



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Beyond the Transaction - Building Relationships with Lending Partners

Category: Special Achievement

Subcategory: N/A

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.
NHHFA's Homeownership Fellowship transforms lending partners from transactional associates to brand ambassadors.

HFA: New Hampshire Housing Finance Authority

HFA Staff Contact: Jane Law or George Reagan

Phone: 603-310-9255 or 603-310-9253

Email: jlaw@nhhfa.org or greagan@nhhfa.org

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

- My HFA is mailing a check to NCSHA.
- My HFA is emailing the credit card authorization form to awards@ncsha.org.

Beyond the Transaction – Building Relationships with Lending Partners

What do you do when you become aware that some of your longest and most loyal lenders – the ones that see the value of your organization beyond its loan programs – are seeing retirement on the horizon? You honor their work while you create a relationship development strategy for the next generation of lenders that will help forge deeper and stronger connections based on value, not just the transaction. This was the genesis of the Homeownership Fellowship.

What is it?

Since 2014 the Homeownership Fellowship has offered mortgage professionals a nine month interactive and educational opportunity to explore the issues and challenges of the mortgage finance system. Each year, up to 10 individuals are selected through a competitive application process to participate in the program.

The Fellowship originated as a way to offer professional development and a deeper understanding of the mortgage system and the many, varied influences on it. At the heart of the Fellowship, though, is a focus on value. In designing the program the goal was to create an experience where the participants emerged having gained an understanding and knowledge of New Hampshire Housing's broader mission and its important role in ensuring New Hampshire residents have safe and affordable places to live. In other words, the Fellowship connects participants with who we are and what we do in a manner that is well beyond the mortgage transaction the participants typically experience with us.

The program also focuses on adding value for the participants as well. By designing sessions such as our annual visit to Washington, DC, the program helps to deliver an experience that increases participants' knowledge of the broader issues within the mortgage industry and exposes them to decision makers who appreciate and trust their input. The focus on value means we are not measuring success of this program based on loan volume increases we may derive from the participants in the future (although that occurs). We are measuring it on their sense of being a more educated lender, feeling a closer involvement with their industry at a local, state and national level, and building connections and a sense of camaraderie among other participants that are essentially their competitors.

In essence, the Homeownership Fellowship has become a leadership development program for our participants. They, in turn, have become brand ambassadors for New Hampshire Housing and advocates for affordable housing efforts.

Producing well rounded citizens of the mortgage industry

The Fellowship produces mortgage professionals that are actively involved in state and national policy discussions. The highpoint of the Fellowship Program is a visit to Washington, D.C. where participants meet with members of New Hampshire's Congressional Delegation and representatives from Fannie Mae, the Federal Housing Administration, Rural Development, and others. Participants have the opportunity to hold candid conversations with Senators and top agency officials who have the power to effect policy. Fellows share their ideas, challenges, frustrations, and vision with people who can create

real change for the mortgage industry. As can be seen in the participant testimonials (attached), the conversations with policy makers has brought about concrete change in national programs.

Aside from creating grassroots inroads for loan originators and homeownership advisors, the sessions help legislators and agencies strengthen their base of support to move key issues forward. HUD, MBA, RD, and other agencies demonstrate for the Fellows how they are actively working towards positive housing change. In an earlier Fellowship “class” year, then Senator Kelly Ayotte (NH) discussed her affordable housing initiative with the Fellows and requested a formal letter of concerns and needs—connecting real grassroots issues with policy change in Washington.

The program also empowers mortgage professionals to drive policy change at the state level. Participants met with lobbyists representing the Mortgage Bankers & Brokers Association of NH and the President of the NH Bankers Association. The class learned about the unique contours of New Hampshire’s political body (400 State Representatives), and how key bills move through the legislature. Throughout their legislative day, they learned how to conduct themselves with State House decorum, connect with lawmakers and associations, participate in committee meetings, and make an impact at different stages of the legislative process.

Graduation and recognition of participants

A graduation ceremony is held at the conclusion of the Fellowship year, recognizing the achievement of each class member and thanking them for their dedication to the industry and willingness to become a champion for homebuyers. The graduation ceremony is a catered event held on-site at New Hampshire Housing. Fellows are encouraged to bring guests and family to celebrate in recognition as they are awarded diplomas. A Fellow in the most recent 2017-18 class year brought the president of her bank to the graduation, clearly demonstrating the commitment of the institution to the program.

