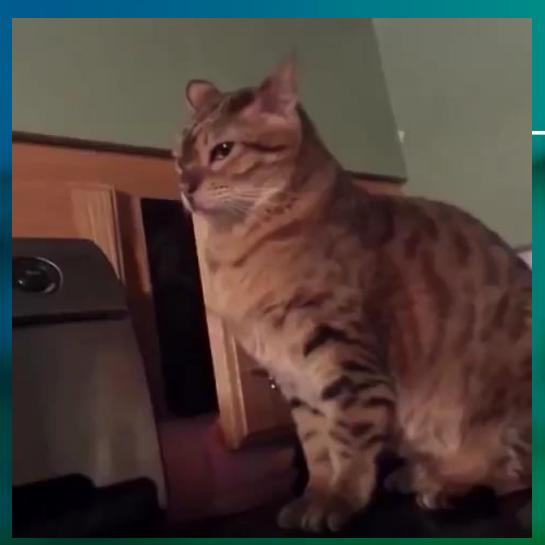


Best Practices

2019 and Beyond



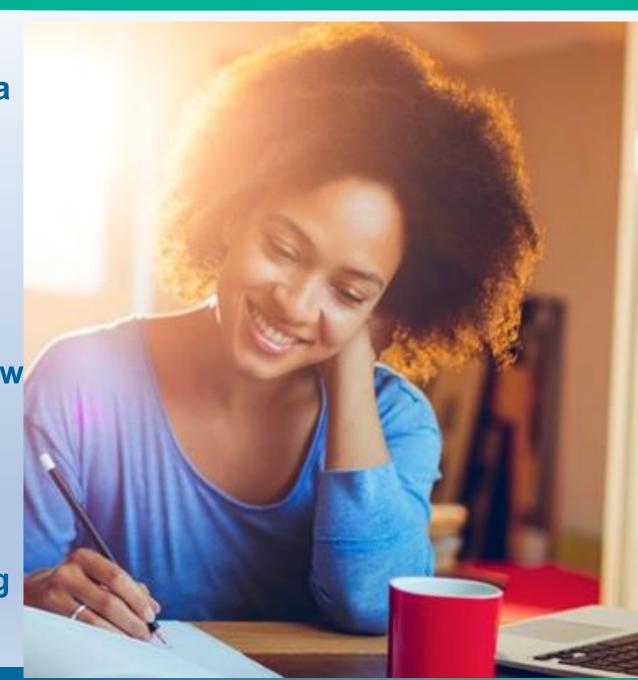
Don't be Afraid of the CFPB





Best Practices for Homeownership Success

- 1. Important to have a "Best Practice" approach to our business
- 2. Homebuyer education
- 3. On boarding of new loans
- 4. On line and high touch servicing
- 5. Quality counseling







Life-of-Loan Counseling is a Best Practice

- HUD certified counselors provide consistency within the home-buying process
- Borrowers know there is counseling help available
- •Borrowers are more likely to reach out to a counselor if there are any signs of trouble post-purchase
- Empowers new buyers

The Competition

Aggressive Tactics by some Locals

- As we have seen some local non profits are offering DPA
- Suddenly in lending business
- Need loan fee and terms transparency
- The payback is how much?
- Sustainable loans
- Differentiate HFA program from others
- Track performance and report back to FHA



Innovation

Welcome packets.

Borrower Connection (online communications)

Mobile friendly



So you need not be afraid of the CFPB



- Using best practices promotes sustainable homeownership
- Makes successful homeowners out of first time homebuyers and lower income borrowers.
- Transparency
- Quality counseling is a must.
- Communication

