



Increasing the Visibility of Housing Counseling

Audio is available only by conference call.

For LHCA webinar Please call: (800) 260-0719

Participant Access Code: 388075

For Intermediary/SHFA webinar Please call (866) 233-3842

Participant Access Code: 388076

Webinar Logistics

- Audio is being recorded. The playback number will be available along with the PowerPoint and a transcript available on the HUD Exchange at www.hudexchange.info/programs/housing-counseling/webinars/
- An OHC LISTSERV will be sent out when the Archives are posted.
- Attendee lines will muted during presentation.
- Any handouts are available in the Control Panel. Just click on document name to download.

Questions & Comments



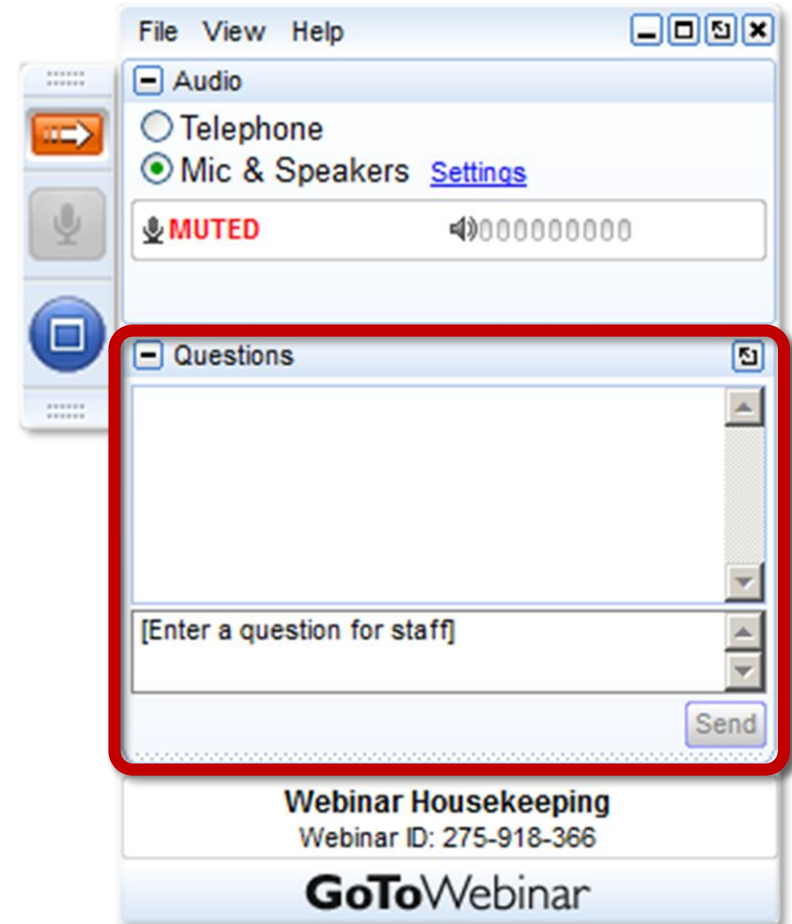
- There may be Polling Questions. Please respond to them
- There may be a Q&A period, as well as discussions opportunities.
 - If so, The operator will give you instructions on how to ask questions or make your comments.
 - If unmuted during Q&A, please do not use a speaker phone

Other Ways to Ask Questions

Your Participation

Please submit your text questions and comments using the Questions Panel. We will answer some of them during the webinar.

You can also send questions and comments to housing.counseling@hud.gov with **webinar topic is subject line.**





Please Mute Your Phones During Discussions

- During the discussions, all the phones may be unmuted by the operator.
- It is critical that you mute your phone during these discussions.
 - Most phones have a Mute function so please use it.
 - *6 will also mute and unmute your phone.

Brief Survey

- Please complete the brief survey at the end of this session.
- Your responses will help OHC better plan and present our webinars.



Certificate of Training

- If you logged into the webinar, you will receive a “thank you for attending” email from GoToWebinar within 48 hours.
- The email will say “***This is your CERTIFICATE OF TRAINING***”. There is no attachment
- Print out and save that email for your records.

Thank you for attending our XX hour Webinar on XX. We hope you enjoyed our event. This is your CERTIFICATE OF TRAINING. Please print out and save this email for your records. Please send your questions, comments and feedback to: housing.counseling@hud.gov.



HUD Office of Housing Counseling
Stakeholder Meeting

Increasing the Visibility of Housing Counseling

Wednesday, March 16, 2016

Agenda

- Introductions
- Meeting Purpose
- HUD Awareness + Visibility Campaign
- Discussion
- Next steps



Let's Chat:

Discussion on 1st time home-buying...



Services

- **What housing counseling services does your agency provide?
(Check all that apply)**
 - Mortgage Delinquency
 - Pre-purchase
 - Pre-purchase Homebuyer Education Workshops
 - Rental Housing
 - Reverse Mortgage

First Time Home Buying

- What's most important to consumers when they are considering first-time home buying?
- What aren't they considering that they should be?
- What is unique about renters becoming first-time home buyers that impacts their home buying process?



First Time Home Buying

- What are the most important benefits you provide to first-time home buyers?
- What concerns you most when counseling first-time home buyers?
- What makes your agency particularly well equipped to help first-time home buyers?
- What are the consequences for first-time home buyers if they do not receive housing counseling?

First Time Home Buying

- What barriers, hurdles or frustrations do your counselors experience when working with first-time home buyers?
- How is it that first-time home buyers come to contact your agency for housing counseling?
- Who do you consider to be competitors to housing counselors? In other words, where might consumers seek information *instead of* coming to you?

A Closer Look:

Awareness + Perceptions of HUD...



Awareness + Perceptions

- What are your thoughts about the phrase, “housing counseling”?
- Discuss imagery, impressions, phrases associated with HUD overall and HUD Housing Counseling in particular.
- Discuss perceived strengths/weaknesses of the term HUD Housing Counseling.
- What, if anything, do you think is unique about HUD Housing Counseling?



What's in it for ME?

Value Proposition...



Value Proposition

- In what areas does Housing Counseling **not** meet the expectations and needs of consumers?
- What **benefits** of HUD Housing Counseling do HUD Housing Counselors deliver to...?
 - First-time Home Buyers
 - Lenders
 - Realtors



Value Proposition

- What do you believe is the difference in consumer value between **HUD** Housing Counseling and Housing Counseling in general?
- What can HUD do to help improve perceptions of housing counseling?
- Would additional designations change consumer perceptions of housing counseling?

Partnering for Success



Partnering for Success

As a potential HUD partner would you be willing to:

- Feature story in your organization's newsletter or publication
- Promote on your social media outlets and website
- Collaborate and feature HUD in your special events/seminars
- Assist HUD with identifying other potential partners
- Share your success stories with HUD

Thank you!

- Questions?
- Next Steps
- Stay involved!



Conclusion

For housing counseling program information, grant information, training and events, counselor resources and to sign up for our LISTSERV.

www.hudexchange.info/programs/housing-counseling/

Email Questions or comments:

housing.counseling@hud.gov

In subject line type: Awareness & Visibility Campaign

THANKS
for
ATTENDING