

# Freddie Mac Staying Home

July 23, 2020

**ALL FOR HOME**

 Freddie Mac  
Single-Family

# Speaker Introduction



Email: [Marlana\\_Scott@Freddiemac.com](mailto:Marlana_Scott@Freddiemac.com)

**Marlana Scott**

Affordable Lending Business Development Manager

Marlana engages with real estate professionals across the country to provide education on affordable housing solutions for low to moderate, very low income and first time homebuyers as well as the tools and resources available to help grow their business.

# The Affordable Ecosystem

**It takes many hands to make home possible.**

Partnership and collaboration across the affordable ecosystem are critical to drive both business opportunities and making the dream of home a reality for families.



# Speaker Introduction



Sam Noel  
Affordable Lending Manager  
Freddie Mac



Tara Pavlik  
Managing Director of Homeownership  
Illinois Housing Development Authority  
Website: [www.ihdamortgage.com](http://www.ihdamortgage.com)

# The 411 on Housing Finance Agencies (HFAs)- Illinois Housing Development Authority

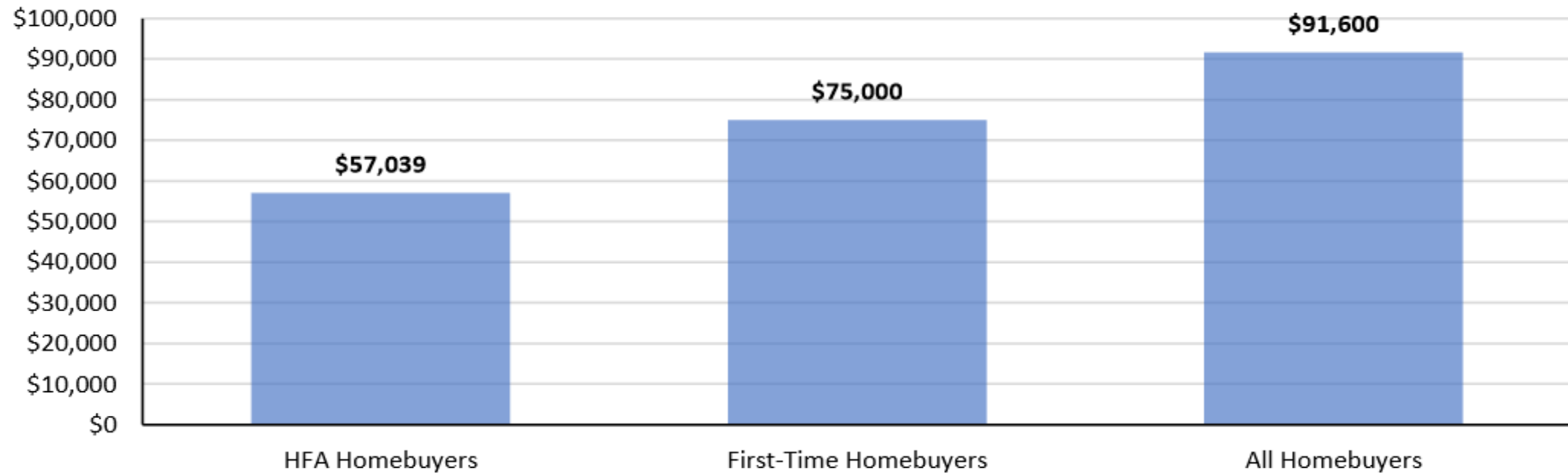


# HFA Value Proposition

- Easier to work with than ever before!
- Competitive market rates
- Down payment assistance
- In most cases production/ processing are within market turn times

