



First Time Home Buyer Education Class Update

January through June 2013

Introduction

In January, 2013 the Home Buyers Round Table of Dane County (HBRT) began funding the First Time Home Buyer (FTHB) Classes offered by GreenPath Debt Solutions, a HUD-approved Housing Counseling Agency, and Project Home. For many years, Dane County Housing Authority offered FTHB classes but, due to funding cuts and personnel changes, their classes ended on December 2010. By Spring 2011, the need for a new provider of FTHB classes was clear and the partnership between GreenPath and Project Home began.

From the beginning, the HBRT funded 2 to 3 Saturday classes per year, paying all costs including registration, rent, copies, food and books as well as payment to GreenPath for organization and instruction. Project Home was able to fund the costs for the monthly Tuesday evening classes. GreenPath's source of support for the Tuesday night classes has been the housing counseling and education fees from the Down Payment Plus program.

Starting in 2013, Project Home was unable to continue to subsidize the costs for the FTHB program. The HBRT's mission is, in part, to promote homeownership through education and counseling to low and moderate income families. In addition, virtually all of the content experts for the FTHB classes have been HBRT members. Therefore, funding the FTHB classes was an excellent fit for HBRT.

Starting in January 2013, the Home Buyers Round Table provides all funding for books, rent, advertising and registration. HBRT continues to fund Saturday classes which also include payment to GreenPath and food for the home buyers.

From January to June 2013, HBRT sponsored 8 classes: 6 Tuesday evening classes (a series of two classes plus an appointment with a housing counselor) and 2 Saturday classes. Included in this report are: comparison of attendance from 2012 to 2013, costs per person and household, demographics, referral sources, evaluation summary and some of the comments from the home buyers attending class.

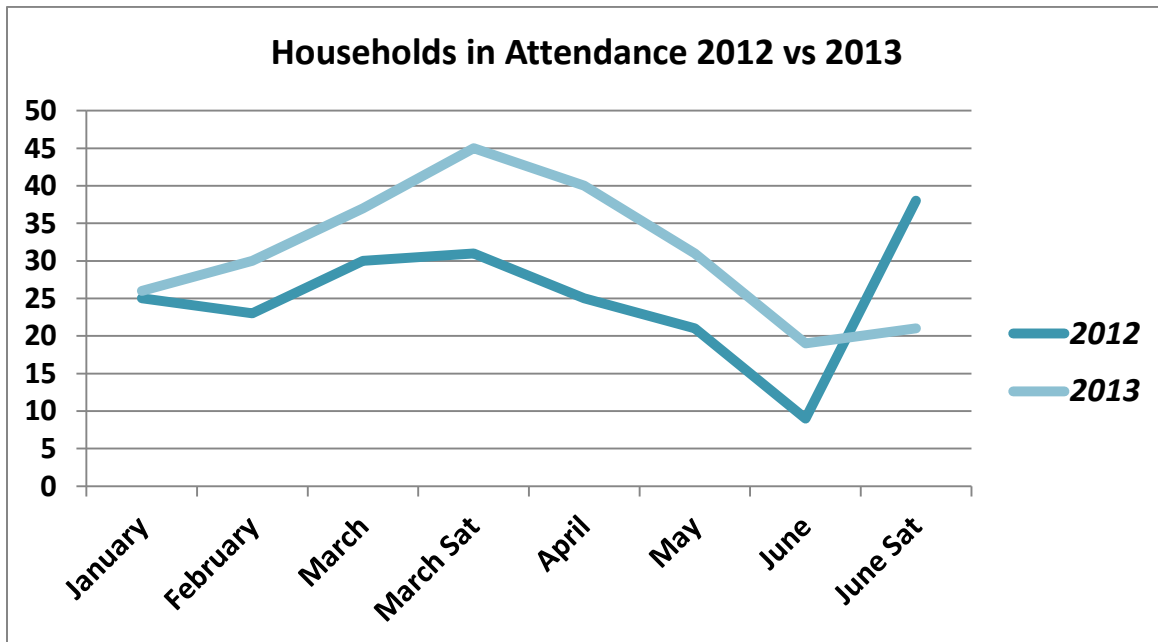
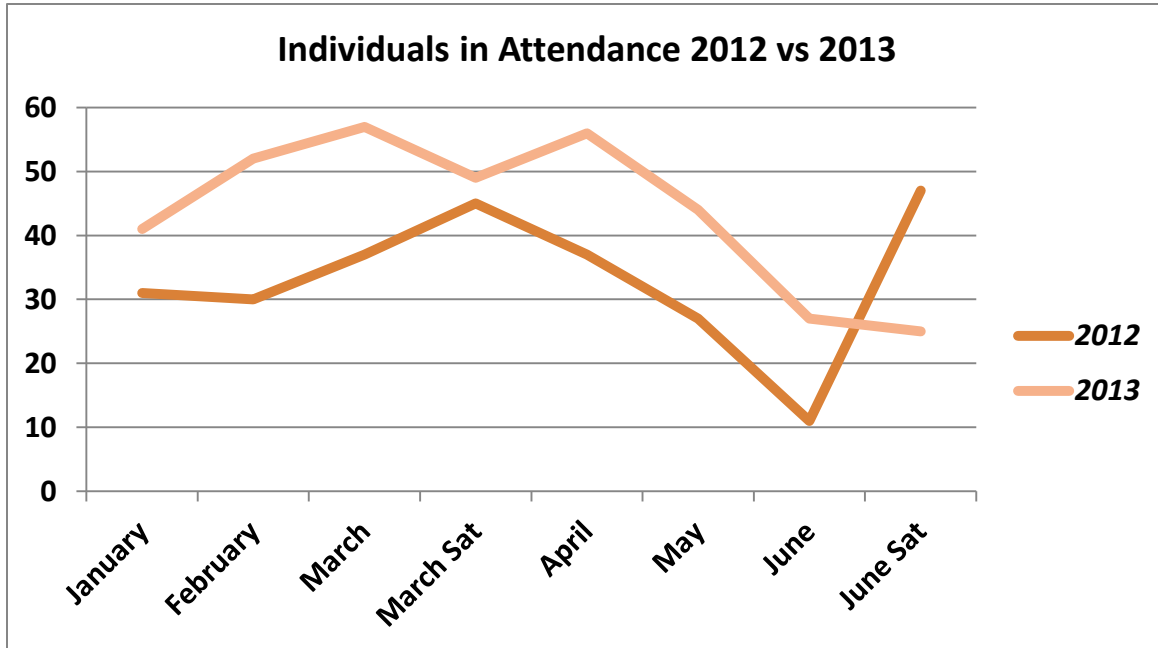
Thank you for your attention and interest in the First Time Home Buyer classes.

