of all Section 1 Home Inspection items
2. Clearance of the pest inspection report

quality improvements

1. Brand new roof with a life-time warranty
2. New gutters and downspouts
3. Updated cabinetry in kitchen
4. Solid surface countertops in kitchen
5. Brand new vanity, sink, tub and low-flow toilets in both bathrooms
6. Energy Star gas range, microwave and refrigerator
7. Dishwasher hook-up
8. Grass and landscaping in front and back yards
9. Provision of window treatments
10. Pre-wired for security alarm system
11. Brand new, 92% efficient furnaces
12. Refinished hardwood floors
13. Brand new, environmentally friendly flooring in kitchen and bath
14. Overhead lighting in bedrooms and living areas
15. Washer / dryer hookups
16. Freshly painted inside and out

homebuyer assistance benefits


1. Low homebuyer down payment (minimum of 1.75%)
2. Home orientation to inform every homebuyer of all the details of your new home.
3. One (1) year home warranty provided by a contracted 3rd party company.

For more information:
Theresa Marquez, Realtor®, DRE #00900433
(510) 300-4266 theresamarquez@bcglobal.net
www.eastbayrealestatelady.com
www.homehub.org/find-your-home

Brought to you by trusted partners



This summary of features and improvements is presented as a countertop display and a handout for interested buyers to take home.



Where Stimulus funding makes
Bay Area homeownership achievable

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3 bedroom, 2 bath home
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Brought to you by trusted partners



Postcard Template



Where Stimulus funding makes
Bay Area homeownership achievable



For more information, contact Theresa Marquez, Realtor® at (510) 300-4266 or email her at theresamarquez@sbcglobal.net. Please visit www.homehub.org to learn more.

5739 Parkside Place, Newark

A 3 bedroom, 2 bath home

Offered at \$340,000

It's still possible to own a part of the American Dream. We're partnering with local government to help you purchase our quality renovated homes with as little as a 1.75% down payment. Come take a look.

BENEFITS PASSED TO YOU

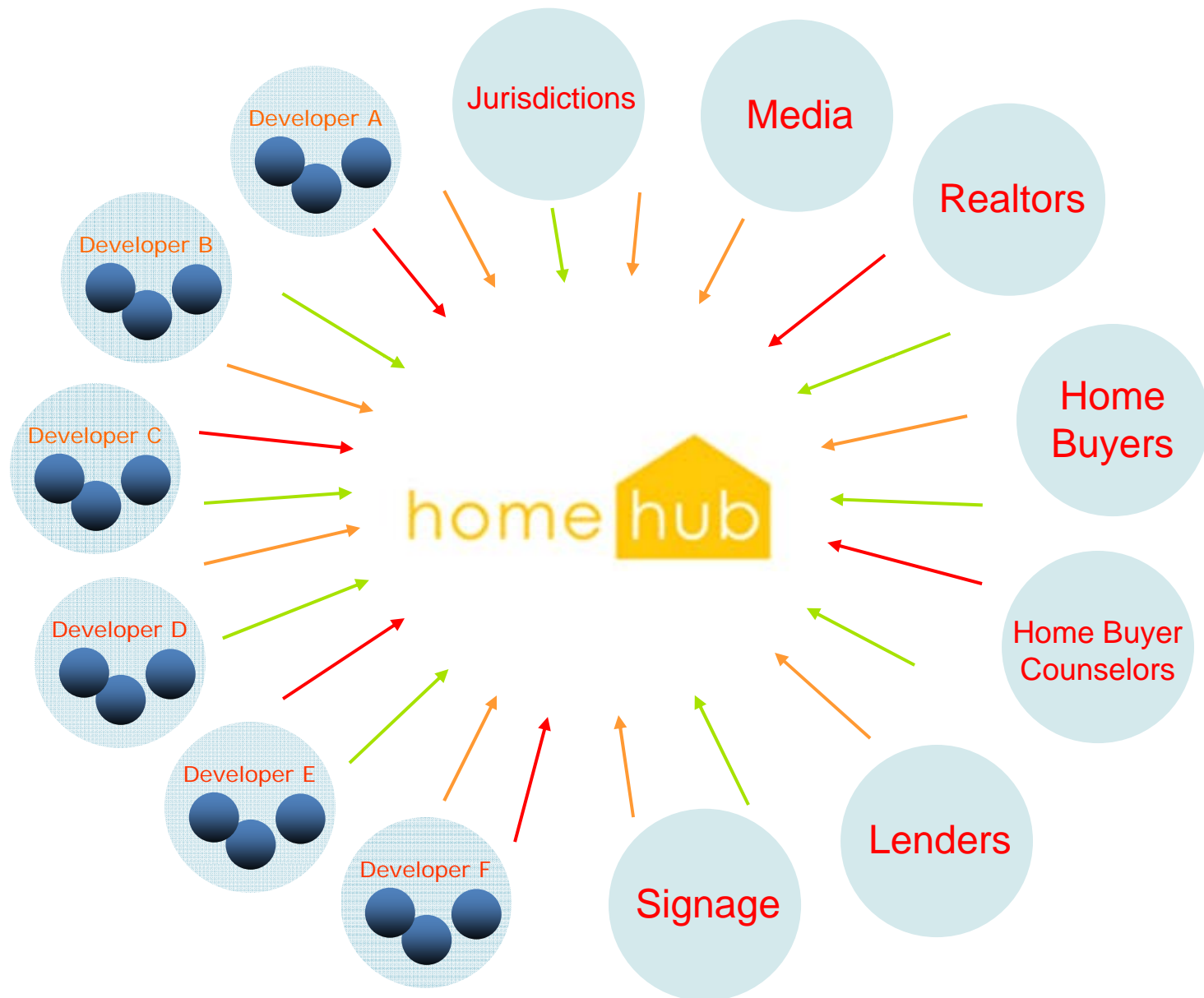
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Stimulus funds working for your benefit

