



Questionnaire and Resource Guide

To Help NSP Grantees Assess and Improve Single-Family Homebuyer Programs

About this Tool

Description:

This tool is a guide to help NSP grantees and their partners assess progress toward achieving their single-family NSP homebuyer program goals. It is intended as a guide grantees can use to review their original homebuyer program goals and assess their progress. The guide focuses on cultivating homebuyers and marketing NSP properties.

How to Adapt this Document:

This document is intended to be used as a reference tool to help grantees identify obstacles and develop solutions to improve their performance in implementing their NSP single family Homebuyer Program. It contains dashboard data tables to help grantees compile data that summarizes their progress in meeting NSP goals. Grantees can copy and save the dashboard tables to update their accomplishments and regularly report to their stakeholders. The tool also provides numerous suggestions to help grantees with their NSP Homebuyer Program. Grantees are encouraged to adapt the suggestions to fit the resources within their individual communities and to meet the needs of their program.

Source of Document:

This document was developed by consultants affiliated with the consulting firm Capital Access, Inc., and practitioners and consultants implementing NSP 1 in Bridgeport, Connecticut.

Disclaimer:

This document is not an official HUD document and has not been reviewed by HUD counsel. It is provided for informational purposes only. Any binding agreement should be reviewed by attorneys for the parties to the agreement and must conform to state and local laws.

This resource is part of the NSP Toolkits. Additional toolkit resources may be found at www.hud.gov/nspta

GUIDED QUESTIONNAIRE TO ASSESS GRANTEE'S NSP HOMEBUYER PROGRAM STRATEGY

INTRODUCTION:

NSP grantees and sub-recipients are using NSP funds to create homeownership opportunities by buying foreclosed and abandoned properties and selling the rehabilitated properties to families who earn less than 120% of the Area Median Income. NSP recipients managing NSP Homebuyer Programs are working in tandem with developers to ensure there is a pipeline of ready buyers to immediately purchase properties renovated or constructed with NSP funds.

This questionnaire is designed to help NSP Homebuyer Program grantees:

- Create a data dashboard of their progress to date so they can analyze the effectiveness of their NSP Homebuyer Program.
- Identify the homebuyer cultivation and marketing components of an effective homebuyer program.
- Make adjustments to their NSP Homebuyer Programs so they can meet program goals.
- Obtain ideas to incorporate into their NSP Homebuyer Program to make it more effective and meet program goals.

The questionnaire is divided into two sections:

1. Section One: What have you achieved to date, and which activities have proven to be the most effective?

This section provides grantees with a data dashboard comprised of tables to help grantees compile information about the effectiveness of their NSP Homebuyer Program. Grantees can complete Dashboard Tables 1 and 2 to quantify and summarize their Homebuyer Program progress.

2. Section Two: What new activities can help generate more homebuyers?

This section provides grantees with resources and suggestions on ways to increase the number of homebuyers participating in their NSP Homebuyer Program. Recipients are encouraged to implement these ideas or modify these suggestions to fit the resources in their individual communities.

Section One: Determine Your Progress by Compiling Your Dashboard Data

Assess the effectiveness of your homebuyer program by reviewing your original goals and comparing those goals to your actual progress to date. Complete the tables below by entering the numbers of your progress to date.

Table 1: NSP Homebuyer Program Dashboard
Comparison of Original Goals to Actual Progress

Homebuyer Program status as of _____ (today's date)
Original Goal - Number of Homebuyers estimated to purchase NSP-developed properties:
Progress to Date: Total number of Homebuyers who have purchased an NSP-developed home:
Average length of time from the date property is listed to the date offer is received:

Table 2: NSP Homebuyer Program Dashboard

Review of Homebuyer Program Activities Homebuyer Program Activity	Total Number
Number of Homebuyers who have made offers on NSP properties but did not purchase a home:	
Reason prospective homebuyers who made offers but did not purchase properties:	
a) Other offer was accepted before their offer was made	
b) Offer was too low	
c) Family did not meet the NSP income criteria	
d) Insufficient credit/were not homebuyer ready	
e) Other (specify):	

Homebuyer referral sources: how did the homebuyer learn about your program?	Total Number
Developer- list names: 1. 2.	
Realtor –list names: 1. 2. 3.	
Government Agencies-list names: 1. 2.	
Marketing Resource (website, newspaper, other-please specify): 1. 2. 3.	
Counseling Agencies-list names 1. 2. 3.	

Homebuyer pipeline: How many prequalified, certified homebuyers are currently interested in purchasing an NSP home? List the source of your pipeline:	Total Number
Developer- list names: 1. 2. 3. 4.	
Realtor –list names: 1. 2. 3. 4.	
Government Agencies-list names 1. 2. 3.	

