



## Final Transcript

**HUD-US DEPARTMENT OF HOUSING & URBAN DEVELOPMENT:  
National Homeownership Month - External**

June 7, 2018/4:00 p.m. EDT

### **SPEAKERS**

Ben Yanetta  
Kevin Michaels  
Andrew Klain

### **PRESENTATION**

Moderator           Ladies and gentlemen, thank you for standing by. Welcome to the National Homeownership Month Conference Call. At this time, all telephone participants are in a listen-only or a muted mode. Later, we'll conduct a question and answer session, and instructions will be given at that time. [Operator instructions]. As a reminder, the conference is being recorded.

I'll now turn the meeting over to Ben Yanetta. Please go ahead.

Ben

Hi, thank you all. Thank you all for joining us today for this webinar on celebrating homeownership month with social media and traditional media. We have a lot of great information to share with you today. Before we get into it, I have a few logistics to go over.

As was mentioned, the call is being recorded. We'll be putting a replay number along with the transcript and these slides up on our HUD Exchange page. It usually takes us about a week to get it uploaded, and a message will be sent out through Jerry Mayer's Listserv when that happens.

Also as mentioned, we'll be keeping the lines muted today throughout the call until the end, but we want your comments. We'll be doing some polling questions, and you can respond through the screen that pops up. At the end of the presentation, we'll ask for the questions, and the operator will give the instructions on how to ask your question over the phone. Just an FYI, if you do enter that queue to ask a question, take yourself off mute, and don't use a speakerphone when you have one when you're speaking.

We also have some other ways to ask some questions. You can submit a question to us through the webinar's interface. Over on the right, there's a questions panel. You type a question in there, and it will go into a queue for us to see.

We'll try to get to all the questions that come in that way, but we may need to follow up with you by email if we run out of time. Also, if you think of any questions after today's webinar, you can always email us at [housing.counseling@hud.gov](mailto:housing.counseling@hud.gov). If you put in the subject line a subject matter that's related to today's call like social media, or homeownership month, it will help get that email question routed to a subject matter expert faster.

Next slide, we mentioned that the lines are going to be muted, so you don't need to be worried about muting you phones. Just again, remember to take your phone off mute if you're asking us a question.

When you leave today's webinar, a pop-up window will come up asking you to respond. We really appreciate the time that you take to give us some feedback. We use this to plan our future webinars. Let us know what worked and what needs improvement.

Everyone that signs in today to listen to the webinar will receive an email that says thank you for attending. This email itself is your certificate of training. There's no attachment. You can save that email for your records if you collect those sort of things.

Go to the next slide. Here we go. We will be posting this on HUD Exchange, as I mentioned, and you can also get credit for attending or viewing the webinar on HUD Exchange. You find the webinar in the archive, and you click to get credit. This requires you to have a HUD Exchange account which is free, and it takes about 20 seconds to sign up for.

If you haven't really viewed the housing counseling pages on the HUD Exchange, I strongly recommend it. We put all these Webinars up, and there's downloadable slides, and transcripts, plus the audio replay number. We also have tons of toolkits available for you, so again, really definitely worth the time to take a look through what we have on the HUD Exchange page.

Now, I would like to turn it over to, I'm sorry, Kevin, I believe I'm turning it over to you, or I forget.

Kevin Yes, thanks so much.

Ben Oh, well thank you.

Kevin Thanks so much, Ben. As Ben said, my name is Kevin Michaels. I'm going to be taking you through here a couple of the ways we can help you all celebrate National Homeownership Month and make the most of it for consumers.

First, let's take a look at our agenda for today's webinar. We're going to go ahead and discuss all the ways your agencies can celebrate and increase that visibility amongst consumers in your area. To do so, we'll talk about the ways you can attract attention from local media using homeownership month as the emphasis.

I will then take a look at some creative materials you can use to reach consumers. After that, we'll look at homeownership month social media content and graphics that your agency can easily use. Then, last we'll take

a look at some next steps, and then I'll as well open up the floor to any questions you may all have in a Q&A session at the end of this webinar.