The Cost

The Homeownership Fellowship requires no more than 10 hours of up-front staff time to lay out the program curriculum and plan the sessions, presenters, and locations and can be assigned to a single staff member with adequate support from management. Sessions are aligned with strategic educational goals and spaced evenly throughout a nine-month period. Using the model established in the initiative’s first year, the project lead is able to secure logistics and participants with minimal conceptual planning, and make regular maintenance adjustments throughout the year. Scheduling sessions with in-house staff experts, state legislators, partner organizations, and national associations come at no speaker cost and build goodwill in the community. The program is designed to be experiential. While some sessions are held at NHHFA, most take place in locations that support the program for that day.

The only real cost outlay to the agency is for the Fellowship’s trip to Washington, DC to visit with New Hampshire’s Senators as well as select federal officials. The expense for that three-day trip has been well worth it as NHHFA has already seen the impact of introducing the Fellows to these policy makers. The small amount budgeted for the program (\$30,000) brings NHHFA benefits that far outweigh the cost as it introduces Fellows to our larger mission while providing them a broader view of the mortgage system. After the successful inaugural 2014-15 year, the Fellowship program was approved to continue each year on the merits of its simplicity, cost effectiveness, and educational outcomes.

Don't forget the borrower impact!

The Fellowship serves as a catalyst for passionate professionals to become leaders in the field. It allows mortgage professionals to serve homebuyers “beyond the transaction” at personal, professional, and political levels. In addition to the “big picture” knowledge gained by the Fellowship, by the end of the program year, participants understand the affordable housing resources available to meet the unique needs of their clients, and have the ability to make an impact on state and national policy issues. With the homebuyer’s experience at the heart of all NHHFA’s Homeownership programs, educational sessions show mortgage professionals how they can tailor financial offerings to their clients and improve their quality of life. The Fellowship encourages participants to view advocacy as an extension of service to their clients, as reducing policy barriers benefits their immediate clientele and the broader industry.

Outcomes/Conclusions

The program has been more successful than we could have imagined. While quantitative results are not our primary goal, several have been achieved:

- Several loan originators participating in the Fellowship have gone on to rank as “Top 10” lenders for us in terms of loan volume.
- While the Fellowship is not a “quid pro quo” arrangement that obligates loan originators to refer loans to NHHFA, we do typically see an increase in loan volume from our graduates.

The qualitative outcomes are harder to measure, but are far more important in the long term.

- After our inaugural year, agencies from Washington, DC began reaching out to NHHFA in anticipation of our visit to them each September—a good sign for the positive impact the Fellowship has had.
- The reputation of the program was so positive that there was demand for us to open the Fellowship to some more non-traditional partners. For three years we have opened a slot for a housing counselor from the non-profit network around the state. The most recent class also included a bank branch manager and the program’s first Realtor participant.
- Some graduates have since participated on NHHFA’s Lender Advisory, which provides us with insight into the state’s origination market to help us achieve strategic mortgage program goals.
- One anecdote from this year’s class graduation included the story of how one participant solicited the advice from another classmate about a mortgage loan applicant, even though they were direct competitors. That indicates a level of respect and trust, and evidence that the program is creating a network of professionals who put their borrower interests ahead of their bottom line.
- Finally, participants from our first four Fellowship classes are already asking us to hold a “reunion” for all classes at the completion of our fifth year of the program. We plan on accommodating their request!

The Homeownership Fellowship program has become a resounding success for New Hampshire Housing. We have certainly achieved our goal of forging deeper, stronger connections with a new generation of mortgage professionals. We could never have anticipated the broader benefits – both to our agency and the participating Fellows.

Attachment 1

Homeownership Fellowship Class of 2019

About the New Hampshire Housing Homeownership Fellowship

The New Hampshire Housing Homeownership Fellowship offers mortgage professionals an interactive and educational opportunity to explore the issues and challenges of the mortgage finance system. Each year, up to 10 individuals are selected through a competitive application process to participate in this unique program.

The Fellowship originated as a way to offer professional development and a deeper understanding of the mortgage system and the many, varied influences on it. New Hampshire Housing's Homeownership Division is committed to helping homebuyers achieve successful homeownership, just as our state's mortgage professionals are.

