

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

Bringing It Home: The MMP TriplePlay Initiative

Background

As the result of the 2012 settlement with the five largest mortgage lenders, compensation funds were provided to Maryland jurisdictions for the purpose of assisting Maryland residents. One of the hardest hit areas was Prince George's County, which had the highest foreclosure rate in the state, and funds were allocated to them accordingly. As time passed, it became evident that the funds were not being utilized in a timely and effective manner.

The Maryland Department of Housing and Community Development (MD DHCD) reached out to Prince George's County with a proposal to create a loan product that would utilize the settlement funds to build homeownership specifically in the areas of greatest concern. A Memorandum of Understanding was signed and the Maryland Mortgage Program TriplePlay Initiative in Prince George's County was born. The allocated funds were specific to the TriplePlay product and were tracked separately.

Description

Modeled on the state's flagship homeownership product, Maryland Mortgage Program (MMP) loans offered through a statewide network of lenders, the TriplePlay had a 30-year fixed rate FHA, conventional, VA, or USDA loan. It had three special components:

- 1) The usual \$5,000 in down payment assistance (DPA) in a zero percent deferred loan was doubled to \$10,000 for any homebuyer purchasing in Prince George's County. For those purchasing in one of 14 select zip codes identified as being hardest hit by the foreclosure crisis (see map), there was an additional \$10,000 grant.
- 2) Reduced rate of 0.25% below the regular MMP rate.
- 3) MD DHCD waived the \$450 HFA fee for the Maryland HomeCredit (mortgage credit certificates). Lenders could still charge their fee, but this brought the cost of a HomeCredit down to \$350 or less.

Launch & Promotion

On November 20, 2014, MD DHCD launched the MMP TriplePlay in two forums. It was announced by the Director of Housing for Prince George's County at the realtor association's annual legislative breakfast. This helped get the message to the realtors who are often the first line of contact for homebuyers, as well as to the area legislators. Later that day, at a media event held in a local restaurant, the Maryland Attorney General and the Prince George's County Executive joined MD DHCD to talk about the new initiative.

The initial launch was followed up with training events for lenders and realtors. Requests for program information and training poured in, and the Business Development Team came through with 32 appearances in the metropolitan area, plus two guest spots on local radio shows.

MD DHCD’s campaign to reach as many area homebuyers as possible included multiple components ranging from grassroots outreach to strategic promotional materials and social media. The Office of Community Outreach already had a strong presence in Prince George’s County due to their history of foreclosure prevention; they shared information at events and distributed fliers in a walking campaign through neighborhoods. The MD DHCD website had a section specifically showcasing the MMP TriplePlay, and there were several blog posts, Facebook entries, and twitter feeds. The online information kit featured a special front page for the duration of the program.

The allocated funds were fully committed by March 4, 2015, less than four months after the launch.

Effective Employment of Partnerships

One of the most impressive aspects of the MMP TriplePlay was the successful utilization of partnerships.

- ⇒ First, of course, was the coordination with Prince George’s County to develop the product, sign the contract, and transfer the funds for MD DHCD administration. The County continued to support MD DHCD and share information through their website and media announcements.
- ⇒ The Prince George’s County Association of Realtors shared fliers and program information with their approximately 2900 members and 1600 affiliate members. We joined together to offer a continuing education credit class and networking lunch for 228 attendees. The MMP Business Development Team led an additional 13 training sessions for area realtors between launch and closure of the program.
- ⇒ Legislators who attended the media event followed up with requests for events at local churches. This also triggered the development of additional collateral in Spanish, including a bilingual PowerPoint presentation, reflecting the significant Hispanic population in the area.
- ⇒ Lenders who were already approved to offer the program flocked to the webinar training to learn about the new opportunity. 274 lenders took the February webinar training compared to 97 the year before. Four new lenders were approved in time to offer the MMP TriplePlay, and we still receive applications from lenders who say they heard of it through the TriplePlay promotion.

Outcomes

The partnering of the jurisdictional funds with the tried-and-true Maryland Mortgage Program loans and promotion was an absolute success. The MMP TriplePlay leveraged \$6 million in jurisdictional funding to produce nearly \$100 million in loans. It was an enormous boost that increased our overall business and solidified our presence in Prince George’s County and surrounding jurisdictions. We added 861 new people to our Constant Contact list!

