

# Sharing Our Successes

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# Overview

- Greener Pastures – education, pilot projects, partnerships
- The Single-Family Treasury Game – Playing by their rules
- MBS Sales – making money work, keeping programs alive
- Homebuyer Education – Tried & True
- Finding the right Foreclosure partners – Collins Center

***“A goal without a plan is just a wish.”***

Antoine de Saint Exupery 1900-1944

# Greener Pastures

- Green Mortgage pilot program
- Developer Charrette
- Board Retreats
- Expert presentations
- Educating tomorrow's Buyers

*“Never take the advice of someone who has not had your kind of trouble”.*

Sidney J. Harris

# Single Family Treasury Game

- **The Rules**
  - Small Issuer
  - State Agency
- **The Market**
  - Available Properties
  - Willing buyers
  - Lack of Subsidy
- **The Product**
  - Standard/ Traditional loan
  - HFA Funds – down payment
  - Advertising and outreach
- **The Results**
  - New Loans
  - Use of HFA funds
  - Trustee's role
- **Reporting**
  - Requirements
  - Frequency

# MBS Sales

- 1990 MBS Sale
- 1991 MBS Sale
- 1999 MBS Sale
- 2000 MBS Sale
- Go Ahead Threshold
- Do-Nothing scenario

# Homebuyer Education

- Tried & True
  - Weekdays
  - Evenings
  - Student Investment
  - Partners
- Winning Formula
  - Predictable
  - Personal
  - Advocacy
  - Accessible

# The Right Foreclosure Partners

- **Collins Center aka Circuit Housing Assistance Mediation Program (CHAMP)**

- Miami-Dade Affordable Housing Foundation, Inc.
- Florida Back to Work program via South Florida Workforce

- **Elected Officials**

- community outreach
- advertising, promotion

## **Lenders**

- Role in community outreach

# Summary

- Mimic private industry: be market-driven
- Diversify products, services, partners
- Listen, Respond to customers, partners, the industry

***“Change your thoughts and you change your world.”***

*Norman Vincent Peale 1898-1993*