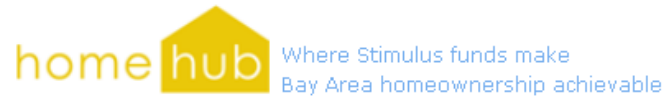


The Website: A Customer-Focused Resource



HomeHub.org Homepage

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



The American dream of homeownership is within your reach. Your local governments and nonprofits are putting federal stimulus funds to work to help you achieve that dream. Made possible by the Neighborhood Stabilization Program, these funds allow us to offer working families the opportunity to purchase quality, renovated homes at an affordable price, in neighborhoods across the East Bay. Search our network of homes and learn how you might qualify for loans with down payments as low as 1.75%. [Find a home that's right for you.](#)



[step 1](#) qualify for a home

[step 2](#) renovated homes for sale

[step 3](#) home features & benefits

[step 4](#) home toolkit resource



We make it easier to understand the opportunity of homeownership. Let us walk you through the process, beginning with reviewing some basic requirements of the program, and talk about what kind of loan makes sense for you. [Let's get started.](#)

step 1

A Homebuyer Counselor is ready to walk you through the program and simplify the loan qualifying process.

YOUR HOMEBUYER COUNSELOR

step 2

We put more money into our homes than we earn from the sale. See the great deals available for you.

NETWORK OF AVAILABLE HOMES

step 3

Learn about the quality improvements in our homes that meet or exceed today's energy codes, built with the future in mind.

QUALITY RENOVATED FEATURES

step 4

A homehub™ TOOLKIT comes with each home, giving you guidance and tools to maintain your home.

homehub™ TOOLKIT

[step 1](#) qualify for a home

[step 2](#) renovated homes for sale

[step 3](#) home features & benefits

[step 4](#) home toolkit resource



home hub Where Stimulus funds make
Bay Area homeownership achievable

Neighborhood Stabilization Program + **home hub**

"It takes many hands to make a dream a reality"

HOME SEARCH

OUR NSP PROGRAM

why create HomeHub®?

We believe that our collaboration will drive greater awareness, access and understanding to a larger number of low and moderate income individuals and families about the homeownership opportunities made possible by the Neighborhood Stabilization Program.

thanks to those who believed

HomeHub® was made possible by the generous support of Alameda County and Enterprise Community Partners. Special thanks to Michelle Starratt (Alameda County), Mardie Oakes (Hello Housing), Rose Cade (Enterprise), Liz Miranda ([Branding Properties](#)) and [Web Programming Solutions](#) for turning a great idea into a valuable resource for the Bay Area households.

Reference to other partners:

[HUD's NSP website](#)
[Enterprise's website](#)



What is the Neighborhood Stabilization Program?

The Neighborhood Stabilization Program (NSP) was established for the purpose of stabilizing communities that have suffered from foreclosures and abandonment. Through the purchase and redevelopment of foreclosed and abandoned homes and residential properties, the goal of the program is being realized. NSP is administered by the U.S. Department of Housing and Urban Development (HUD). NSP1, a term that references the NSP funds authorized under the Housing and Economic Recovery Act (HERA) of 2008, provides grants to all states and selected local governments on a formula basis.

