



**2013 Annual Awards Entry Form**  
(Complete one for each entry.)

**Entry Name** Empowering new homebuyers with free homebuyer education

Fill out the entry name *exactly* as you want it listed in the awards program.

**HFA** Minnesota Housing

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

**HFA** Minnesota Housing

**Entry Name** Empowering new homebuyers with free homebuyer education

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input checked="" type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO



## **Minnesota Celebrates Homeownership Month with Free Homebuyer Education Opportunities**

In celebration of Homeownership month in June, Minnesota Housing, the Minnesota Association of Realtors®, USDA Rural Development and the Minnesota Homeownership Center announced the availability of free homebuyer education. In Minnesota, homebuyer education is available online and in-person. Both courses include an in-depth understanding of the homebuying process, how to choose the right home, the importance of credit and good financial management, how a lender determines how much to lend, the importance of working with a real estate professional and the buyer's rights and responsibilities once they become an owner.

Minnesota Housing worked with the Homeownership Center to organize a press conference to announce the free workshops and coupons for the online Framework courses and developed a social media campaign to help drive traffic to the our websites for more information. Free in-person Home Stretch Workshops were available at participating locations throughout the state from June 22-29. Interested homebuyers were able to find a workshop near them by looking at a comprehensive list of homebuyer educators on the Minnesota Homeownership Center website at [www.hocmn.org](http://www.hocmn.org) or participate in a new online homebuyer education option called Framework ([www.frameworkhomeownership.org](http://www.frameworkhomeownership.org)). Framework is the most comprehensive online homebuyer education course available, and we provided free coupons for the first 100 people who sign up. Framework was designed by industry leaders in online education and has been thoroughly tested by first-time homebuyers. The program meets the National Industry Standards and all the requirements of the HUD Housing Counseling program.

Since Framework is a new tool, this event provided the opportunity to showcase it to a broader audience that may not have been aware of this online education option. Working with the Homeownership Center, we reached out to lenders and real estate professionals who are experienced with our programs and understand the importance of homebuyer education and provided additional coupons beyond the 100 announced at the press conference. Minnesota currently has the largest homeownership gap between white households and households of color, so we also identified real estate professionals who work with emerging market communities and provided additional coupons for them to share with prospective buyers from communities of color.

These efforts help empowering new homebuyers and underscore our belief that quality homebuyer education is the foundation of successful homeownership and is key to stabilizing Minnesota's neighborhoods. A recent study conducted by Neil Mayer & Associates and the credit bureau Experian found that homeowners that receive pre-purchase education and counseling services are 30% less likely to become seriously delinquent on their mortgage in the first two years after closing.

As part of the press conference announcing the free homebuyer education, Commissioner Tingerthal emphasized that "The best way to prevent future foreclosures is to arm homebuyers with the information necessary to make the right choices about the homebuying process by taking an in-person workshop like Home Stretch or online through Framework," said Minnesota Housing Commissioner Mary Tingerthal. State Director of USDA Rural Development Colleen Landkamer added, "Access to quality, non-biased information about the home buying process, including information about the pitfalls and expenses involved, is key to successful long-term homeownership."

Listed below are some of the elements of this initiative designed to celebrate homeownership month and increase awareness and participation in homebuyer education:



## Visual Aids

### 1) Coupon for free online homebuyer education

These coupons can be printed for distribution or you may share the unique coupon code with your customers.



### 2) Video: Watch this short video or visit Framework to get started. Framework is FREE for a limited number of users during June! Learn more here.

See more at: <http://www.hocmn.org/buyingahome/framework/#sthash.62K6p4zY.dpuf>

### 3) Social Media posts:

**Prepared buyers are successful homeowners... You can do it!**



If you're thinking about buying your first home, now is the time to take advantage of the proven Homebuyer education opportunities offered by the Minnesota Homeownership Center and the Homeownership Advisors Network. Convenient, personalized opportunities are available **FREE\*** during June to help you become a successful homeowner.

**ONLINE: FRAMEWORK™**

Framework™, the most comprehensive online education course available to first-time homebuyers, is **FREE** to the first 100 customers to sign-up using the coupon code: **MNPROMO13**. Framework explains the entire

homebuying process in a fun and interactive way that is available online at your convenience. To register for Framework, or learn more, visit: [www.FrameworkHomeOwnership.org](http://www.FrameworkHomeOwnership.org)

Minnesota Housing  
Empowering new homebuyers with free homebuyer education



Happy Homeownership month! We're celebrating with the announcement of free homebuyer education opportunities with our partners at USDA Rural Development, MN Association of Realtors and the MN Homeownership Center at the Neighborhood Development Alliance.



Free Home Stretch workshops this weekend... and free Framework registrations! LAST CHANCE TO CELEBRATE WITH US!