Okay, so our goal for why we are here today is to really demonstrate how to leverage National Homeownership Month to promote FHA's services. We also want to assist your agency with the outreach to the media as well as consumers. In the end, we want to help you increase that localized visibility of National Homeownership Month 2018. We also want to boost awareness for your agency's services amongst your community. And then, we also want to motivate consumers to either visit or contact your agency directly.

As we all know, June is National Homeownership Month started by the Clinton administration in 1995 as National Homeownership Week. It was meant to encourage all Americans to learn more about financial management and explore homeownership opportunities in their communities. In 2002, President George W. Bush expanded it to a full month of celebration, now a national discussion in the media and by all those related to the housing industry, such as lending institutions, and real estate agents, as well as the general public.

For 2018, our theme is Find Your Place. We developed a special graphic identifier to visually reflect this theme as you can see on your screen here in the bottom right corner. This theme will help to create a welcoming invitation for consumers to discover housing counseling. Find Your Place as a theme is an active invitation to current and potential homebuyers to explore the many ways housing counseling can open the door to responsible and sustainable homeownership. With this theme, we hope to highlight homeownership benefits to families, communities, and the nation alike.

Now, let's talk a little bit about what we'll be celebrating throughout this month. First, homeownership promotes financial security and sustainability for all US consumers. Some of the benefits of homeownership, beyond financial security, include positive educational achievement for families and a stronger sense of community and involvement within that community.

Now, let's take an interactive look at some of the facts of homeownership in 2018, which brings us to our first polling question. How much higher is a homeowner's net worth versus that of a renter's?

Ben We'll give it a few moments for all of the votes to come in and share the data in just a moment. Here it is through [indiscernible].

Kevin All right, so it looks like we're a little across the board here with a few answers on each one. As we go to the next slide, you'll see that a homeowner's net worth is in fact 36 times greater than that of a renter's.

Let's take a look at the next fact. What percentage of borrowers turned to FHA to purchase their first home?

Ben Again, we'll give it a few moments for everybody to have a chance to vote. Here are the results.

Kevin Perfect. If we go to the next slide, you'll see an estimated 40% of all borrowers turn to FHA to purchase their first home.

Moving right along, our next polling question, last year, about how many people turned to FHA to help them buy a home?

Ben Okay, I'm going to close the poll now, everyone. Here are the results.



Kevin                    Okay, we're across the board, but as you'll see here on the next slide is last year alone more than 1.2 million people turned to FHA to help them buy a home or to refinance.

Last, but not least, true or False, this is an easy one for you guys, children of families who own their homes are more likely to graduate high school. True or False?

Ben                     Everybody got their votes in pretty fast that time. I'm going to close it and share.

Kevin                   Perfect, ding, ding, ding, yes you're right. It's absolutely true as we discussed before.

Now, it is my distinct pleasure to turn it over to my colleague and public relations expert, Andrew Klain.

Andrew                Thank you, Kevin. Hello, everyone. Happy National Homeownership Month. I hope you are enjoying this Thursday wherever you are. As Kevin mentioned, I'm the public relations expert with the Office of

Housing Counseling. I work with them through our company, Creative Marketing Resources.

Just to quick recap, promoting National Homeownership Month is a great way to capture the media's attention. Kevin mentioned before it is a national celebration. It's something that the media will pick up stories on, and we encourage all Housing Counseling Agencies to use this month to promote your services and essentially gain exposure in your communities as housing experts and as the go-to resource for all things housing.

A great way to do that is to distribute a press release. So, along with this webinar, we've also created a toolkit that will contain a lot of the items that I myself, and Kevin, will introduce to you today, one of which is a press release. One of the best ways to share information with the media is to develop and distribute a press release to them.

In this press release that we created for you, it's about National Homeownership Month. We've given you an opportunity to illustrate your local ACH services within this press release. This will make more sense in a few slides when I show you the example.