NSP2, authorized under the Recovery Act of 2009, provides grants to states, local governments, nonprofits and a consortium of nonprofit entities on a competitive basis. The Recovery Act also authorized HUD to establish NSP-TA, a \$50 million allocation made available to national and local technical assistance providers to support NSP grantees.

NSP3, authorized under the Dodd-Frank Act of 2010, provides a third round of grants to all states and select governments on a formula basis. For more information, please visit HUD's NSP website.

step 1 qualify for a home

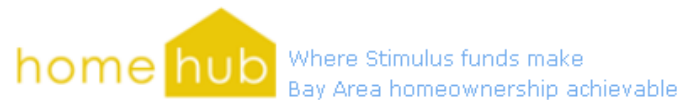
step 2 renovated homes for sale

step 3 home features & benefits

step 4 home toolkit resource

Intro to Homebuyer Counseling

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



meet **step 1**

HOME SEARCH

YOUR HOMEBUYER COUNSELOR



Homebuyer counselors are here to help you navigate the home-buying process. Find out if you qualify for our homes. The financial benefits are significant, thanks to the support of your federal and local governments in partnership with mission-driven agencies.

These homes are not available to everyone. Qualification begins by determining if you are eligible to buy one of our renovated homes. If you meet all four of the following conditions, you may be a perfect HomeHub® candidate!

1. You must have a household income of:
 - Less than \$77,640 for a household of 1
 - Less than \$88,680 for a household of 2
 - Less than \$99,720 for a household of 3
 - Less than \$110,760 for a household of 4
 - Less than \$119,640 for a household of 5
 - Less than \$128,532 for a household of 6
2. This home must be your primary residence.
3. You must have at least a 1.75 % down payment to put toward the purchase.
4. You are committed to take eight hours of homebuyer education classes designed to prepare you for homeownership. It will demystify the process and help you improve your financial profile.

Let's get you qualified. Meet with a counselor and learn more.

A counselor can help you understand your options, organize your finances, package your loan application and connect you to mortgage lenders that understand our program. And, depending on where your home is located, you may qualify for down payment and closing cost assistance.

[Choose a counselor](#)

[step 1](#) qualify for a home

[step 2](#) renovated homes for sale

[step 3](#) home features & benefits

[step 4](#) home toolkit resource

A summary of homebuyer counseling agencies

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



Where Stimulus funds make
Bay Area homeownership achievable

Homebuyer counseling agencies are your trusted guide to become a homeowner. As we reinvest in our neighborhoods to address the impact of widespread foreclosures, it is critical that buyers are truly prepared for the responsibilities of homeownership.

[HOME SEARCH](#)

[YOUR HOMEBUYER COUNSELOR](#)



It's important to take the time to understand how to manage the financial obligations before you. Each the counselors listed offers a variety of classes and trainings, as well as one-on-one counseling. Several agencies offer the NSP-required, HUD-certified, eight (8) hour homebuyer education class, while others refer clients to their peers for classes. These agencies are primarily supported by grants, so you can benefit from their services with little or no cost to you. We encourage you to ask each agency how it works when you make your call. Click on the counselor name, and learn about each agency's work, class schedules and locations.

[Bay Area Home Buyer Agency \(BAHBA\)](#)

5517 Geary Blvd, Suite 206, San Francisco, CA 94105

[CHDC](#)

1535-A Third Street, Richmond, CA 94801

[East Bay Neighborhood Housing Services](#)

2320 Cutting Blvd. Richmond, CA 94804

[Homebricks, Inc.](#)

345 Spear St #700 San Francisco, CA 94105

[Operation Hope](#)

3062 East Ninth Street, Oakland CA 94601

[The Unity Council](#)

Homeownership Center Office, 3301 East 12th Street, Suite 101, Oakland, CA 94601

[Tri-Valley Housing Opportunity Center](#)

141 North Livermore Avenue, Livermore, CA 94550

[step 1](#) qualify for a home

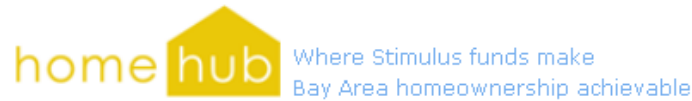
[step 2](#) renovated homes for sale

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A sample agency profile

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



SEARCH RESULTS

HOME SEARCH

PROFILE: HOMEBUYER COUNSELOR



141 North Livermore Avenue,
Livermore, CA 94550
(925) 373-3130
www.TVHOC.org

Executive Director
Milly Seibel

Class Schedules
info@tvhoc.org

TRI-VALLEY HOUSING OPPORTUNITY CENTER

Mission at a Glance

The Tri-Valley Housing Opportunity Center (the Center) is a nonprofit HUD-approved housing counseling agency, offering unbiased, personalized guidance through the complex process of finding a home, or saving homes from foreclosure.