# HFAs Reach Underserved Borrowers and Markets

Median Income of Single-Family Borrowers in 2018

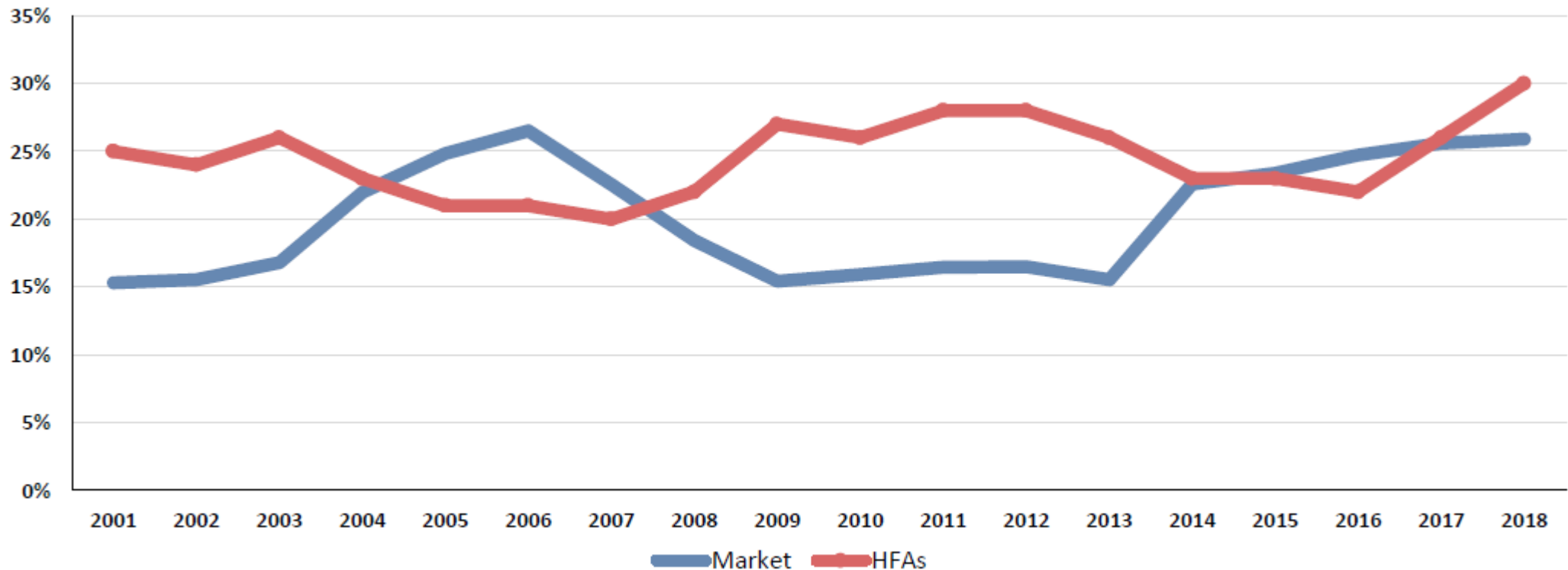


# HFAs Often Lead in Serving Borrowers of Color

## Percentage of Mortgage Loans to Borrowers of Color

HFAs are drivers of homeownership for borrowers of color, as reflected in the minority borrower share of HFA homeownership financing in states such as:

- AZ – 53%
- CA – 68%
- GA – 65%
- NJ – 47%
- TX – 77%





# Did You Know?

## State HFAs Facts

- Number of single family loans financed: 156,612
- Average mortgage amount: \$171,084
- Average purchase price: \$229,463
- Percent of HFA borrowers who received down payment assistance: 77%
- Average down payment assistance amount: \$6,930
- Percent of HFA loans made to borrowers earning  $\leq$  100% AMI: 73%
- Percent of HFA loans made to minority borrowers: 30%
- Percent of HFA loans made to female heads of household: 34%

# Speaker Introduction



Sandra Heindinger  
Affordable Lending Manager  
Freddie Mac



Margaret Wooten  
Vice President  
Chicago Urban League  
Website: <https://chiul.org/>