Some of the ways you can highlight your services to the media is communicate the benefits that housing counseling has for your community and your consumers. Then, if you know of or if you can think of any local success stories that you can share, success stories meaning, let's say for example, a person that you know was down on their luck came to your agency for help to find sustainable housing for them whether that be buying a home or renting, and they found one using your services. That would be a local success story that we encourage you to promote during this National Homeownership Month.

Other information in the press release that we encourage you to share with the media is celebration activities. These can be open houses, or other events that you're hosting this month. They could be specific to consumer groups, or general get-to-know-your-community events. If you're hosting any discounted or free seminars that should be included in this press release that you will be sharing with the media as well as workshops, and of course, any free consultations, or special offers that are going on in the month of June.

There's some additional information to share. Some of the things that the media likes to see, when they pick up stories, especially for National

Homeownership Month, they'll want to see homeownership statistics about your agency. We encourage you to use the 9902 data that you shared with the Office of Housing Counseling.

We believe that you had to fill out some sort of form that has some statistics about the services you've offered over the past year or so, or since the last time that you filled out the 9902. If you believe those statistics are impactful to your community, and you're proud of what work you accomplished, those statistics can be shared with the media. Saying that you've put more than 100 new homeowners into their first home is a great way to share how successful your agency is in promoting homeownership during homeownership month. That's another great way to reach first-time homebuyers if that is one of your audiences.

The same can be said for people that do foreclosure prevention counseling. If you prevented 100 foreclosures in the last year, that's something that should be shared with the media. That's a success story, and that's real data that the media will care about and will help you promote your agency.

Other information you can include is about your services, so how consumers benefit from working with you. You can talk about how you

offer unbiased advice and education. You probably shouldn't state this about lenders, but we all know that something that not all lenders provide is that unbiased advice, so that is valuable to the consumers. Talking about how you provide unbiased advice and education to consumers is a great benefit that you provide and should include in this press release.

You should also highlight all the services that your agency offers. Again, talking about those local housing counseling success stories, everyone loves a success story particularly with media. If you have any consumer testimonials, let's say there's a consumer that wrote a letter to your agency about how they loved working with this person, you should reach out to them and see if they'd be interested in helping you promote National Homeownership Month by sharing their testimonial with the media through this press release. Of course, you always must obtain permission if you're reaching out to consumers that you helped.

Some of the content that you should include in your press release, and we'll go over the first time homebuyer video in just a bit, but a link to this first time homebuyer video that we've created for you, also the National Homeownership Month logo which you see on the screen here, with the tag line Find Your Place, and a housing counseling poster which I'll go

over in just a bit. You will find all this information in the toolkit that we're going to provide to you which will be on the HUD Exchange. You can also find this on [hud.gov/housingcounseling](http://hud.gov/housingcounseling). You will find the poster, the link to the video, and the logo that you can use for social media or sharing with the media.

As I mentioned before, we created a press release for you to use for National Homeownership Month. This is something where you can take this press release, and what you see onscreen, all that red, that's places where you can put your own information into. It's kind of like a plug and play press release template where all you have to do is add your contact information, your agency's name, and then talk about some of the services that you offer. This press release can be used by you, and all you have to do is insert your agency's information into it.

We'll have more information about this press release template and how to use it in the toolkit. It goes into great detail about how things should be formatted and how you can use it. We'll briefly go over that today, but for the most amount of detail, you'll get that in the toolkit that we'll be sharing with you.

This is what it looks like. Those red areas again are where you can place your own information. Then, this is an example of a finished press release that we hope, after you put your information in, this is what it will look like, a very nice formal press release that you can share with the media.

Another thing that we've included in the toolkit to help us celebrate National Homeownership Month is an email pitch. With the press release, we encourage you to email reporters. We put together this pitch for you to help capture the media's attention when you email the release. Just like the example of press release, here you will see the red areas. Those are the areas where you can put in obviously the reporter's name at the beginning. You can enter the media outlet or organization that you're sending this to and then of course your information throughout and then at the bottom.