Agency Highlights

We provide a welcoming place where homebuyers and renters of all income levels, backgrounds and needs, can get personalized information to guide them through the process of finding a home or saving the home they have. We continue to focus on our core programs: pre and post foreclosure counseling, financial literacy and education, and homebuyer education. During the past five years, the Center has helped more than 250 families prevent foreclosure, acquire permanent housing and stabilize their lives. The Center does not represent a particular city, developer, mortgage provider or realtor. However, the Center has created successful partnerships with all of these strategically important participants in the home buying process.

Homebuyer Counseling Classes

In order to purchase a home listed on HomeHub.org, a homebuyer must complete eight (8) hours of HUD-certified homebuyer counseling classes. These classes will provide valuable information to help navigate the home purchase process. We are proud to be a HUD-approved provider of these classes. We look forward to working with you.

[step 1](#) qualify for a home

[step 2](#) renovated homes for sale

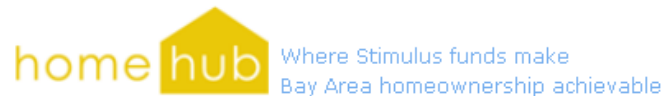
[step 3](#) home features & benefits

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Sample Developer Profile

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#)


[NEWS](#) | [PRIVACY + LEGAL](#)



HOME SEARCH

SEARCH RESULTS

PROFILE: DEVELOPER



1720 Broadway
Oakland CA 94612
(510) 893-2404
www.oakclt.org

Executive Director
Anne Griffith

Government Partners
[City of Oakland](#)

Homebuyer Counseling Partners
[The Unity Council](#)

Mortgage Lenders
[Kevin Brindley](#)

Realtor Listing Agents
[Rich Gumbiner](#)

home hub partner

OAKLAND COMMUNITY LAND TRUST

Mission at a Glance

The Oakland Community Land Trust was founded to combat community deterioration and expand housing and economic development opportunities for low and moderate income residents.

Our Neighborhood Stabilization Efforts

The Oakland Community Land Trust (OakCLT) offers a unique opportunity to low-income working families to enjoy many of the benefits of homeownership in the heart of one of the highest cost areas in the country. Our homes are carefully renovated with many green features and then sold using the principles of a "community land trust model." This model, among many other benefits, accomplishes three important goals:

1. It provides for a modest but guaranteed return on your investment;
2. It protects you from any loss in property values due to a bad market; and
3. It ensures that the Oakland community will have affordable homes available for future generations, making it possible for your children and your grandchildren to stay close to home.

Interested? While it may take a little time to learn how a land trust model works, the potential benefit to you and your family is well worth the investment. If you are already working with a realtor, please make sure they know this program and its commissions are designed to work just like a traditional sale, no different than if you bought a conventional home. Give us a call so we can start the conversation.

[Our Communities](#)

[HOMES FOR SALE](#)

[step 1](#) qualify for a home

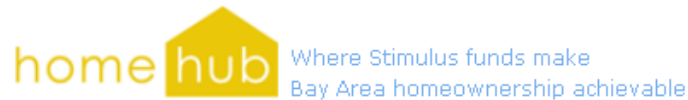
[step 2](#) renovated homes for sale

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Sample Government Agency (aka NSP Grantee) Profile

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



SEARCH RESULTS

HOME SEARCH

PROFILE: GOVERNMENT AGENCY



Lead Government Agency

Alameda County Housing and Community Development Department
224 W. Winton Avenue, Room 108
Hayward, CA 94544-1215
[Alameda County HCD's website](#)

Funds Awarded

NSP1: \$1,914,234
NSP2: \$11,000,000

Lead Contact

Michelle L. Starratt
Assistant Housing Director

Developers

[Habitat for Humanity East Bay](#)
[Hello Housing](#)

NSP1 Members

Unincorporated Alameda County
Newark

NSP2 Consortium Members

Unincorporated Alameda County
Dublin
Emeryville

ALAMEDA COUNTY CONSORTIUM

Our Neighborhood Stabilization Efforts

In 2008, Alameda County's Housing and Community Development Department (HCD) received an allocation of approximately \$2.1 million in Neighborhood Stabilization Program 1 (NSP1) funds from the U.S. Department of Housing and Urban Development (HUD) to address the problem of abandoned and foreclosed homes. HCD issued a competitive Request for Proposals in spring 2009 and selected Hello Housing (formerly Hallmark Community Solutions) to implement the NSP1 grant in HUD qualified areas in the Urban County CDBG Jurisdiction (cities of Albany, Dublin, Emeryville, Newark, Piedmont and the unincorporated Areas of the County). HUD approved the use of funds in the unincorporated Alameda County and the city of Newark.

