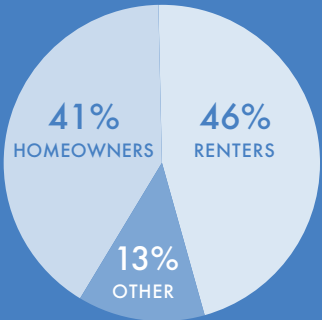


ENVISIONING HOME OWNERSHIP (EHO) PROJECT

Affordable and sustainable home ownership for tens of thousands of clients every year.

OUR RECENT STUDY FOUND THAT:

OF THE NFCC'S 570,242 FINANCIAL COUNSELING CLIENTS EVERY YEAR:



HOMEOWNERSHIP ASPIRATIONS



46% of current homeowners are interested in their next purchase and 65% of renters aspire to home ownership in 1-3 years.

INTEREST IN PRE-PURCHASE COUNSELING

25% of current homeowner clients
70% of aspirational renters
32% of renters currently without a homeownership plan
30% of other clients

Have interest in counseling to help them achieve their next home purchase.

ACHIEVING HOMEOWNERSHIP



60,000 existing clients per year can achieve homeownership.

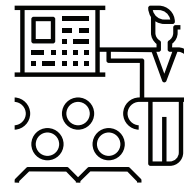
PRE-PURCHASE COUNSELING SERVICES



ESTABLISH GOALS
(financial, family, etc.)



ADDRESS CURRENT CHALLENGES
(student debt, small business debt, etc.)



PRE-PURCHASE EDUCATION

MORTGAGE-READY CONSUMER



This study builds on the exciting findings of the NFCC's *Sharpen Your Financial Focus* program evaluation, which showed that clients emerge from counseling in a stronger financial position and with newfound confidence. With the continued assistance of an NFCC member agency, these clients can attain affordable and sustainable homeownership.



Begin a brighter financial future today.



ENVISIONING HOME OWNERSHIP (EHO) PROJECT

Affordable and sustainable home ownership for tens of thousands of clients every year.

PURPOSE

The major purpose of this study was to determine how many of the 570,242 estimated NFCC clients who had successfully completed financial counseling aspire to homeownership and, if so, would they welcome the help of a pre-purchase coach.

GOALS

NFCC also sought to understand to what degree do different categories of financial counseling clients aspire to homeownership; the numbers of black/African American, Hispanic or rural clients in underserved categories of potential homeowners or homeowners; and the strengths, capacities, barriers and challenges facing different financial counseling categories interested in homeownership. From this data, NFCC hoped to obtain findings that could improve delivery of services related to homeownership to underserved populations.

BACKGROUND

The study took representative samplings from three financial counseling categories of clients: homeowners (and homebuyers in the process of purchasing) who comprise 41% of the base or 233,799 clients; renters who comprised 46% of the financial counseling base, or 262,311 clients; and the remainder of the financial counseling base, 13%, or 74,131 clients who neither rent nor own currently. Researchers initially sent email surveys to a sample of 27,302 financial counseling clients from the Sharpen your Financial Focus™ client database for an 8% return for a total sample of 2,281 completed surveys.

This survey's findings support the conclusion that NFCC certified financial and debt management counseling sessions are a significant pipeline of aspiring homeowners at scale, opening business case opportunities for housing pre-purchase coaching, information and planning through NFCC affiliated agencies.

Each of the channels of financial counseling clients contributed to the total pipeline of potential homeowners. Additionally, in a majority of cases, African Americans/black and Hispanic and rural constituencies showed responses statistically significantly higher than total responses in numerous categories.



Begin a brighter financial future today.

2000 M Street, NW, Suite 505
Washington, DC 20036
(800) 388-2227 | nfcc.org

Founded in 1951, the National Foundation for Credit Counseling® (NFCC®) is the nation's first and largest nonprofit dedicated to improving people's financial well-being. With a national network of member offices serving 50 states and Puerto Rico, our NFCC® Certified Credit Counselors are financial advocates, empowering millions of consumers to take charge of their finances through one-on-one financial reviews that address credit card debt, student loans, housing decisions and overall money management. Make one of the best financial decisions of your life. For expert guidance and advice, call **(800) 388-2227** or visit www.nfcc.org today.