

# Building Success At The Local Level

*Thursday, July 14, 2005*



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Patricia J. Braynon, Director  
Housing Finance Authority

# Overview

- Finding the right partners
- Accessing subsidies
- Marketing strategies that work

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

Antoine de Saint Exupery 1900-1944

# Partnerships

- Lenders
- Developers
- Realtors
- Fannie Mae / Freddie Mac
- Buyers

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

Sidney J. Harris

# Accessing Subsidies

- **Buyers**
  - Down Payment/Closing Costs
  - GAP Financing
- **Lenders**
  - In-House programs/FHLB
- **HFA Products**
  - 80/20 programs
  - 40-year mortgage
- **Community Partners**
  - LISC
  - State Farm
  - Local, State, Federal programs
- **Developers**
  - In-Fill programs
  - Pre-development funding
  - Equity partnerships
  - Zoning Incentives
  - Leveraging Capital

# Seeking New Markets

- **Affordable vs.. Workforce**
  - 50-80% vs. 81-150% of AMI
  - Employer Assisted Housing (EAH)
- **Mainstreamed buyers**
  - Post Public Housing residents
  - Immigrants

*“Hope is necessary in every condition.”*

Samuel Johnson 1709-1874

# 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*