In February 2009, President Obama signed into law the American Recovery and Reinvestment Act of 2009 (ARRA), which authorized an additional \$2 billion nationwide for a second round of NSP (NSP2) to be used for the same purposes as provided in the original NSP1 Program. Alameda County HCD created the NSP2 Consortium to cover areas where HUD approved the use of funding (consisting of the cities of Emeryville, San Leandro, Hayward, Union City, Newark, Fremont, Dublin, Pleasanton, Livermore and the unincorporated County) to apply for \$11,000,000 of NSP2 funding. On January 19, 2010, HUD informed the County of its award of the full \$11,000,000 of NSP2 funding. Alameda County has committed up to \$17 million in [Mortgage Credit Certificates](#) (MCCs) which provide an eligible buyer with the opportunity to reduce their federal income taxes otherwise due. This helps the buyer qualify for a higher first mortgage, without increasing their monthly expenses.

HCD, as lead member of the NSP Consortium, negotiated agreements with two development partners, selected by members of the Consortium to implement NSP 2, which include Hello Housing and Habitat for Humanity East Bay.

[step 1](#) qualify for a home

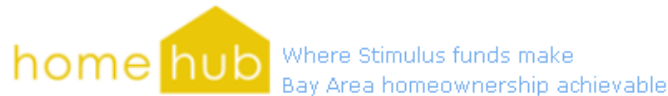
[step 2](#) renovated homes for sale

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[step 4](#) home toolkit resource

Info for Mortgage Lenders

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



The mortgage lenders listed here are familiar with the Neighborhood Stabilization Program. You are welcome to work with any mortgage lender, but it can help move the process along to work with someone who has some understanding of our program.

HOME SEARCH

**HomeHub®
lender tools**

[Lender FAQs](#)
[Download forms](#)

MORTGAGE LENDER PARTNERS

LENDER PARTNERS

We encourage lenders to become HomeHub® partners and become a resource for our buyers. Download the lender FAQ forms and learn of the many details that make homehubTM homes attractive products for you to provide home mortgages.

Government and local public agencies, and our HomeHub® counselors, all provide support making our homebuyers qualified by the time they come to you. We look forward hearing from you and becoming one of our trusted homebuyer partners.

We encourage you or your Realtor to contact these lenders to learn about your financing options.

Debra Mulanax
Bank of America Home Loans
Vice President
(925) 208-2463
[email](#)

Kelly Murphy
Envoy Mortgage

Kevin Brindley
Meriwest Mortgage Company, LLC
First Home, Inc.
5517 Geary Blvd., Suite 206
San Francisco, CA 94121
(415) 567-5600 ext. 114

Margalit Ashira Ir
Bank of America
Mortgage Loan Officer
(925) 208-2475
(925) 381-4561 cell
[email](#)

Pamela Ashley
Bank of America
Senior Mortgage Loan Officer
(415) 488-2205
[email](#)

Stacy Rhodes
Bank of America
Mortgage Loan Associate
(650) 581-8883
(650) 477-0825 cell
[email](#)

Yvonne Batterton
Bank of America Home Loans
VP Retail Sales Mortgage
(650) 581-8862
(650) 464-5686 cell
[email](#)

[step 1](#) qualify for a home

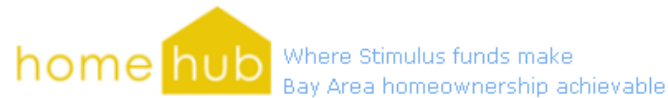
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Info for Realtors

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



Realtors are critical to the success of the Bay Area's Neighborhood Stabilization Program. In fact, homehub was created in large part to make it easier for Realtors to learn about NSP and renovated homes for sale that might be the perfect match for their client.

HOME SEARCH

HomeHub® realtor tools

Realtor FAQs

Download our program overview. See how you can get involved.

Share the [special features](#) that make our homes appeal to your clients.