In that very last paragraph, you can talk about the benefits of a workshop that you're hosting or a celebration that you're putting on. In this example, we talked about how registration for this workshop is free. So, make sure you put in your own personalized hook so that the media professional that is reading this pitch knows why this is important and why

they should write a story about your agency during National Homeownership Month.

You might be asking where to send it. Again, we go into greater detail in the toolkit. We encourage you to look through the toolkit. But, you can send it to the daily consumer newspapers, any community newspapers. These community newspapers we believe will pick up your story most likely because they are about your community. You've worked with consumers in your community. You're a community-focused agency, so community newspapers are a great place to send your press release.

Also, blogs, if your newspapers have blogs, or if you have any local city blogs that talk about events that are happening, magazines that are local, online magazines, and then any media that target specific neighborhoods and audiences. If you have a strong Hispanic community, and your agency is located in a Hispanic neighborhood, reach out to any publications that are targeted towards the Hispanic community.

You may be asking, okay where do I find this information? How do I even know who to send this to? A great resource that we believe is helpful for anybody to find the right person to send press releases to, it is



this website [www.usnpl.com](http://www.usnpl.com). This website allows you to search by the topic, the organization's name. It allows you to find the right person that you want to send your release to. It outlines everyone by their subject matter that they write about, where they're located, and then it includes their phone number, their email address.

Also, if you can't find exactly what you're looking for with this site, you can always call a news organization and just talk to the person at the news desk. Typically, that's the person that picks up the phone right away. Just ask who covers this topic? May I have their contact information, or can I even talk with them? I have a press release that I would like to share, and hopefully you can connect with that person.

Here is a screenshot of USNPL. We go into more detail in the toolkit, again. As you can see here, you can search by state, by the title of the newspaper. At the top, if you can see, you can actually search by what type of media that you're looking for, so newspapers, mobile, TV stations, radio stations.

You can even target college newspapers. Let's say, for National Homeownership Month, you wanted to educate college students about

student housing and what are some topics that they should know about when they join five of their friends to try and live in a one bedroom house because that's what college was like. This is a great resource for you to find that exact person to write to.

In terms of timing, because June is National Homeownership Month, and it is June currently right now, we encourage you to do this as soon as possible. We don't believe you should rush this in any way, shape, or form, but we understand that we're already in National Homeownership Month.

So after we get off this webinar, if you want to take a look at our toolkit that we'll send to you, we already created that press release for you. If you just want to put your information in, find those reporters, and email this release to them as soon as possible, it's very likely that you'll get coverage for your agency during National Homeownership Month. Again, look for those digital online publications, local print publications, magazines, and blogs.

Also, another thing that is helpful to get the word out about events that your agency is hosting, a lot of community online publications and city

organizations have calendar listings that you can go to and actually submit your event online. As an example, I'm here in Milwaukee. There's an organization called On Milwaukee, and they have a running calendar list of events that are happening around in the city, and anybody can post on there.

We encourage you to go to sites that post community happenings and in a calendar format and submit your events. How you can do that is search events in your city, state for calendar sources. Then, look for a form that says calendar submissions. This is for folks at agencies who are hosting celebration events, National Homeownership Month events, or maybe you have a workshop that's for renters. We encourage you to use these online calendars to promote your services.

At the end of the webinar, I'm happy to answer any questions you have about the press releases. Now, we're going to get into talking about some of the new materials that we've created for you. These materials that I'm going to show are great ways to reach out to your consumers, particularly in National Homeownership Month.

As I mentioned before, we have a first time homebuyer video that we created for you that goes through the steps of homeownership. The video itself is, we think, cool. It has a board game-like feel to it that we think will reach first-time homebuyers and engage them. This is a GIF of the opening screen of the video. The link to the full video will be provided to you in the toolkit, and on HUD Exchange, and on [hud.gov/housingcounseling](http://hud.gov/housingcounseling) where you can watch the whole video there.

