



Market Analysis

- Review last program with key professionals
 - Lenders and Realtors
 - What worked, what didn't
- Did you reach your target audience?
- Measure of outreach efforts?
- Have your challenges changed?

What are Challenges?

- Growing multi-lingual community
- Target ethnic markets
- Increasing cost of real estate
- Stagnant income levels

Develop Strategies

- Focused Advertising Campaign
 - Is your market responsive to rate or assistance
 - Have a Simple Consistent message and image
 - Cost of advertising vs. impact

Develop Strategies

- Multiple outreach methods
 - Mailing
 - Newspapers
 - Television
 - Radio
 - Press Releases
- Consistent message with all media
 - "Your Key to Homeownership"

Outreach To Public


Keep message simple
Keep message consistent

- Information pieces
 - Brochures / Flyers
 - Bright, eye catching
 - Easy to understand
 - Website
- Target Marketing
 - WRXB



Outreach to Professionals

- Keep message consistent
- Make them part of the team
 - Information on program successes / opportunities
 - Information on market conditions



Partnerships – Non-Profits

Opportunities for outreach and advertising


- Homebuyer Education providers
- Credit Counseling agencies
- Down payment assistance providers

Key source of feedback on needs in community



Partnerships - Realtors

- Partnership with local realtor organizations
 - Annual affordable housing event
- Mailing list for realtors active in the program
- Awards program?
- Regular trainings



Partnerships – Employers

- Large Employers
- School Board
- Local hospitals

- Opportunities for speaking engagements
- Offer assistance with recruitment and retention



Community Events

- Sponsorship
 - Can you sponsor for a popular local event?
- Participation
 - Opportunity to be a speaker?
 - Opportunity to distribute information?
- Experimentation is Important



Thank You

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