

Creating Strategic Partnerships with a PHFA Housing Counseling Agency

From the Developer's Perspective



Amelia Casciani
Senior Vice President of Real Estate Development
PathStone Corporation
7 Prince Street, Rochester, NY 14607
585.340.3313

PathStone

Connecting You to Opportunities

What Motivates a Developer

- Creates affordable homeownership opportunities to families that may otherwise not qualify;
- Creates affordable homeownership opportunities to families in locations with high performing schools and /or close to employment opportunities;
- Creates home buying choices for First Time Homebuyers; and
- Provide a product that offers a home warranty (protecting the buyer from unanticipated repair costs while still adjusting to new homeownership).



What a Developer Can Offer

- Developers understand the financing requirements;
- Developers understand market needs and trends;
- Developers understand the details that go into construction;
- Developers are used to create a solid development team that will respond to the needs of the buyers; and
- Developers can figure out how to best market our product.



What Homeownership Counseling Offers

- Prepares home buyers financially for homeownership;
- Empowering buyers to know what is important and what to look for in selecting their first home;
- Educating buyers on the importance of continued maintenance; when to call the builder with warranty issues and when to call a repairman; and
- Provides the necessary tools for buyers to maximize success in Homeownership.



What are the Benefits of Working Together

- Buyers are qualified and financially ready for homeownership;
- Buyers have real expectations on what they can and cannot afford and what they can and cannot expect from their first home;
- Buyers understand Builder and Buyer responsibilities as it relates to warranties and day to day maintenance; and
- Buyers have the knowledge of what is expected for everyday expenses and the tools on developing savings for larger long term capital expenses.



Proof of the Long-term Benefits of Housing Counseling

- Pre-purchase counseling may help individuals determine if they are ready for homeownership and connect them with safer, more affordable mortgage products, in addition other incentives such as down payment and closing cost assistance;
- Pre-purchase mortgage counseling may deter borrowers from choosing high-risk loans and appears to be associated with factors related to sustainable homeownership;
- Other factors in sustainable homeownership are financial literacy and coaching and post purchase education;



Long-term Benefits continued

- Financial education is related to both financial literacy and financial behavior;
- Financial coaching provides a framework for meeting financial goals and is associated with behavioral outcomes;
- Goal setting combined with external monitoring by a financial coach may help first-time homebuyers avoid mortgage default; and
- Early post purchase interventions at the time of purchasing are linked to improved outcomes and homeownership sustainability.