Also, with our materials that we created for you, and we're introducing, we have the first-time home buyer brochure suite. Within these brochures, you'll find information about credit scores, about housing counseling and how it benefits first-time homebuyers. We also have information about mortgages and how to select the right one. Is conventional or FHA for you? Then, lastly on the money, that is our budgeting brochure. That's where we talk to first-time homebuyers about proper ways to budget and reasons why budgeting is important.

We also will be providing you a general housing counseling brochure, flyer, and poster. As you see on the screen here, these materials are meant to promote your agency as a HUD Housing Counseling Agency. As stated, they're general. They're more about the benefits of using housing

counseling, whatever step of the home buying process you're in. Whether you already have a home and you just need financial advice, or you're down on your luck and you may need some advice about preventing foreclosure, these materials are great to hand to anybody. It doesn't matter at what step of the process they're in.

Some of the ways you can use these materials, you can display the materials in your office, in waiting rooms if you have those or around the office. The poster is great for office cubicles or places where your consumers will sit and hang out. You can also play the video on a loop in your office reception area if that's possible for you. You can put links or share links with folks who are in your agency to watch the video as maybe they're waiting to meet with a Housing Counseling Agent. You can also add the video to your website.

Some other ways you can use these materials, include the video link in email signature blocks. That's a great way to celebrate National Homeownership Month, and we believe it's fairly simple to do. Just copy and paste that URL link to the video in your signature box. You could also share it on social media, and Kevin is going to get into social media for National Homeownership Month in a second.

You can mail the brochures to current and potential customers or any other ways that you want to use these materials. These materials are for you and they're for you to help celebrate National Homeownership Month.

Now, I'm going to turn it over to our social media expert, Kevin Michaels. He introduced the webinar. He's going to go over some ways to celebrate National Homeownership Month with social media.

Kevin

Thank you so much, Andrew. Now that he has so graciously taken you all through the ways we can celebrate homeownership month through traditional media and creative materials, we'll take a look at how we can also celebrate through your social media channel.

If any of you were in attendance in the four-part Social Webinar series, this slide might look a little familiar, but it's always great to go over or rediscuss the rationale for why social media would be important for anything you're trying to promote. First, social media allows you to meet the consumers where they are. We know that most, if not all, consumers engage on social in some way, especially, those younger consumers that

are currently renting or looking to buy their first home which makes it a great channel for National Homeownership Month.

Next, unlike other forms of advertising, there's really no barriers to entry with social media. It's one of the easiest communication channels to launch from scratch or start to ramp up from kind of a dormant state. Social also helps to build relationships and trust with consumers. The more opportunity you have to connect to conversive [ph] consumers, the more trust you're able to build and strengthen between that consumer and your agency.

Social media also increases awareness of HUD approved housing counseling. This will make your agency feel more accessible to consumers and this awareness will also help to make your agency more familiar to those existing clients that you already have. As you may know, social media's a super cost-effective way to disseminate information. It's cheaper than any form of advertising today. It's one of the only channels that allows you to reach—it allows an organization to reach over 1,000 people for less than \$3.00.

Social media also allows you—it's also like a really nimble channel. It allows you to share information more quickly than traditional forms of advertising.

As you all probably know, visuals are truly king on social media. To help you make the most of homeownership month, we've included the National Homeownership Month graphic identifier, which you'll see on the bottom left here. That's going to be included on [HUD.gov/housingcounseling](http://HUD.gov/housingcounseling) and we've included those as files optimized for both Facebook and Twitter. You'll also see a profile picture that we've included, optimized for Facebook and Twitter, which is that little graphic on the bottom right.

To help you celebrate, we've included a month's worth of social media content in the homeownership month toolkit, which will be housed on HUD Exchange here very shortly. On your screen now, you'll see a sampling of what's included. You'll be able to simply copy and paste each one of these social media posts into Facebook and/or your Twitter channels and begin a conversation with consumers surrounding homeownership month.