Sincerely,

Ellen Bernards
Community Relations and Education Specialist
GreenPath Debt Solutions

Attendance

Through June 2013, a total of 351 home buyers representing 248 households have attended classes. This compares to 265 home buyers representing 202 households for the same period in 2012. This is an increase of 32% for individuals and 23% for households (see breakdown Page 4). As you can see below, month-over-month attendance has started to drop. Additional marketing is needed.



Comparison of Average Attendance

	2012 January through June 8 classes		2013 January through June 8 classes		2013 to 2012 January through June Comparison
	Total	Average	Total	Average	Increase
Individuals	265	33	351	44	33%
Households	202	25	248	31	23%

	2012 Full Year 14 classes		2013 Full Year Projection 14 classes	
	Total	Average	Total	Average
Individuals	415	30	550	39
Households	315	23	387	28

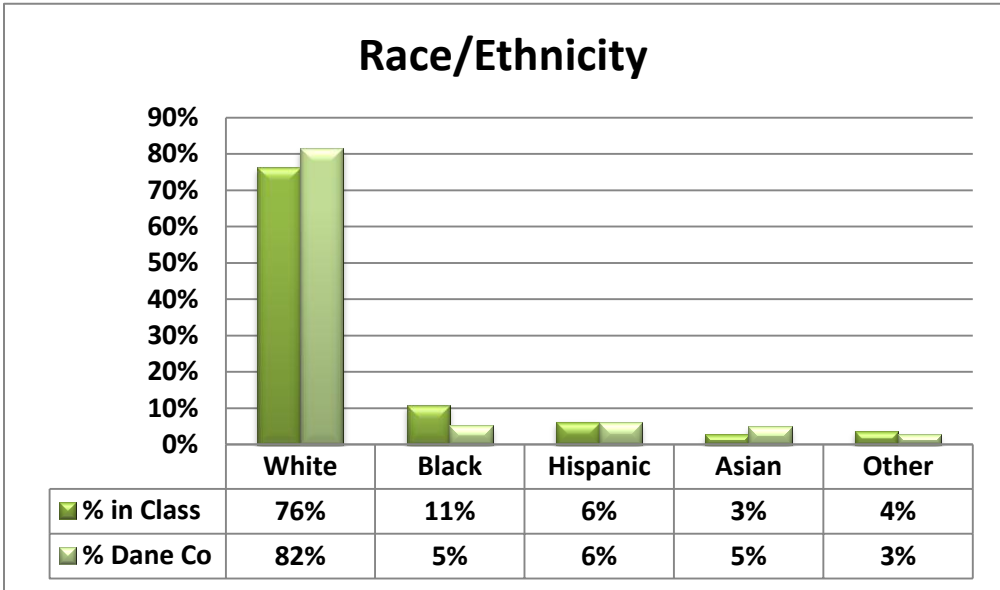
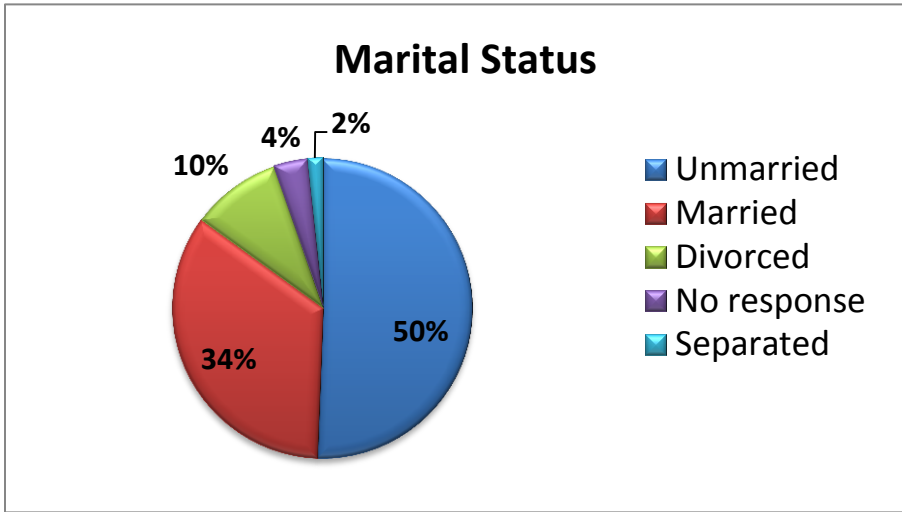
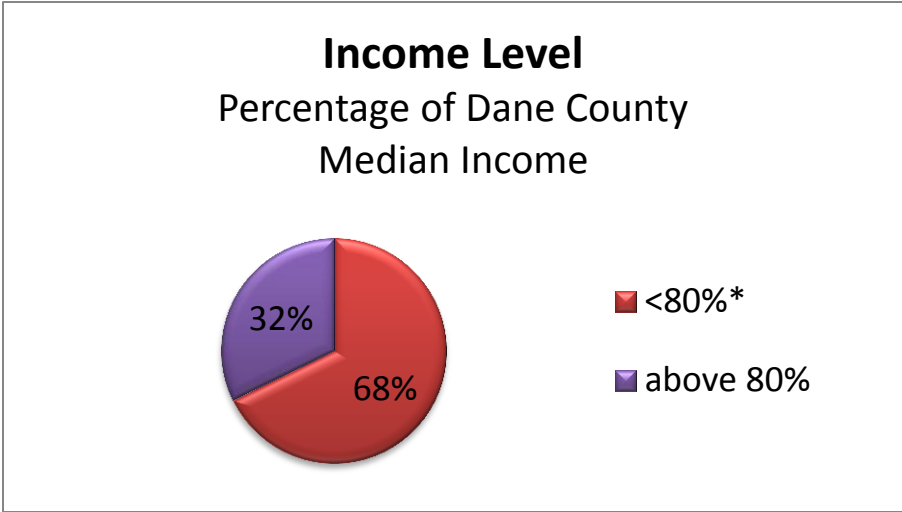
Costs

From January 1, 2013 through June 30, 2013, Home Buyers Round Table has paid Project Home and others a total of \$13,562.93. The breakdown of costs per individual and household is as follows:

2013 HBRT January through June Per Participant Cost

	Attendance	2013 HBRT Total Costs	HBRT Cost Per Each
Individuals	351	\$13,562.93	\$39
Households	248		\$55

Demographics:



Referrals

Referral Sources		Number of Referrals	% of Total
Lenders - Total		64	35%
	Summit	17	
	BMO Harris	13	
	Heartland CU	8	
	AnchorBank	5	
	Park Bank	4	
	State Bank of Cross Plains	3	
	Many others, 1 or 2 each	14	
Realtors		20	11%
Word of Mouth		39	21%
Internet		52	28%
Newspaper		52	28%
Other Media		2	1%
Organizations - Total		39	21%
	City of Madison	5	
	CDA/Section 8	5	
	WHEDA	5	
	DCHA	4	
	USDA/RD	4	
	GreenPath	3	
	Habitat	3	
	Movin' Out	3	
	OFS	2	
	Urban League	2	
	Other	2	
	Project Home	1	
Total Referrals		268*	
Total Households to Date		248	

*Some households listed more than one referral source

ROCK STARS!!!