REALTOR PARTNERS

BUYER'S AGENTS

We invite Realtors and their buyers to learn more about what makes homes featured on HomeHub® such a great value. Key things you should know:

1. Our homes can only be used as buyer's primary residence. They can't be purchased as investment properties.
2. Because of the social mission of participating developers, homes are renovated with care, so a buyer isn't facing costly repairs from day one.
3. Homebuyer counselors are available to help buyers qualify for the program and obtain financing.
4. Down payment and closing cost assistance is available to buyers in many areas.
5. We recognize that despite the housing crisis, we are in a competitive market. All realtors are paid market-rate commissions.*

* Exact commissions vary by Developer. Please contact their Seller's Agents to learn more.

SELLER'S AGENTS

Each of our Developers work with Realtor partners to list and market their renovated NSP homes. Contact the realtors directly and learn about homes in the pipeline. Use our search function to view available homes, "For Sale" and "Coming Soon".

CHDC

Darlene Williams

CHDC Staff
First Banker Mortgage Realty
(510) 691-4815
[email](#) | [website](#)

Hearts and Hands of Compassion

Joann Pineda Guillory

Diablo Realty
975 Ygancio Valley Road
Walnut Creek, CA 94596
(925) 212-5464
[website](#)

Homebricks NSP, LLC

Theresa Marquez

Habitat for Humanity East Bay

Laif McClellan

Fohl & McClellan
(510) 728-8610 office
[email](#) | [website](#)

Kimmie Kim

REALTOR @
President's Club Better Homes
and Gardens
(415) 377-6166 cell
[website](#)

Hello Housing

Mary Smartt

Lawton Associates
3160 College Ave. #201
Berkeley, CA 94705
(510) 547-5070 ext. 57

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Where Stimulus funds make
Bay Area homeownership achievable

find step 2

Our program is about investing in communities to ensure a brighter tomorrow. We do the renovations right, even if it means we lose money when we sell our homes. Our homes have significant features and benefits passed directly on to you. See the homes we have available.

HOME SEARCH

YOUR HOME FROM OUR NETWORK

Choose a developer from our network

Any

Bedrooms

No Min

Bathrooms

No Min

Min. Sq. Ft

No Min

Max. Sq. Ft

No Max

Min. Price

No Min

Max. Price

No Max

SEARCH

Choose one or more cities for a listing of homes for sale in each area.

Select All

Select None

☐ Antioch

☐ Bay Point

☐ Berkeley

☐ Concord

☐ Dublin

☐ Emeryville

☐ Fremont

☐ Hayward

☐ Livermore

☐ Newark

☐ North Richmond

☐ Oakland

☐ Oakley

☐ Pittsburg

☐ Pleasanton

☐ Richmond

☐ Rodeo

☐ San Leandro

☐ San Lorenzo

☐ San Pablo - Montalvin Manor

☐ Unincorporated Castro Valley / El Portal Ridge

☐ Unincorporated Five Canyons

☐ Union City

SEARCH

step 1 qualify for a home

step 2 renovated homes for sale

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Where Stimulus funds make
Bay Area homeownership achievable

SEARCH RESULTS

HOME SEARCH

10 For Sale
Results Found
Livermore: 1 home
Oakland: 5 homes
San Leandro: 3 homes
San Lorenzo: 1 home

8 Coming Soon
Results Found
Hayward: 2 homes
Livermore: 2 homes
San Leandro: 1 home
San Lorenzo: 2 homes
Union City: 1 home

PROFILE: HOMES FOR SALE LIVERMORE



909 Ventura Court, Livermore, 94550
Price: \$285,000
Bedrooms: 3
Bathrooms: 1
Interior Size: 1,044 Sq. Ft.
Lot Size: 5,000 Sq. Ft.
Days on Market: 61 days

OAKLAND



6831 Eastlawn Street, Oakland, 94621
Price: \$165,000
CALL TO SCHEDULE A TOUR
Bedrooms: 3
Bathrooms: 1
Interior Size: 1,014 Sq. Ft.
Lot Size: 4,094 Sq. Ft.
Days on Market: 132 days



2215 55th Avenue, Oakland, 94605

PROFILE: HOMES COMING SOON HAYWARD



19235 Times Avenue, Hayward, 94541
Price: \$TBD
Bedrooms: 3
Bathrooms: 1.5
Interior Size: 1,182 Sq. Ft.
Lot Size: 5,000 Sq. Ft.



21624 Westfield Ave, Hayward, 94541
Price: \$TBD
Bedrooms: 3
Bathrooms: 1
Interior Size: 1,095 Sq. Ft.
Lot Size: 5,000 Sq. Ft.

LIVERMORE



791 Crane Ave, Livermore, 94551
Price: \$TBD
Bedrooms: 3
Bathrooms: 2

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home hub

Where Stimulus funds make
Bay Area homeownership achievable

Thanks to federal stimulus funding, HomeHub partners are able to do the renovations right. We put more money in each renovated home than we can earn from the sale. See the list of improvements and the valuable benefits that are passed along to you.