As you'll notice, some of the posts directly promote National Homeownership Month, while others are really just informative posts relating to homeownership in general. With social media as a whole, it's really important to strike that balance between really hard promotion and general informative useful content. I always liken it to a person at a party that you meet, and just talks about themselves the whole time, that's not someone you're going to want to continue a conversation with and I don't think social media's any different.

Great, now let's put all that great social media content into action. You can plan to post between two to four times per week for the best results. I always get asked, what times of day are best to post? And while that optimal time of day varies widely by audience, a good rule of thumb is to post between 1:00 p.m. and 3:00 p.m. in your local time zone. Statistically, content posted in early afternoons perform well and better than most other times.

Also, be sure to include hashtags in all of your posts. Because we're celebrating a specific holiday or month in a specific time frame, hashtags will help consumers find other content you post related to homeownership month, if they so desire.

Let's get into the helpful tips and tricks with social media. We're going to talk about a couple of things that'll help save you time and really make sure that your social media posting strategy is good and engaging throughout this month, as well. We'll talk about how to schedule that content ahead of time, which will save you a lot of time. We'll show you how to remove those ugly links and URLs from Facebook posts. We'll also discuss how to show and not tell with emoji's. We'll also look at some link previews on Facebook.

First, as you may or may not know, Facebook actually allows you to schedule posts ahead of time right through their platform. As you'll see on the screen here, if you go on the bottom left there's a screenshot of what it may look when you're on your agency's Facebook page. You'll be able to type in a post, attach an image, or copy and paste the post that we've entered in the toolkit.

Normally you'd just go ahead and click publish right there, but right next to it there's a nice little drop down arrow and you'll see the different options for schedules, backdate, or save draft. If you hit schedule, a real simple interface pops up here on the top right screenshot that allows you

to pick a time and a date for this post to be published and then you simply hit schedule and Facebook will do all the work for you.

As you probably have noticed, as well, using emoji's is a trend that's really here to stay on social media. They're effective because they're just a simple way to delight and entertain people, while also amplifying the meaning of any message. You'll notice we've included some emoji's within the National Homeownership Month posts, but feel free to add new ones of your own to express your agency's personality to consumers.

With Facebook, it's certainly a best practice to make any post look as visually appealing as possible. One way to do that is utilizing what Facebook calls a link preview. When you paste a link into Facebook, a preview box shows up automatically as you see here on your screen. That preview where you see the picture with the houses and the headline and the bankrate.com URL that actually pops up automatically when you paste this link into Facebook. Then once that link preview box shows up, you're actually able to go on and erase that link from your post so there's no extra clunky text along with your social media post itself.

If we ever use a link in any of the posts that we shared in the toolkit, make sure to paste the link in first. Wait for this preview to populate. Erase the link and then paste in the social media post itself. This will give end users and consumers a lot better experience when scrolling through their newsfeeds.

What's next? I know we threw a lot at you. Let's just take a quick look at what all you can do from here. First things first, you'll be able to access the 2018 National Homeownership toolkit on [HUDEXchange.info](http://HUDEXchange.info) very shortly here. Then you'll need to decide how your HCA or your agency will celebrate National Homeownership Month, whether it's just on social media, just with consumer materials or with media relations that are hopefully all of the above. One thing you can do right away is complete that press release template or write one of your own, if you're so inclined. You can also download the graphics that we've shown here today from [HUD.gov/housingcounseling](http://HUD.gov/housingcounseling) and that [audio disruption] toolkit goes into greater depth on how different ways to use these graphic identifiers and visuals.

Next, go ahead and email that press release to local media. As Andrew mentioned, we did include a really handy pitch letter template that should

really help you get into it even if you've never done media relations before as an agency, which I know it can seem kind of intimidating, that's why I'm in social media and not media relations. It was the tools that Andrew included; it should be pretty easy to go ahead and get started.

Next, publish that social media content throughout the rest of this month. We've included about 15 posts, so you should have quite a bit of content that you should be able to effortlessly just publish.