Many lenders and realtors were mentioned by name - these three had the top votes:

Gerardo Jimenez had 4 referrals!!

Mary Byrd and Dave Clem had 3 referrals each!

Evaluations

All attendees are provided with, and asked to complete, evaluations forms. Attendees are asked to rate each speaker/topic on the below elements. The rating scale for all questions is 1 to 7 with 1 representing “Poor” and 7 representing “Excellent”.

Knowledge of material
Presentation of material
Answered questions

In addition, for each class, attendees are asked to rate the following:

Organization of materials
Amount of materials
Flow of class
Use of technology

Median ratings for each question ranged from 6.0 to 6.6 and, of all those who answered the question “Would you recommend this class to others?” 99.3% answered Yes. Response rates averaged 66% of all attendees. The full evaluation report is attached. Below are some of the comments received:

- *Thank you so much for offering this class! I learned far more than I thought I would - this is such a fabulous resource.*
- *Fantastic class. So grateful for all of the information.*
- *Loved all the fun personalities :)*
- *Great source of information, helpful in understanding what's needed to purchase a home.*
- *Very useful for 1st time buyers, or anyone thinking about purchasing property. Thanks!!*
- *Great learning experience. Opened my mind and my eyes about home buying process.*
- *Very informative! I don't know why anyone would buy a house without taking these classes.*
- *This was very helpful...I highly recommend this class for all home buyers.*
- *All first time home buyers should take this class. It was wonderful that there were different speakers who were experts in what they were teaching.*
- *I was amazed at the plethora of wonderful information offered! I think EVERY home buyer should take a class! Thank you for putting on the class & helping those of us, who are a bit less fortunate financially, see the potential to own a home & begin a new adventure! :)*

Survey Results from 1/1/13 through 6/30/13	Response Count	Rating Average*
Are You Ready to Buy a House?		
Knowledge of material:	203	6.60
Presentation of material:	203	6.58
Answered questions:	199	6.63
What You Need to Know about Credit		
Knowledge of material:	258	6.60
Presentation of material:	256	6.56
Answered questions:	255	6.62
Can You Afford that House?		
Knowledge of material:	246	6.60
Presentation of material:	246	6.58
Answered questions:	244	6.62
Down Payment Assistance Can Help		
Knowledge of material:	252	6.44
Presentation of material:	250	6.11
Answered questions:	249	6.40
Financing Your Home		
Knowledge of material:	259	6.46
Presentation of material:	255	6.03
Answered questions:	258	6.36
Overall Class - Night 1		
Organization of materials:	199	6.51
Amount of materials:	200	6.49
Flow of the class:	200	6.31
Use of technology:	200	6.38

*Scale 1 to 7 with 1 being "Poor" and 7 being "Excellent"

	Response Count	Rating Average*
Shopping for Your Home		
Knowledge of material:	228	6.41
Presentation of material:	225	6.15
Answered questions:	224	6.34
Home Inspections		
Knowledge of material:	206	6.50
Presentation of material:	204	6.44
Answered questions:	201	6.51
Home Owners Insurance		
Knowledge of material:	222	6.33
Presentation of material:	220	6.23
Answered questions:	216	6.36
Closing Process		
Knowledge of material:	222	6.54
Presentation of material:	218	6.35
Answered questions:	211	6.47
Overall Class - Night 2 (or Full Day Saturday)		
Organization of materials:	217	6.35
Amount of materials:	217	6.34
Flow of the class:	217	6.32
Use of technology:	160	6.23
Fair Housing (6/22/2013 only)		
Knowledge of material:	11	6.18
Presentation of material:	11	6.27
Answered questions:	11	6.09
Would you recommend this class to others?		
Yes	99.3%	
No	0.7%	

*Scale 1 to 7 with 1 being "Poor" and 7 being "Excellent"