The Homeownership Fellowship lasts nine months, and offers opportunities for mortgage professionals to interact with New Hampshire Housing staff, national and state housing officials, public officials, and seasoned mortgage lenders, among others. A highlight of the Fellowship is a visit to Washington, D.C. where participants engage with members of our Congressional delegation, representatives from Fannie Mae, the Federal Housing Administration (FHA), and USDA Rural Development (RD).

Through experiential learning and discussion, graduates of the program gain an expanded awareness of the mortgage industry, the needs and challenges of homebuyers, and a broader understanding of how to promote successful homeownership to individuals and families in New Hampshire.

Fellowship Details

Who Should Apply?

This Fellowship is for people who are committed to home financing as a profession and to providing services to low- and moderate-income borrowers. We are seeking individuals with an interest in learning more about the needs and challenges of homebuyers, the mortgage industry and New Hampshire Housing's role in promoting affordable housing opportunities for Granite State families and individuals. While the focus of Fellowship participants is on lenders, we will consider non-lenders who can provide a unique perspective to the homeownership process.

Fellowship Sessions

There are six half-day sessions throughout the year. Sessions are designed to provide unique and interactive experiences to expand the participants' knowledge about their role in housing finance. The sessions will include learning about New Hampshire Housing programs, meeting with successful mortgage professionals, spending time at the New Hampshire Legislature, and visiting with other top state and national officials. A highlight of the program is a three-day trip to Washington, DC, to see first-hand how our nation's mortgage finance system works.

Application Procedure

To apply, complete the attached application along with your resume and a letter of reference from your employer. Each year's class is limited to 10 participants, and the application process is competitive. **Applications must be received at New Hampshire Housing by July 14, 2017.**

Selection Process

All applications are reviewed by the New Hampshire Housing Homeownership Fellowship selection committee. Applicants will be notified of the committee's decision by August 1, 2017. Since the class size is limited, interested individuals who have not been selected the first time are encouraged to apply again.

Attendance and Fellowship Agreement

The success of the program depends on attendance by the Fellows. As a condition of acceptance, Fellows are asked to clear their calendars to allow for attendance at each session. A Fellowship Agreement outlines the program and the Fellow's responsibilities.

Class of 2019 Timeline

The Fellowship Program runs from September 2017 through June 2018.

- Applications due: July 14, 2017
- Interviews/Review: July 2017
- Notification: August 1, 2017
- Acceptance of Fellowship: August 9, 2017

DATE	TIME	LOCATION	PROGRAM
Sept. 7, 2017	11 AM – 2 PM	New Hampshire Housing	Welcome Luncheon & Overview of NHHFA
Sept. 12-14, 2017	3 days	Washington, DC	Housing & Politics: A National Perspective
Oct. 20, 2017	10 AM – 3 PM	Railroad Square, Keene	Housing & Economic Development
Nov. 8, 2017	8 AM-12:30 PM	Radisson, Manchester	New Hampshire Housing: Housing and Economy Conference
Jan. 10, 2018	10 AM – 3 PM	New Hampshire Housing	NHHFA: More than Just Homeownership
May 1, 2018	11 AM – 3 PM	State House, Concord	NH Government & Politics
June 7, 2018	Noon – 2 PM	New Hampshire Housing	Fellows Class of 2018 Graduation Luncheon

Questions & Contact

Brenda Mahoney at bmahoney@nhhfa.org or (603) 310-9245.

About New Hampshire Housing

New Hampshire Housing Finance Authority promotes, finances and supports affordable housing opportunities and related services for the people of New Hampshire so they can live where they work and play. New Hampshire Housing has helped more than 44,000 families purchase homes, supported the financing of more than 14,500 multi-family housing units, and provided tens of thousands of low-income households with assistance in paying their rent. New Hampshire Housing receives no operating funds from state government. nhhfa.org | GoNHHFA.com

Attachment 2

Fellows Testimonials

Class of 2018

“In one word, Amazing! I found particular value in meeting with the Senators and their staff. At those meetings, I felt the most like we were being heard when we expressed concerns. I also noticed during these meetings, that we were mentioning things that they didn’t seem to be aware of and it was interesting to watch them gain an understanding of issues that borrowers deal with.” – Tracy