<p>Marketing Resource (website, newspaper, other-please specify)</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>	
<p>Counseling Agencies</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>	

Section Two: Areas to Address

After compiling your dashboard results, determine the areas with the greatest deviation between the original goal and the actual achievements to date. Use the suggestions below to try new approaches and revise your strategy.

Activities to Cultivate a Pipeline of NSP Homebuyers

If the results of your dashboard indicate that you need to cultivate more prospective homebuyers, consider implementing the following activities:

1. Create a brochure or newsletter describing your homebuyer program. The brochure should include:

- Renderings of after-rehabilitated NSP properties with narrative descriptions of each property.
- A table listing the NSP income limits by family sizes 1 through 8 family members and the NSP eligibility requirements.
- Dates and locations of English and Spanish-speaking homebuyer education classes.
- Locations and contact information of NSP-participating homebuyer counselors and home buyer education classes.
- Contact info on where to obtain more information on the NSP Homebuyer Program.

2. Identify high-performing realtors with experience selling properties in your NSP target neighborhoods, and introduce them to the NSP Homebuyer Program.

- Provide realtors with written information about your NSP Homebuyer Program.
- Conduct a tour and open house to show them your NSP properties.
- Provide regular updates on when additional NSP properties will be available.
- Create a collaborative working relationship with these realtors so they become additional stakeholders in the success of your program.

3. Conduct similar activities to those listed above to create collaborative relationships with:

<ul style="list-style-type: none">• First mortgage lenders	<ul style="list-style-type: none">• HR administrators in local hospitals, universities and colleges, and major employers
<ul style="list-style-type: none">• Local & regional CDFI lenders and counselors	
<ul style="list-style-type: none">• Local churches, schools, YMCAs, YWCAs	<ul style="list-style-type: none">• Social service providers who provide housing referral services

4. Provide NSP program brochures and newsletter to the neighbors who live in the neighborhood where the NSP properties are located.

Activities to Increase the Demand for NSP Properties

There are many kinds of marketing activities that can be performed to help you market your NSP properties.

1. Consider marketing NSP properties as soon as the rehabilitation on an NSP property has started.

- Establish a timeline with the developer of the completion of the rehabilitation and the target date for listing the property.
- Identify the amenities and selling features of the property and include the items in the property listing information.
- Place literature about your NSP Homebuyer Program in all the NSP properties listed by sale as soon as the properties are on the market.

2. Use social media to advertise available properties and create an awareness of your program:

- Create and maintain a “NSP Database” of interested individuals and organizations from the names obtained from conducting the outreach activities noted above.
- Use Constant Contact or other “email blast” software to notify our NSP database when new properties are available.
- Establish a special NSP Homebuyer website or NSP section on your existing website to post new listings and other NSP events. Post project updates,

photographs, renderings and other NSP progress to create on-going and frequent visitors to your site.

- Use other Social Media techniques to create anticipation about new listings and properties as they become available. Consider creating a LinkedIn group or Facebook page for your program to create excitement about the NSP home buying opportunities.
- Notify local and regional newspapers about your NSP progress, and emphasize the positive aspects of NSP. Reprint articles printed about your program, and email to your NSP database. Post articles on your website.

3. Create property factsheets for each NSP property.

- Highlight the “as new” qualities of the renovated properties as well as the amenities, accessibility to public transportation, adjacent schools, and energy efficiencies in the homes for sale.
- Include several photographs in the property factsheets to illustrate the best features of the home on the property factsheet.
- Distribute the property factsheet to your NSP database using Constant Contact or other email distribution software. Mail the property factsheets to counseling agencies, major employers, and other NSP stakeholders and collaborators.

4. Organize Your Materials and Document Your Program Activities.

- Compare your NSP progress to other NSP recipients and obtain information about NSP grantee’s performance by viewing “Snapshot Reports” posted on the [NSP Resource Exchange](#). This site provides grantees and community stakeholders with information on how the NSP grantee, field office, area, region and state are doing in meeting their commitments and expenditure goals.
- Document your outreach activities and maintain copies of the materials you produce. Date all materials, and note to whom and where items are distributed. This information is a valuable resource and is useful to document all the activities you have performed.

5. Assess, Evaluate, and Revise

- Use the data dashboard to help you monitor your NSP progress. Add other fields for data that you consider important to track. Update the dashboard routinely so you can analyze the impact of your activities.
- Note which activities produce the most results.
- Share the information with your NSP stakeholders and ask for feedback. Use the information you received to modify your activities so you can achieve your NSP goals.