As noted, the funds allocated for the program were committed in less than four months—far sooner than most people were expecting. When projecting the usage, we took into consideration that many people would not want to purchase in the high foreclosure areas, but we found that \$20,000 in down payment and closing cost assistance was a powerful incentive to purchase in the troubled areas! Because such a high proportion of the borrowers—more than half—were inspired to buy where Prince George’s County had hoped they would, the \$6 million in jurisdictional funding for the down payment assistance only resulted

in 372 loans totaling almost \$80 million. In response to the howls of disappointment from homebuyers, lenders, and realtors, MD DHCD created a second product known as the Prince George’s County DoublePlay. Although this product could not offer the greater down payment assistance, we continued to allow the reduced interest rate and waiver of our fee for the Maryland HomeCredit. The DoublePlay ran until a total of more than \$100 million in loans were reserved, which are projected to help over 450 families to attain their dream of homeownership. As a measurable comparison, we did 282 loans in Prince George’s County for the entire FY 2014. The Prince George’s County TriplePlay ran November through March—traditionally the slowest time of the year for home buying.

“Today we are helping more families secure more homes in a Maryland county that was among the most devastated by unscrupulous mortgage lenders,” said Attorney General Douglas F. Gansler. “With each mortgage-related settlement, our goal has always been to get as much relief and assistance to as many struggling Maryland families as possible. I congratulate Prince George’s County and DHCD for using this money to help more potential homeowners and stabilize the communities that need it the most.”

Replicability and Need

Most jurisdictions are not going to have \$6 million in settlement funds sitting around waiting for the next partnership opportunity, but the structure of the program is designed to accommodate any amount of funding. MD DHCD is already in discussion with another jurisdiction and we expect to offer a similar product later this year. Following the MMP TriplePlay model, the funds provided by the jurisdiction can be tracked separately by program code, so that all funds go into leveraging loans for the jurisdiction.

As MD DHCD’s down payment assistance funds are funded through the state budget, there is a finite amount of DPA available to assist homebuyers. Building on our huge success with the MMP TriplePlay and going from strength to strength from the resulting increase in awareness and partners, MD DHCD has been experiencing record-breaking loan reservation levels. This will, of course, push up the need for DPA. Partnering with the jurisdictions to offer programs specific to their area that utilize their own funds for DPA will allow us to continue assisting homebuyers beyond the anticipated and budgeted levels. That’s what we consider success!



TAKE ADVANTAGE OF **UP TO \$20,000**
DOWN PAYMENT ASSISTANCE AND MORE



MMP *TriplePlay* in Prince George's County

Available through the Maryland Mortgage Program, MMP TriplePlay gives eligible homebuyers in Prince George's County incredible financial incentives that put homeownership within reach. MMP TriplePlay gives you more buying power and makes it easier for your family to make the move:

- | | | | | |
|---|---|---|---|---|
|  | + |  | + |  |
| 1 UP TO \$20,000 DOWN PAYMENT ASSISTANCE* | | 2 0.25% DISCOUNT ON INTEREST RATE | | 3 MARYLAND HOMECREDIT |
| Available to eligible MMP borrowers purchasing in Prince George's County | | Interest Rate reduction applies to standard Maryland Mortgage Program loans | | Available to all program borrowers with no DHCD fees (LENDER FEES STILL APPLY) |



For more details visit:
[mmp.maryland.gov/
TriplePlay](http://mmp.maryland.gov/TriplePlay)



*All eligible homebuyers will qualify for \$10,000 in standard Down Payment Assistance (deferred, 0% interest loan). Additional \$10,000 Down Payment Assistance Grant is available to eligible MMP borrowers purchasing in one of 14 zip codes. [20743, 20746, 20706, 20745, 20747, 20772, 20774, 20748, 20744, 20737, 20784, 20785, 20710, 20722]. MMP TriplePlay cannot be combined with other Maryland Mortgage Program special promotions or programs. Borrowers who take advantage of enhanced Down Payment Assistance cannot receive Partner Match funds from DHCD.



