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# THE HFA INSTITUTE

## Expanding Housing Opportunity

Chickie Grayson

Enterprise Homes, Inc.



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**Enterprise Homes, Inc.**

## Mission

**Develop, preserve, and manage sustainable, affordable homes and foster thriving communities that serve as a source of hope and stability.**

***68 Communities; 6,889 Units Owned***



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**Enterprise Homes, Inc.**

## **QCT Advantages & Challenges**



**Metro Heights  
(Maryland)**



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## **Metro Heights/QCT - ADVANTAGES:**

- **Great Need**
- **Supportive, Organized Community**
- **Supportive Local Jurisdiction**
- **Easier Local Entitlement Process**
- **Relatively Inexpensive Land**
- **Local Funding Available**
- **Basis Boost**
- **Public Transportation Available/Walkability**
- **Impetus for Future Investment**
- **Creates Sense of Pride and Hope**



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## **Metro Heights/QCT - CHALLENGES:**

- **Schools with Lower Ratings**
- **Higher Crime**
- **Concentration of Poverty/Racially Segregated**
- **Food Desert**
- **Higher Construction Costs**
- **Site Conditions – e.g., Environmental**

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## Enterprise Homes, Inc. COO Advantages & Challenges



Red Run  
(Maryland)



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## **Red Run/COO - ADVANTAGES:**

- **High-Performing Schools**
- **Low Overall Crime**
- **More Employment Opportunities**
- **Lower Concentrations of Poverty**
- **Greater Racial & Economic Diversity**
- **Better Choices for Grocery Stores/Other Retail**



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## **Red Run/COO - CHALLENGES:**

- **Higher Costs: Land & Fees**
- **Significant Entitlement Issues**
- **Well-Organized & Well-Funded Opponents**
- **Fewer Transportation Options**
- **Availability of Local Funding**
- **Social Network**



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## What Works to Achieve Success in COO

- Long-Term Positive Relationship with Local Jurisdiction
- Spending Significant Time in/with Community
- The Right Team – Legal, Architect, etc./People Known in Community
- Political Support
- Entitlements in Place
- Financing in Place
- Patient Capital
- Preservation of an Existing Asset

