

# THE HOMEOWNERSHIP CONTINUUM

## Get Ready. Be Ready!

### Three “Zones of Opportunity” for closing the homeownership gap

Helping communities of color and people with lower and moderate incomes access the asset-building opportunities of homeownership may require several important steps: financial wellness coaching and homebuyer education long before the point of purchase, distinct lending and down payment programs, and support for sustaining homeownership.

#### ZONE 1

##### On-ramps to ownership

- 50 options across multiple locations
- Credit building programs
- Financial Wellness, HomeStretch, or other education

#### ZONE 2

##### Achieving ownership

- 70 options and programs statewide
- Down payment assistance and specialized mortgages
- Led by lenders, nonprofits and local governments

#### ZONE 3

##### Sustaining ownership

- 45 rehab loan programs statewide
- Most low- to no- interest
- Demand frequently exceeds availability

### Maximizing impact requires fitting together the Access Puzzle

Achieving homeownership takes dedication and work. Aspiring homeowners may spend months or years preparing. Successful homeownership takes bringing together all pieces of the homeownership Access Puzzle. Interviews with professionals unearthed four interlocking pieces.

#### Availability Access.

In some cases, demand for programs like down payment assistance and rehab loans exceeds what is actually available. Land trust and alternative ownership models can make mortgages more affordable, but supply is limited.

#### Geographic Access.

Programs are available in many locations, but not always where buyers want to live.

#### Advisors' Access

Homeownership can be a multi-year goal. Coaching and advising need to be stable for the duration.

#### Market Access.

Using distinct lending and down payment programs may impact buyers' ability to compete in a tight market.



Homeownership  
Opportunity Alliance

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