ATTACHMENT: MMP TRIPLEPLAY FLYER, FRONT

Maryland Department of Housing and Community Development
“Bringing It Home: The MMP TriplePlay Initiative”
 Homeownership; Empowering New Buyers

FACT SHEET:

MMP TRIPLEPLAY IN PRINCE GEORGE’S COUNTY

PURPOSE	To help Maryland homebuyers purchase a home in Prince George’s County by offering a lower-than-market interest rate.
DATE	The program starts on 11/20/2014
LOCATION	Prince George’s County, Maryland
DOWN PAYMENT & CLOSING COST ASSISTANCE	<ul style="list-style-type: none"> • \$10,000* DPA from the Maryland Mortgage Program (MMP) in the form of a zero percent deferred loan, and • An additional \$10,000* grant DPA available to eligible MMP borrowers purchasing in one of the 14 selected zip codes: (20743- Capitol Heights, 20746- Suitland, 20706- Lanham, 20745- Oxon Hill, 20747- District Heights, 20772 and 20774- Upper Marlboro, 20748- Temple Hills, 20744- Fort Washington, 20737- Riverdale, 20784- Landover/Hyattsville, 20785- Landover Hills/Hyattsville, 20710- Bladensburg, and 20722- Brentwood). The grant funds are immediately forgivable upon loan closing. <p>The MMP Prince George’s County Initiative down payment and closing cost assistance cannot be combined with funds from MMP Partner Match programs. However, any MMP loan under the Prince George’s County Initiative can receive any available assistance from employers, builders, developers, local jurisdictions etc.</p>
INTEREST RATE	The interest rate is 25 bps (0.25%) below each of the regular MMP interest rates for conventional and government insured loans. The interest rate reduction cannot be used in conjunction with Maryland Homefront Program (borrowers can benefit from either a 0.25% interest rate reduction for a Maryland Homefront loan OR a 0.25% interest rate reduction for a Prince George’s County MMP loan).
MARYLAND HOMECREDIT	<p>Can be used in conjunction with MMP Prince George’s County Initiative. As an additional incentive, CDA will waive the fee for the mortgage credit certificate (MCC) associated with a MMP Prince George’s County mortgage loan. Lenders may continue to charge their MCC fee:</p> <p>Lender MCC fees (lenders can establish their own fees within these guidelines)</p> <ul style="list-style-type: none"> • MCC Only: up to \$700 per MCC • MCC with an MMP loan: up to \$350 per MCC <p>(please refer to Directive 2014-19 for maximum fees).</p> <p>For details about eligibility for the Maryland HomeCredit, visit: mmp.maryland.gov/MDHomeCredit</p>
ELIGIBLE MD HOMEFRONT BORROWERS	<p>The program is open to eligible MMP homebuyers purchasing in Prince George’s County. Eligible borrowers must qualify for an MMP loan, i.e. credit score, income limitations, etc. All borrowers must take approved homebuyer education and utilize an approved lender. For more information on general MMP requirements, go online to: mmp.maryland.gov/Lenders/Pages/Fact-Sheets.aspx</p> <p>or browse the MMP website at: mmp.maryland.gov</p>
FIRST-TIME HOMEBUYER REQUIREMENT	<p>While MMP loans generally are limited to First-Time homebuyers, the requirement is waived if:</p> <ul style="list-style-type: none"> • Borrower is purchasing in a targeted area and sold their current home prior to closing on the new property; (for more information on targeted areas: mmp.maryland.gov/Pages/Targeted-Areas.aspx) • It has been more than three years since borrower has owned a principal residence; or • Borrower is an honorably discharged veteran who has not previously used the first-time homebuyer exemption. This is in accordance with the Heroes Earnings Assistance and Relief Tax Act of 2008, as amended. A DD-214 form must be submitted to document veteran status, and a Veteran First Time Homebuyer Exemption form (Attachment V) must be completed.



ATTACHMENT: MMP TRIPLEPLAY FLYER, BACK

APRENDE COMO TOMAR VENTAJA **DE HASTA \$20,000**
EN AYUDA PARA EL PAGO INICIAL Y MUCHO MÁS



Taller de MMP *TriplePlay*

MMP TriplePlay les da increíbles incentivos financieros a compradores de viviendas en el condado de Prince George, permitiendo así hacer una realidad la compra de su casa. MMP TriplePlay le da más poder de compra y ayuda a su familia que logren mudarse.

