

## Homeowner Preservation Forum: Overview

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Through most of 2008 , the Hope Now Alliance has held events across the country. NeighborWorks America has served as our key co-sponsor for most events, Hope Now Mortgage Servicers, the GSEs, local non profit counselors, and other industry partners have all contributed to the events' success.



Event site with typical signage

## About the Event

The Homeownership Preservation Forums facilitate homeowners:

- FACE TO FACE with their mortgage servicer
- Or FACE TO FACE with a local foreclosure counselor
- NO COST to homeowner
- Occasionally free parking
- Large markets across country
- No homeowner turned away

## Pre Event

HOPE NOW Early community outreach: Six to eight weeks before scheduled event

- HOPE NOW reaches out into the community
- Ties with local partners, (*state and local government officials, HUD approved non profit counseling agencies and key mortgage market stake holders*)
- Rely on local expertise to help drive the advertising and strategic local outreach efforts.
- Weekly strategic phone calls, (*identify resources*)

HOPE NOW marketing campaign: Approximately two weeks before event

- Aggressive letter campaign, *2 weeks before event Sample A & B*
- Phone call follow up, *following letters*
- Contact all State and Federal level, *approximately 2 weeks before event*
- Ongoing- all members of alliance encouraged to participate (*27 lenders*)
- Radio ads, *week before and day of event*

### **At the Event**

The Homeownership Preservation Forums typically last six or more hours.



Signage for waiting area



Registration Desk

### Homeowner Experience:

- Homeowners registered at a front desk
- Seated in waiting area in numerical order
- Wait time depends on the amount of homeowners at the event
- Homeowners wait adjacent to the counseling area
- Escorted by a volunteer to see their servicer
- Face to Face counseling/loan workout session
- The length of the counseling sessions is flexible depending on the homeowner's situation
- All homeowners asked to bring all necessary financial documents

### Information Tables surround the waiting area:

Past representatives have included: Fannie Mae, Freddie Mac, HUD, State housing programs, Mortgage market participants, MI companies



Typical waiting area



Typical table arrangement

## What We Need From You

HOPE NOW Homeownership Preservation Forum is a nimble organization that relies on community partners to create successful events. We need you to advertise, post to web pages and encourage participation. We will bring the event, we need the local entities to provide the excitement and local expertise necessary to reach homeowners, who may shy away from large public events. No one knows your community better than you!

**SAMPLE A To the Homeowner, *approximately 2 weeks before event***

(HOPE NOW Logo)

Customer Name  
Bill Address  
Bill City, State Zip

Dear Customer Name:

(Name of state) has always been a great place to experience the American dream of homeownership. We are aware that this dream is being threatened by the devastating impact of mortgage foreclosures. In order to work with borrowers who may be going through difficult financial times, the **HOPE NOW Alliance** will be partnering with **NeighborWorks® America and the XXX Task Force** to bring lenders to your community for an opportunity to meet face-to-face to discuss mortgage workout options.

I would like to personally invite you to attend our **FREE Homeownership Preservation Event** offered in City , State on **Thursday, October XX, 2008**. This event will be open to the public from **2:00 p.m.** until **8:00 p.m.** The location is as follows:

**Civic Center**  
**5750 West Civic Center Drive**  
**City, State 1111**  
*(Free Parking)*

At this event, you will have the opportunity to meet with your lender face-to-face to discuss workout options to avoid foreclosure; as well as gain valuable information and assistance on homeownership preservation. In order to better serve you at your appointment, please bring all relevant income and expense information.

HOPE NOW's mission is to maximize the preservation of homeownership while minimizing foreclosures. Our goal is to keep people in their homes and when that is not possible, prevent foreclosures. To accomplish this, our Alliance includes over 25 servicers that account for more than 80% of serviced loans, key industry associations, government sponsored enterprises, insurers, and counseling agencies that have significant capacity to serve borrowers through telephonic and face-to-face counseling. Other key supporters include the Department of Housing and Urban Development and Department of the Treasury.

I look forward to seeing you at this upcoming free event to take advantage of this opportunity to receive loan counseling, and meet face-to-face with your lender to discuss options to help protect your most valuable asset – your home.