SEARCH RESULTS

HOME SEARCH

PROFILE

MAP / COMMUNITY



+ features
\$ benefits
\$ assistance

1605 JOHNSON STREET, SAN LEANDRO, 94577 FOR SALE

Price: \$290,000
Come tour this home now that it is ready. GreenPoint Rated, open space between the kitchen and dining room, new cabinets, countertops and appliances, plus a new roof and dual pane windows. Hardwood floors and a great backyard make it perfect for a family.

Bedrooms: 3	Bathrooms: 1
Interior Size: 1,044 Sq. Ft.	Lot Size: 5,000 Sq. Ft.
Year Built: 1952	Garage: Attached, 2 car
Stories: 1 Story	Listing Date: 9/09/2011
Days on Market: 5 days	Green Certified
Single-Family Sale	

Let's get you qualified

HOMES FOR SALE BY THE SAME DEVELOPER

543 Tulsa Street, San Lorenzo 603 Tudor Road, San Leandro
\$285,000 \$290,000



Contact
Theresa Marquez
DRE#00900433
(510) 300-4266 office
email | website

step 1 qualify for a home

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Where Stimulus funds make
Bay Area homeownership achievable

review **step 3**

HOME SEARCH

YOUR HOME FEATURES & BENEFITS



+ quality features

Due diligence and hazardous materials

1. Clearance of all Section 1 findings in Home Inspection/ Pest Reports
2. Home inspection describes the home as having a sound foundation
3. Lead abatement, when required, is performed by a certified lead abatement professional
4. Asbestos abatement, when required, is performed by a certified asbestos removal professional

Quality Improvements

1. Work completed with building permits as required by building department
2. Roof must have greater than five years of useful life remaining
3. Homes with a new pitched roof, have a minimum 20-year warranty on materials
4. Knob and tube wiring replaced to meet or exceed current code
5. New or restored cabinetry in kitchen and baths
6. New or restored kitchen countertops
7. Washer and dryer hookups
8. Low-flow toilets
9. Wired for phone

step 1 quality for a home

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guide **step 4**

HOME SEARCH

HomeHub® TOOLKIT



HomeHub® TOOLKIT

Our HomeHub® Maintenance Checklist will help guide you [Click here](#) for a printable version.

MONTHLY

Fire Extinguisher: First, make sure you have one and know where it is! Then, check that it's fully charged; recharge or replace if needed.

Sink/Tub Stoppers and Drain Holes: Clean out debris. Running warm water helps loosen debris.
Garbage Disposal: Flush with a mixture of hot water and baking soda to keep it running properly.

Forced-Air Heating System: Change filters monthly if your system uses fiberglass filters.

EVERY 2 MONTHS

Wall Furnace: Clean grills so they are free of dust bunnies or other debris.

Range Hood: Clean the grease filter.

EVERY 3 MONTHS

Faucets: Clean debris and mineral deposits out of the aerator (a small screen screwed onto your faucet) to keep water flowing smoothly.

Tub Drain: Clean out debris.

Outdoor Drain Grates: Clean out debris to ensure proper drainage around your home.

Termites: Inspect the perimeter of your home for evidence of termites, such as mud tubes around the foundation. Make sure that there is at least six inches of clearance between any soil or mulch and the bottom of your siding.

EVERY 6 MONTHS

Smoke Detector: Test batteries and replace if needed. We recommend you do this before that dreaded beeping sound wakes you up in the middle of the night.

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Clickable Map of NSP Communities

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



home hub Where Stimulus funds make
Bay Area homeownership achievable

The highlighted communities in the Contra Costa County are part of our NSP program. We're endeavoring to make homes available for sale throughout the HomeHub® network. Click on a community to learn why you might want to call it home.

HOME SEARCH

FIND YOUR COMMUNITY

CONTRA COSTA COUNTY

Contra Costa County's most famous landmark is Mount Diablo, with its 3,849-foot peak visible countywide on a clear day. The County seat is in Martinez. Contra Costa County is proud of its distinguished schools, parks and services to its communities. The popular Contra Costa County Fair is held annually in Antioch. There are many spectacular natural attractions, such as Briones Regional Park, with panoramic views of the valley, the Sacramento Delta and River, all the way to Mount Tamalpais in Marin County, and Las Trampas Regional Wilderness. Visit the John Muir Natural Historic Site and tour the Victorian home of the famous preservationist. The Martinez Historical Society houses a comprehensive Contra Costa County history library. Those who prefer shopping and dining will not be disappointed either.