Sábado, Febrero 28th @ 2pm - 4pm

Iglesia Casa de Misericordia • 5600 Taylor Road • Riverdale, MD 20737

Oradores:

- Miembro del Consejo del Condado Deni Taveras
- Miembro del Consejo del Condado Dannielle Glaros

Invitado:

- Senador Estatal Paul Pinsky
- Delegado Estatal Tawanna P. Gaines
- Delegado Estatal Anne Healey
- Delegado Estatal Alonzo T. Washington

Servicios:

- Preguntas generales y sección de respuestas
- Consejeros de vivienda en Español
- Agente de bienes raíces disponibles



Larry Hogan, *Gobernador*
Boyd K. Rutherford, *Vicegobernador*



Maryland Department of Housing
and Community Development
Kenneth C. Holt, *Secretario Interino*

MMP TriplePlay Initiative in Prince George's County

TAKE ADVANTAGE OF UP TO \$20,000
DOWN PAYMENT ASSISTANCE AND MORE



DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
MARYLAND

ATTACHMENT: MMP TRIPLEPLAY FLYER


DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
MARYLAND MORTGAGE PROGRAM
Invest in home. Invest in you.

Information Packet

New in Prince George's County -
MMP TRIPLEPLAY, UP TO \$20,000
DOWN PAYMENT ASSISTANCE AND MORE
DETAILS INSIDE

DHCD
Maryland Department of Housing
and Community Development

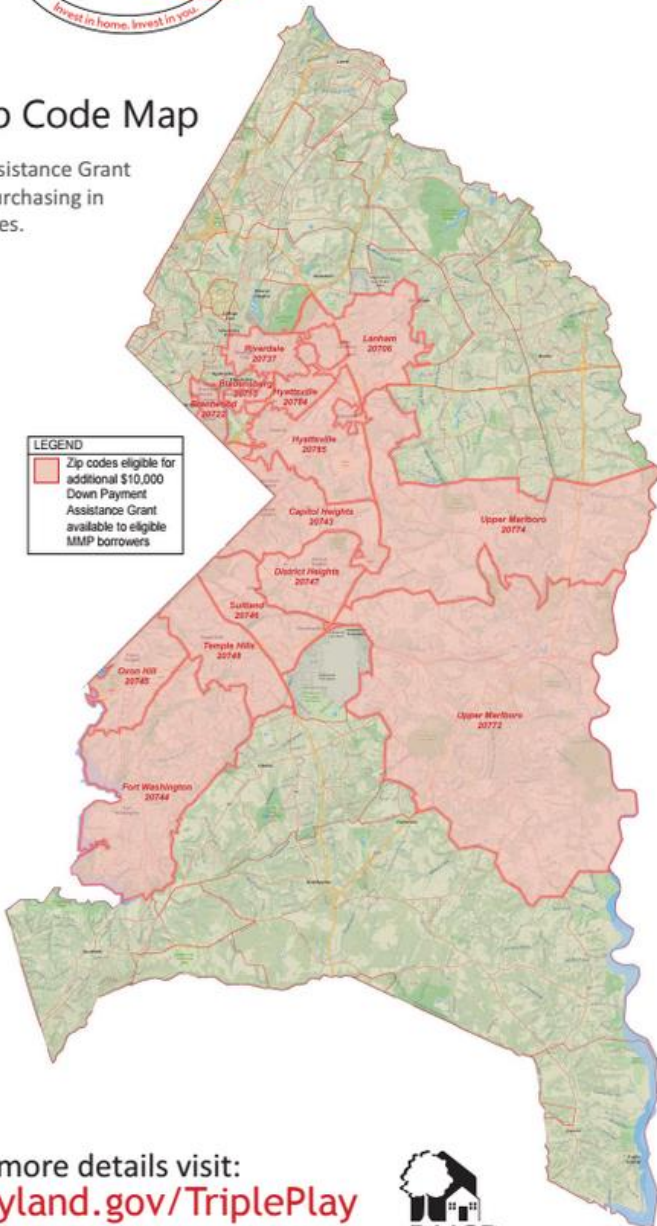
ATTACHMENT: INFORMATION PACKET



MMP *TriplePlay* Zip Code Map


An additional \$10,000 Down Payment Assistance Grant is available to eligible MMP borrowers purchasing in one of 14 Prince George's County zip codes.