Sincerely, (Hope now executive director name and signature)

SAMPLE B For general distribution, *approximately 2 weeks before event*

(HOPE NOW Logo)

(NeighborWorks Logo)

# **HOPE CAN HELP!!!**

## **Get Help to Save Your Home**

**Attend the HOPE NOW Homeownership Preservation Forum  
It's FREE**

**March 5, 2008**

**Anaheim Convention Center  
800 West Katella Avenue  
Anaheim, CA 92802**

All workshops will be open to the public from **2:00 p.m.** until **8:00 p.m.**

and will include the following:

- Opportunity to meet one-on-one with your lender about workout options to avoid foreclosure**
- Information and assistance on homeownership preservation**
- Educational Seminars on issues of homeownership and foreclosure prevention**

*HOPE NOW is a partnership between lenders and non-profit housing counselors. Our mission is simple: we reach out to and attempt to assist homeowners who may be having difficulty paying their mortgages.*

*NeighborWorks® America creates opportunities for people to live in affordable homes, improve their lives and strengthen their communities.*

**For more information about the HOPE NOW Alliance visit [www.hopenow.com](http://www.hopenow.com)  
For more information about NeighborWorks® America visit [www.nw.org](http://www.nw.org)**

**SAMPLE C to Federal and State Representatives, *approximately 2 weeks before event***

(HOPE NOW LOGO)

DATE, 2008

Dear Representative XXX,

We are writing to request your support and participation for the upcoming HOPE NOW Homeownership Preservation Forum planned for your local market. We are aware of the devastating impact delinquencies and foreclosures are having on challenged homeowners and local neighborhoods. The HOPE NOW Alliance is attempting to address these issues in your community and across the nation.

HOPE NOW's mission is to maximize the preservation of homeownership while minimizing foreclosures. We are working to assist borrowers who have the willingness and wherewithal to remain in their homes, but need some help to do it. Our goal is to keep people in their homes and when that is not possible, prevent foreclosures. To accomplish this, the Alliance includes over 25 servicers that account for more than 80% of serviced loans, key industry associations, government sponsored enterprises, insurers, and counseling agencies that have significant capacity to serve borrowers through telephone and face-to-face counseling. The Department of Housing and Urban Development and the Department of the Treasury are supporting the efforts of HOPE NOW.

As you know, the U.S. Conference of Mayors has endorsed the HOPE Hotline, (888) 995-HOPE, and the marketing of the hotline through Ad Council ads in local markets across the country.

In addition to the HOPE hotline and other HOPE NOW Alliance strategies, our series of Homeownership Preservation Forums are an essential method to reach more homeowners who may need assistance. These events will allow local borrowers to meet with their servicers face-to-face while attending seminars on homeownership preservation. Participating servicers are directly mailing borrowers prior to the event encouraging their attendance.

To ensure the success of these local forums, we request your support by:

- conducting a local press event or issuing a press release prior to the event to encourage challenged borrowers to attend the HOPE NOW Homeownership Preservation Forum or contact (888) 995-HOPE,
- printing and distributing fliers to local organizations, churches, and borrowers in need,
- help in providing information on local initiatives,
- and providing a liaison to coordinate city participation.

Attached is information on the HOPE NOW Alliance, the HOPE hotline, the agenda for the upcoming forum, and a flyer to encourage borrower attendance. Please review at your earliest convenience and we plan to contact your office to discuss in the very near future. If you would like to discuss participation prior, please don't hesitate in contacting Larry Gilmore at (202) 589-2444 or via email at [larry@fsround.org](mailto:larry@fsround.org).

Sincerely,

Faith Schwartz  
Executive Director  
HOPE NOW Alliance

## Overview Data on Homeownership Preservation Forum

HOPE NOW Alliance  
2008 Homeownership Preservation Workshops

<b>Date</b>	<b>Cities</b>	<b>State</b>	<b># of Servicers</b>	<b>Borrowers Reached</b>
March 3rd	Riverside	CA	10	227
March 5th	Anaheim	CA	10	267
March 7th	Stockton	CA	12	411
March 30th	Columbus	OH	12	170
April 1st	Philadelphia	PA	14	328
April 19th	Atlanta	GA	13	696
April 21st	Milwaukee	WI	10	501
April 22nd	Indianapolis	IN	14	312
April 24th	Chicago	IL	17	642
May 3rd	Memphis	TN	9	232
May 5th	Jacksonville	FL	12	237
June 9th	Dallas	TX	22	469
June 10th	San Antonio	TX	11	150
June 13 & 14	Las Vegas	NV	15	1328
July 25 & 26	Newark Mount Laurel	NJ	12	438
August 12	Boston	MA	20	2176
August 21	Orlando	FL	19	1008
August 22	Esterro	FL	17	614
August 23	Ft Lauderdale/Miami	FL	19	1695
September 13	Fairfax Co.	VA	12	241
September 23	Prince Georges Co.	MD	12	184
October 22	Tucson	AZ	17	490
October 23	Phoenix	AZ	17	1815
<b>Total</b>				<b>14,631</b>