As Andrew showed you, post your events and online calendars if applicable. If you guys decide to do like some free workshops or host an event, make sure that you look for a different community organizations that publish events in your area. Make sure you get on those calendars, as well. Lastly, please, please utilize these collateral materials. We think they're really strong for consumers and it's just a great way to tell the benefits of housing counseling in a visually pleasing way.

Last, join us tomorrow June 8<sup>th</sup> at 12:00 p.m. Eastern, for the next webinar. This webinar entitled, Tools for Communication, will help to showcase those new Office of Housing Counseling materials you just saw

and it'll also introduce something we're really excited about, the customizable materials. So definitely be sure to tune in for that tomorrow.

At this time, operator, we'll go ahead and open the floor for any questions that the attendees may have.

Moderator [Operator instructions.] We do have a question coming.

Ben Okay. While we're waiting for a question or two to queue up, I can read some that came in through the queue in the webinar.

The first question comes from Laura Yost. Hi, Laura. The question is, "How far in advance should you send a press release?"

Kevin That is a great question and if you were doing an event two weeks from now, you probably could wait a week to send a press release out for that event, usually about a week to a week and a half is a good time frame. For specific events, if it's larger, if it's a large celebration like National Homeownership Month, as soon as possible, particularly because we are in June right now that you should get that word out to the media.

You have to understand, though, that with the media they work very quickly and fluidly with information and it's important to capture them at the right moment. Sometimes if you pitch them too early they can forget about your event or your press release. It's not anyone's fault. They have to sift through so much information every day.

Usually, with events or any cool information, such as awards, accolades, or anything about a week prior to that event date is a good time to pitch and then follow up with the media the day after. Otherwise, let's say with 9902 data, let's say you had a very good month in terms of reporting and you helped a lot of consumers, the sooner the better, because with data and statistics, the longer you wait the older that data becomes and similar to a lot of things now, data can change very quickly.

If you're trying to write a press release about some successes you had or had experienced, that should go out as soon as possible. I hope that answers your question.

Moderator

We do show there is a person who queued up for a question on the phone. If you have given the operator your name, then just go ahead and press star one so that we can open up your line. Thanks.

We'll go to Paschel Benefic. Paschel, your line is open.

Paschel

Hi, this is Paschel at the CEO office in [indiscernible] and I was wondering if you had any materials pertaining to outside FHA, like home refinance or some more information on conventional things like that just in case other people who come in don't qualify for FHA?

Ben

We do. Some of our materials, if you recall, in this presentation, talk about I think we had a brochure called Credit 101. So, we do talk about different aspects of home ownership. That one pertaining to credit, I know we have a brochure about mortgages and we do explain in that brochure that there are options, FHA being one of them. In our materials, we do offer other insights into home ownership, in addition to FHA.

Then, also tomorrow, as Kevin mentioned, we are hosting a Tools for Communication webinar at 12:00 p.m. Eastern, or noon Eastern. We have a lot more materials to share with HCAs so if you want to tune in tomorrow, 12:00 Eastern, I'll be going into greater detail on the materials and how you can use them and what they are.



Paschel Great. Thank you.

Moderator Thank you. [Operator instructions.] We do have a person queuing up on the phone. We will be getting their name; it will be just a moment.

Ben While that question's queuing. Let's go to one of the questions in the queue. A question that I see is, "Will the promotional materials that you showed be sent out or printed as a PDF so the H2s can print themselves in office?"

Kevin Yes, you can access the materials, the toolkit particularly, will be available online. It is a PDF, so I believe you can print it out in your office if you need to. In regards to the Tools for Communication, the brochures and whatnot, they will be a part of that PDF. However, I believe there is other ways to obtain those materials through a printing office. We should have more information for you on how to get those materials in the very near future. Long story short, yes the materials that you saw on the screen today will be available to you as an appendix with the toolkit that we're going to send to you in the HUD Exchange.