- 20743** - Capitol Heights
- 20746** - Suitland
- 20706** - Lanham
- 20745** - Oxon Hill
- 20747** - District Heights
- 20772, 20774** - Upper Marlboro
- 20748** - Temple Hills
- 20744** - Fort Washington
- 20737** - Riverdale
- 20784** - Landover/Hyattsville
- 20785** - Landover Hills/Hyattsville
- 20710** - Bladensburg
- 20722** - Brentwood




LEGEND
Zip codes eligible for additional \$10,000 Down Payment Assistance Grant available to eligible MMP borrowers

For more details visit:
mmp.maryland.gov/TriplePlay



Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor



DHCD
Maryland Department of Housing and Community Development
Channing E. Cooney, Acting Executive Director



FOR IMMEDIATE RELEASE
NOVEMBER 20, 2014

Martin O'Malley
GOVERNOR
Anthony G. Brown
LT. GOVERNOR
Clarence J. Snuggs
ACTING SECRETARY

CONTACT: Erlene Wilson, 410-514-7704
Wiley Hall, 410-514-7752
Andy DeVilbiss, 410-514-7710

\$100 Million Mortgage Initiative for Homebuyers in Prince George's County

Homebuyers in County Eligible for Significant Rate Reduction, Up to \$20,000 in Downpayment Assistance

Hyattsville, MD – Acting Secretary Clarence Snuggs, Prince George's County Executive Rushern Baker III and Attorney General Douglas F. Gansler today announced the launch of the *Maryland Mortgage Program TriplePlay Initiative in Prince George's County* for potential homebuyers.

This new \$100 million mortgage initiative is designed to help stabilize county neighborhoods by promoting homeownership.

Here's why the initiative is called *TriplePlay*: First, families looking to buy a home in Prince George's County through the Maryland Mortgage Program may be eligible for up to \$20,000 of downpayment and closing cost assistance. Second, they are eligible for a reduced Maryland Mortgage Program interest rate. Third, the state is waiving its fee to receive the Maryland HomeCredit, which allows homebuyers to claim a federal income tax credit of up to \$2,000 for as long as the Maryland Mortgage Program loan is outstanding.

"With its very low interest rates and significant downpayment assistance, the Maryland Mortgage Program is a good deal for homebuyers, a good deal for our state economy and now with the new *TriplePlay Initiative*, a very good deal for Prince George's County," said Acting DHCD Secretary Clarence Snuggs.

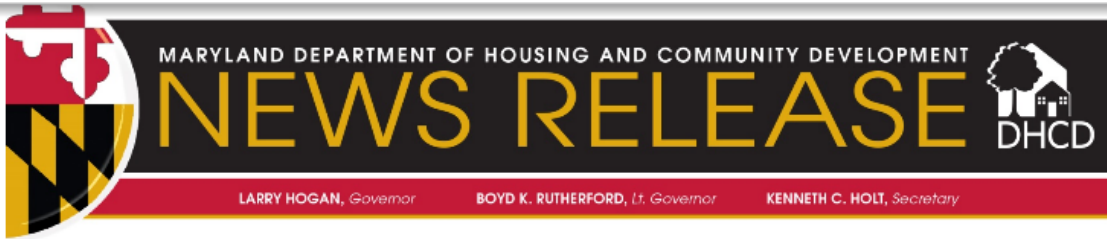
The \$100 million *MMP TriplePlay Initiative in Prince George's County* will help an estimated 500 families own the home of their dreams in the county. It is the result of a unique partnership between the Maryland Department of Housing and Community Development, Prince George's County and the Office of the Attorney General. Working together, the partners recognized homeownership as the most effective use of a portion of the \$10 million that was set aside for Prince George's County as part of the landmark Mortgage Servicing Settlement between the nation's attorneys general and the five largest lenders.

"Today we are helping more families secure more homes in a Maryland county that was among the most devastated by unscrupulous mortgage lenders," said Attorney General Douglas F. Gansler. "With each mortgage-related settlement, our goal has always been to get as much relief and assistance to as many struggling Maryland families as possible. I congratulate Prince George's County and DHCD for using this money to help more potential homeowners and stabilize the communities that need it the most."



OFFICE OF THE SECRETARY
100 Community Place
Crownsville, MD 21032
PHONE 410-514-7700
TOLL FREE 1-800-756-0119
FAX 410-514-7994
TTY/RELAY 711 or 1-800-735-2258
WEB www.mdhousing.org

ATTACHMENT: PRESS RELEASE, NOV. 20, 2014



FOR IMMEDIATE RELEASE
MARCH 4, 2015

CONTACT: Erlene Wilson, 410 514-7704
Wiley Hall, 410 514-7752
Andy DeVilbiss, 410-514-7710

Groundbreaking Mortgage Initiative for Homebuyers in Prince George's County Fully Utilized in less than Four Months

Homebuyers in County Still Eligible for Significant Rate Reduction and Up to \$2,000 Federal Tax Credit