Deborah Moore  
Director  
NHS Chicago  
Website: <https://www.nhschicago.org/>

# Supporting Your Business with Freddie Mac Resources



# #HelpStartsHere Interactive Guide for Homeowners Facing COVID-19 Hardships

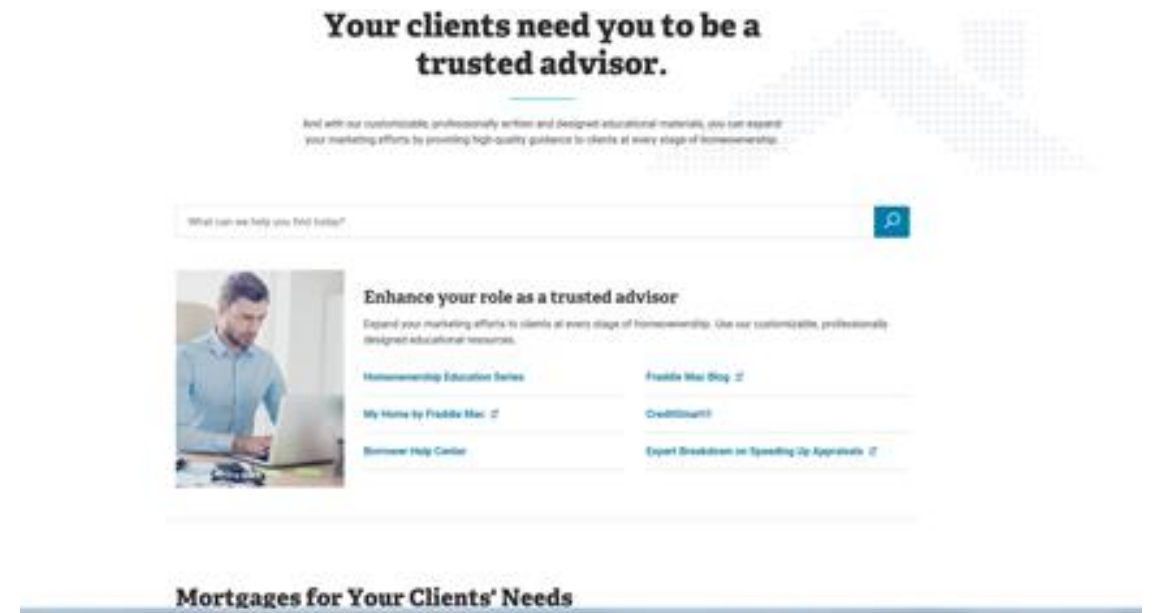
[#HelpStartsHere](#) is a Freddie Mac initiative to broadly provide homeowners and borrowers with guidance and resources to overcome challenges due to COVID-19.

- [Link to the interactive digital guide for homeowners - Sustaining Homeownership in A Crisis: An Interactive Guide for Homeowners](#)

The screenshot displays the Freddie Mac Single-Family logo at the top left. The main heading is "SUSTAINING HOMEOWNERSHIP IN A CRISIS: An Interactive Guide for Homeowners". Below this, a blue bar contains the text "LEARN ABOUT YOUR OPTIONS:". Three circular icons with plus signs represent "Options to Explore", "Mortgage Relief", and "Relief Eligibility". A blue button labeled "UNDERSTAND" is positioned above the text "FORBEARANCE: WHAT IS IT?". Below this, a text box explains: "If you're facing a short-term financial hardship and need temporary assistance with your mortgage, your servicer may offer you a forbearance." To the right, a section titled "WHAT SHOULD YOU DO?" features three icons with plus signs: "Prepare Documents", "Identify Your Servicer", and "Work with Your Servicer". A blue button labeled "EXPLORE" is located below these icons. At the bottom right, the text "OPTIONS AND ALTERNATIVES" is followed by the note: "If you have experienced job loss, reduced income, illness or other issues". The background includes a stylized house and a tree on a green hill.

# Real Estate Professional Resource Center

- Online resource center to help Real Estate Professionals grow business with first-time homebuyers, low- to moderate-income buyers and within growing diverse communities
- Learn industry trends, inform on key topics that drive business and empower clients
- Subscribe for news, events, thought leadership and resources



**Visit:** [SF.FreddieMac.com/working-with-us/real-estate-professionals/overview](https://SF.FreddieMac.com/working-with-us/real-estate-professionals/overview)