- Moderator Thank you. There's a question on the phone from Sonia Sanchez. Sonia, your line is open.
- Sonia Thank you. Yes, I wanted to know if the toolkit materials are available in any other languages.
- Kevin At this moment, I don't believe so, but that is something that we are looking into at the moment. I have to double check with the team to make sure which languages, but I believe that's something that we're looking into.
- Moderator Thank you. We have no additional questions on the phone.
- Ben We have a question also about the brochures and flyers, asking if they are allowed to add their company logo to any of them.
- Kevin That is an excellent question. Thank you very much for asking that. The answer is no, you cannot add any of your local agency's graphics or anything to HUD designed materials. Those materials are solely for the purpose of promoting HUD housing counseling and we can't allow agencies to customize those materials, such as the ones I presented today.

However, tomorrow, at our Tools for Communication webinar that's happening at 12 p.m. Eastern, we'll be going over customizable materials and what we've done is we've put together some flyers that you can put your organization's materials in and customize those. We did think about ways to promote your specific agency and how we can help you do that. So, if you tune in tomorrow for the Tools for Communication webinar we go into detail about those customized materials.

Ben

Another question that's in the queue is regarding this actual presentation and you should be able to download the presentation from the handout section of the webinar. It is a fairly large file size, I believe it was about 27 MB, so it might take a while to download. But if you go over to the handout section and right click where it says HUD Homeownership Month, it's a PDF, you can right click it and actually if you just click on it, it should open it up.

It's actually 32 MB, so it is a large file. Again, this presentation and everything will be uploaded onto the HUD Exchange website and it's about a week for you guys to review at your leisure then.

Are there any other questions coming in to the phone lines?

Moderator We have no questions on the phone.

Ben I believe we can wrap it up with this one question, “How do I get the National Homeowners’ press release template?”

Andrew The National Homeownership Month press release template will be in the toolkit that will be available on HUD Exchange. In the toolkit, we have—the example I showed today on the screen that was actually a screenshot of what’s in the toolkit. You’ll notice all that red area, that’s the area where you put your own personalized information in. What you can do, if you download the toolkit onto your computer, as a PDF, you can copy and paste the press release into a word document and then you can delete out all the red information and put your own information in.

Then, if you recall, the second press release I showed you, that was an example of what it should look like. So, if you are hesitant about, well is my press release—does it even look right, is it formatted correctly, we provided both those examples for you. One that you can customize and then two, one that shows you what it should look like at the end.

Ben

The last question that I'll go through in the queue today—because there have been several comments about it and I just want to be clear. The brochures that were shown today they are immediately available for download at [HUD.gov/housingcounseling](http://HUD.gov/housingcounseling). Those are the first of a suite of brochures that CMR is developing for us. These ones are specifically related to homeownership month and there will be more added later. In terms of having them printed and delivered to you, we're currently working on trying to figure out if it's available to us.

There is a HUD printing office that we were trying to get these documents uploaded to so you can request them from them there. That hasn't happened yet. As soon as we figure out if we're able to get those uploaded we'll make an announcement through Jerry Mayer's email list and you'll be able to request a certain amount of copies per an agency will be allowed, but they are available for you to take and print at your own office. I know that agencies don't like to have the expense of printing, but quite frankly, it's a major undertaking to send out pamphlets and brochures on a variety of topics to the 1,800 agencies that we have approved at this time.

Kevin, do you have anything to say before we wrap it up for the day?

Kevin                    No, I would love to thank everyone that joined us here today. I hope this was helpful. We're very excited to celebrate National Homeownership Month in as big of a way as we can.

Ben                      Thank you all for attending so much today and if you have any other questions please feel free to email us at [housing.counseling@HUD.gov](mailto:housing.counseling@HUD.gov) and go check out HUD Exchange. Get these toolkits. Thanks, everyone.

Moderator              Ladies and gentlemen, this concludes our teleconference for today. Thank you for your participation and for using AT&T Executive TeleConference. You may now disconnect. Presenters you may remain on the line.