[step 1](#) qualify for a home

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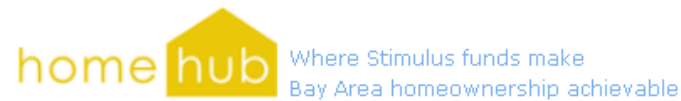
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Sample Community Profile

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#)

[NEWS](#)

[PRIVACY + LEGAL](#)



SEARCH RESULTS

HOME SEARCH

PROFILE: CITY / COMMUNITY

Entertainment / Arts / Culture

[Tri-City Voice](#)

[Hayward Daily Review](#)

Transit

[Alameda-Contra Costa Transit District](#)

[BART](#)

School District

www.husd.k12.ca.us



[Habitat for Humanity East Bay](#)

[Hello Housing](#)

HAYWARD

Centrally and conveniently located, Hayward is the 6th largest city in the San Francisco Bay Area, offering all the wonderful diversity of a bustling small city. Served by Interstates 880 and 238, it is 25 miles southeast of San Francisco, 26 miles north of San Jose and 14 miles south of Oakland. Hayward has two BART stations (Hayward and South Hayward), an Amtrak station, Hayward Executive Airport, and easy access to the larger San Francisco, Oakland and San Jose International airports. For more information on the unique quality of life in Hayward, check out its local newspaper, The Daily Review.

Entertainment Be sure to subscribe to the "Arts are Alive" postings for Cal State East Bay, which is a great resource for art, music, speakers and exciting cultural events. There are also numerous movie theaters and local theater groups to enjoy. The incredible sports, arts and entertainment culture of San Francisco, Oakland and San Jose is just a short BART ride away. Hayward is full of lively shopping malls, featuring dining, movie theaters and diverse retail, the largest of which is the Southland Mall. Don't miss the wonderful local Farmers Market each Wednesday, from 10-2pm, 27400 Hesperian Boulevard.

Schools The Hayward Unified School District, with its 22 elementary schools, five middle schools and three high schools, is committed to enabling "all students to recognize and strive to fulfill their potential as caring, thinking, productive, contributing and responsible participants in our changing world." Hayward is also home to the main campus of California State University East Bay, (the city's largest employer) and the Chabot Community College, and the nearby Ohlone College.

[step 1](#) qualify for a home

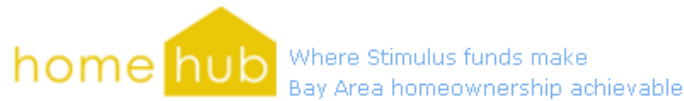
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Success Stories

[bay area partners](#) [our communities](#) [NSP program](#) [ask your questions](#) [success stories](#) [NEWS](#) | [PRIVACY + LEGAL](#)



Across the Bay Area, individuals and families are making their dreams of homeownership a reality. Here are stories of real people who have worked hard to benefit from the NSP Program. We hope they inspire you as much as they inspire us!

[HOME SEARCH](#)

[OUR SUCCESS STORIES](#)



FINALLY HOME Michelle in San Lorenzo, California

"I didn't have the resources to engage in a bidding war for a home that I still needed to fix."

When Michelle walked into her first NSP home during an open house, she knew she was home. Stepping through the door and seeing a bright, beautiful and welcoming space was all she needed to reinvigorate her dreams of owning a home. She was especially happy that this home was near her parents in the community she grew up in as a young girl.

After living in the City of Livermore in a mobile home and commuting over 1 ½ hours each way to Oakland to work as a teacher, Michelle was ready to move closer to work and to her family. However, she found herself quickly discouraged when competing with "all cash" investors who were bidding on the homes she initially tried to purchase. "I didn't have the resources to engage in a bidding war for a home that I still needed to fix," she explained. When she walked into this cheerful home developed by Hello Housing in San Lorenzo, she could not believe that the program was designed for buyers just like her, who wanted to live in the homes that they were purchasing.

Michelle took advantage of a mortgage assistance loan provided by the Alameda County NSP program and obtained her mortgage through the FHA program. Thanks to her prompt follow through in providing all of the paperwork needed once her offer was accepted, she made her move into her new home in December, just in time for the holidays.



A DREAM COME TRUE Mario Bamberger, Hayward, California

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To learn more or to participate in HomeHub, please contact:

Mardie Oakes
Hello Housing
(415) 828-4388
mardie@hellohousing.org

Liz Miranda
Branding Properties
(415) 637-6620
liz@brandingproperties.com