“I was really taken aback by the positive reception we received everywhere we visited, specifically the desire most seemed to have to hear feedback from the front lines.” – Zach

“I think the RD people were the most upfront, honest, and open people that we met with the whole time there...hearing what they have in the works, and being able to comment on some of the items they are working on was a great experience and I think it is valuable for them as well.” – Ben

“To be a member of this contingency is truly an honor. I look forward to the balance of the program and the value it brings to my career, my clients and our community.” – Matt

Select Quotes from previous years:

*“As far as the fellowship program.....What a great idea! Bringing a group of professional mortgage industry workers together with similar interests and goals to educate them on the many different ways we can help the people in our community achieve the ultimate goal of homeownership.”
– Jeremy, Class of 2017*

“At the start of this program, my short sighted view lead me to believe that this was going to be a program that was going to get in the way of my business. Now after the first session and the trip to DC, this trip has been the starting point for an added direction to my career.” – Justin, Class of 2016

“It was very gratifying to voice our concerns to the people that can affect change. In fact, within a couple of weeks of our visit we received an email from RD that addressed some of the concerns and questions that we had for them. As a result of our conversation with them the folks in Washington are working with our local RD underwriters to address some inconsistencies in the underwriting guidelines.” – Carrie, Inaugural Class of 2015

“After just the first two sessions, I had already gained so much knowledge. I was completely unaware of the reach and impact that NHHFA has in our state. Outside of my everyday world of loan origination, and how I personally interact with the Authority...there is so much more going on - “beyond the transaction.” – Jennifer, Inaugural Class of 2015

Attachment 3

Fellowship Class of 2018 in Photos

Orientation

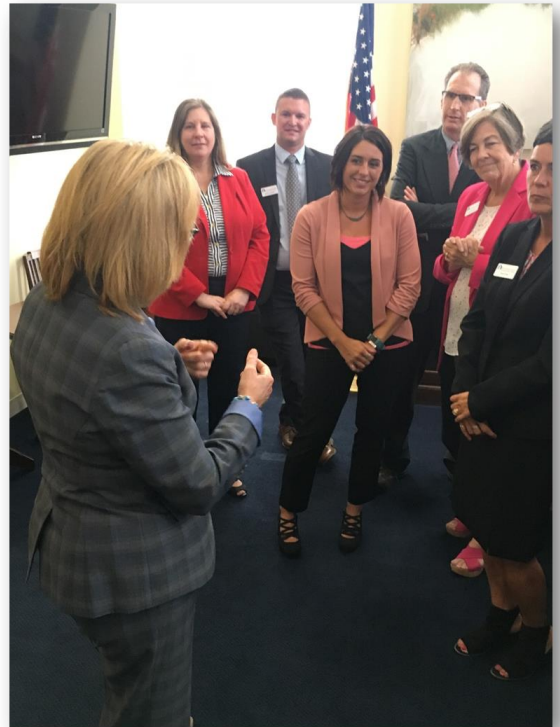


Washington DC Trip



New Hampshire Housing Fellows meet with Senator Shaheen for a conversation with the Senator and her staff.

Senator Hassan talks with NHHFA Fellows



NHHFA Fellows get a private tour of the Capitol including a ride on the Capitol Subway system that connects the House and Senate office buildings to the Capitol building



The trip to DC included visits to many agencies including Fannie Mae, Ginnie Maw, Rural Development, Mortgage Bankers Association



The Fellows even had a chance meeting with NH film maker, Ken Burns, who was in DC promoting his documentary about Vietnam

Housing & Economic Development (Keene, NH)



Meeting hosted by housing non-profit, Southwestern Community Services in Keene, NH where Fellows learned about the link between an balanced and adequate supply of affordable housing and economic development in the state.



New Hampshire Housing: More than just homeownership programs (Bedford, NH)



Fellows spent a day at NHHFA's office to learn about the breadth of the agency's programs through staff presentations.



NH Government & Politics (Concord, NH)



Activities included in the day at the state's capital were meetings with legislators, a tour of the capitol, and Governor and Council chambers.



Graduation

The 2018 Class of Homeownership Fellows



On graduation day (June 7, 2018) the Fellows returned to NHHFA for a catered lunch to celebrate their achievement. Fellows could bring guests to the event where they were presented with a class photo and certificate.