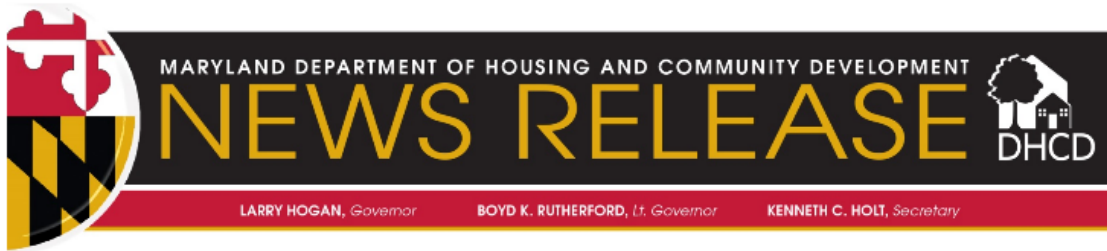
Crownsville, MD – DHCD announced today that the funds set aside to provide down payment assistance under the *Maryland Mortgage Program Triple Play Initiative in Prince George's County* have been utilized.

MMP TriplePlay has been one of the most popular initiatives in the long history of providing mortgages under the Maryland Mortgage Program. State and county officials announced that because of the unprecedented demand, a modified version of the groundbreaking initiative will continue, building upon the nearly 400 homebuyers already served.

"The success of the *MMP TriplePlay Initiative* illustrates the economic impact of a well-designed homeownership program that meets the needs of today's homebuyer," said DHCD Secretary-designate Kenneth C. Holt.

"The homebuyer market is more diverse than in the past and increasingly consists of members of the Millennium Generation" Secretary Holt continued. "The Hogan-Rutherford administration is committed to pursuing innovative programs such as *MMP TriplePlay* that help those families earn a piece of the American dream."

The initiative was the result of a unique partnership between the Maryland Department of Housing and Community Development, Prince George's County and the Office of the Attorney General. Working together, the partners recognized homeownership as the most effective use of a portion of the \$10 million that was set aside for Prince George's County as part of the landmark Mortgage Servicing Settlement between the nation's attorneys general and the five largest lenders. The support of the Prince George's County Association of Realtors played an important role in the success of the effort, Holt said.



Through the *MMP TriplePlay Initiative*, families looking to buy a home in Prince George’s County through the Maryland Mortgage Program were eligible for \$10,000 in downpayment and closing cost assistance in a no-interest deferred loan with an additional \$10,000 grant if they purchase their home in targeted areas in the county; 0.25 percent reduction in the Maryland Mortgage Program’s already low interest rate and a waiver of the state’s fee on the Maryland HomeCredit, which allows homebuyers to claim a federal income tax credit of up to \$2,000 for as long as the loan is outstanding.

MMP TriplePlay was launched in November and “sold out” in less than four months.

Under the extended version of the program, which officials have dubbed the *DoublePlay Initiative*, eligible homebuyers may still receive the 0.25 percent rate reduction from the Maryland Mortgage Program already low interest rates and the fee waiver. In addition, all Maryland Mortgage Program borrowers may be eligible for \$5000 in down payment assistance in the form of a no-interest deferred loan.

The Maryland Mortgage Program has been the state’s flagship mortgage purchase program for more than 30 years. Program loans are administered by a network of more than 60 private lending institutions across the state, including about 30 lenders in Prince George’s County. Additional benefits of the program include pre-purchase home buyer education.

For more information on Maryland Mortgage Program offers, visit MMP.MARYLAND.GOV.

Maryland Department of Housing and Community Development
“Bringing It Home: The MMP TriplePlay Initiative”
Homeownership; Empowering New Buyers



ATTACHMENT: Acting Secretary Clarence Snuggs Announces the MMP TriplePlay Initiative, Nov. 20, 2014

Maryland Department of Housing and Community Development
"Bringing It Home: The MMP TriplePlay Initiative"
Homeownership; Empowering New Buyers



ATTACHMENT: Maryland Attorney General Douglas Gansler at Announcement for the MMP TriplePlay Initiative, Nov. 20, 2014

Maryland Department of Housing and Community Development
"Bringing It Home: The MMP TriplePlay Initiative"
Homeownership; Empowering New Buyers



ATTACHMENT: MD DHCD's Bill Milko Before a Packed House at a MMP TriplePlay Initiative Realtor Training Workshop, Feb. 4, 2015