



Pre-Purchase Homeownership Counseling Demonstration and Impact Evaluation

Audio is available only by conference call.

Please call: **(866) 254-5936**

Participant Access Code: 371438

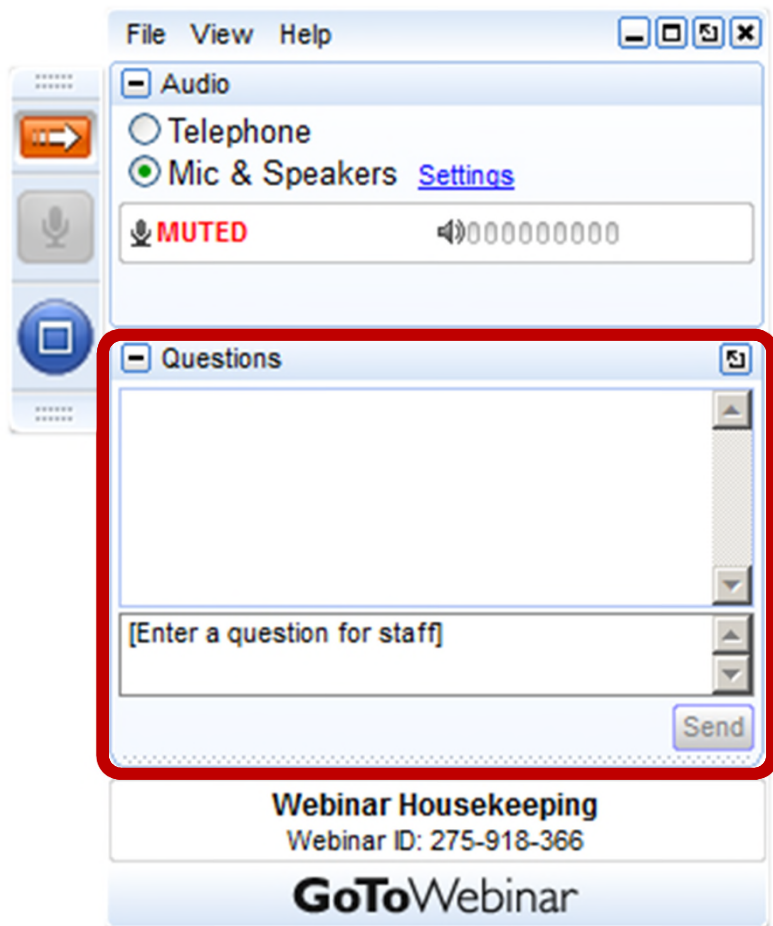
to join the conference call portion of the webinar

November 3, 2015

Webinar Logistics

- This webinar is being recorded for archiving purposes only
- The audio along with the PowerPoint will be available at www.hud.gov/housingcounseling under “Training Webinar Archives”
- All attendee lines will muted during the presentation and open for questions at the conclusion of the presentation
- The operator will provide instructions for asking questions at the end of the of the presentation

Other Ways to Submit Questions



Your Participation

Please submit your text questions using the Questions Panel. We will read them during the webinar.

You can also send questions and comments to housing.counseling@hud.gov with **webinar topic is subject line.**

Note: The audio and presentation will be available on OHC's website. Information will be sent out via OHC's LISTSERV

Please Mute Your Phones if You are not Planning to Speak

- During the discussions, all the phones may be unmuted by the operator.
- We can hear background conversations, cell phone rings and beeps, etc.
- It is critical that you mute your phone during these discussions if you are not speaking.
 - Most phones have a Mute function so use it.
 - *6 will also mute and unmute your phone.
- Unmuted phones are a distraction to the discussion.
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Certificate of Training

- If you logged into the webinar, you will receive a “thank you for attending” email from GoToWebinar within 48 hours.
- The email will say that it is your CERTIFICATE OF TRAINING. There won’t be an attachment.
- Print out and save that email for your records.

Thank you for attending our XX hour Webinar on XX. We hope you enjoyed our event.

This is your CERTIFICATE OF TRAINING. Please print out and save this email for your records.

Please send your questions, comments and feedback to:

housing.counseling@hud.gov.



Brief Survey

- Please complete the brief survey at the end of this session.
- Your responses will help OHC better plan and present our webinars.



Welcome from the Office of Housing Counseling

**Lorraine Griscavage Frisbee Deputy
Director – Office of Outreach and
Capacity Building**

Polling Question

- Is your agency participating in this study?
 - Yes
 - No



Introduction of Speakers

Marina Myhre, HUD

Donna DeMarco, Abt Associates

Nichole Fiore, Abt Associates

Debbie Bocian, Abt Associates

Pre-Purchase Homeownership Counseling Demonstration and Impact Evaluation



Abt Associates, Inc.

Study Background

Recent series of HUD studies on housing counseling:

1. The State of the Housing Counseling Industry (2008)
2. Housing Counseling Outcome Evaluation, resulting in two reports:
 - [*Foreclosure Counseling Outcome Study: Final Report*](#)
 - [*Housing Counseling Outcome Evaluation*](#) (2012)
 - [*Pre-Purchase Counseling Outcome Study: Research Brief*](#)
 - [*Housing Counseling Outcome Evaluation*](#) (2012)
3. Pre-Purchase Homeownership Counseling Demonstration and Impact Evaluation (expected 2016, 2017, and 2020)

First-Time Homebuyer Study Goals

Objective:

Explores the impact of pre-purchase housing education and counseling on low-, moderate-, and middle-income first-time homebuyers.

Research Questions:

To what extent does pre-purchase counseling:

- Affect the treatment groups' homeownership preparedness or their home or mortgage search activities?
- Enhance participants' financial literacy, capability, and financial management?
- Improve participants' ability to sustain homeownership following home purchase?

Study Overview

Target Population

- Low-, moderate- and middle-income (less than 120% of AMI)
- Prospective first-time homebuyer

Study Sample:

- 5,500 participants in 28 sites

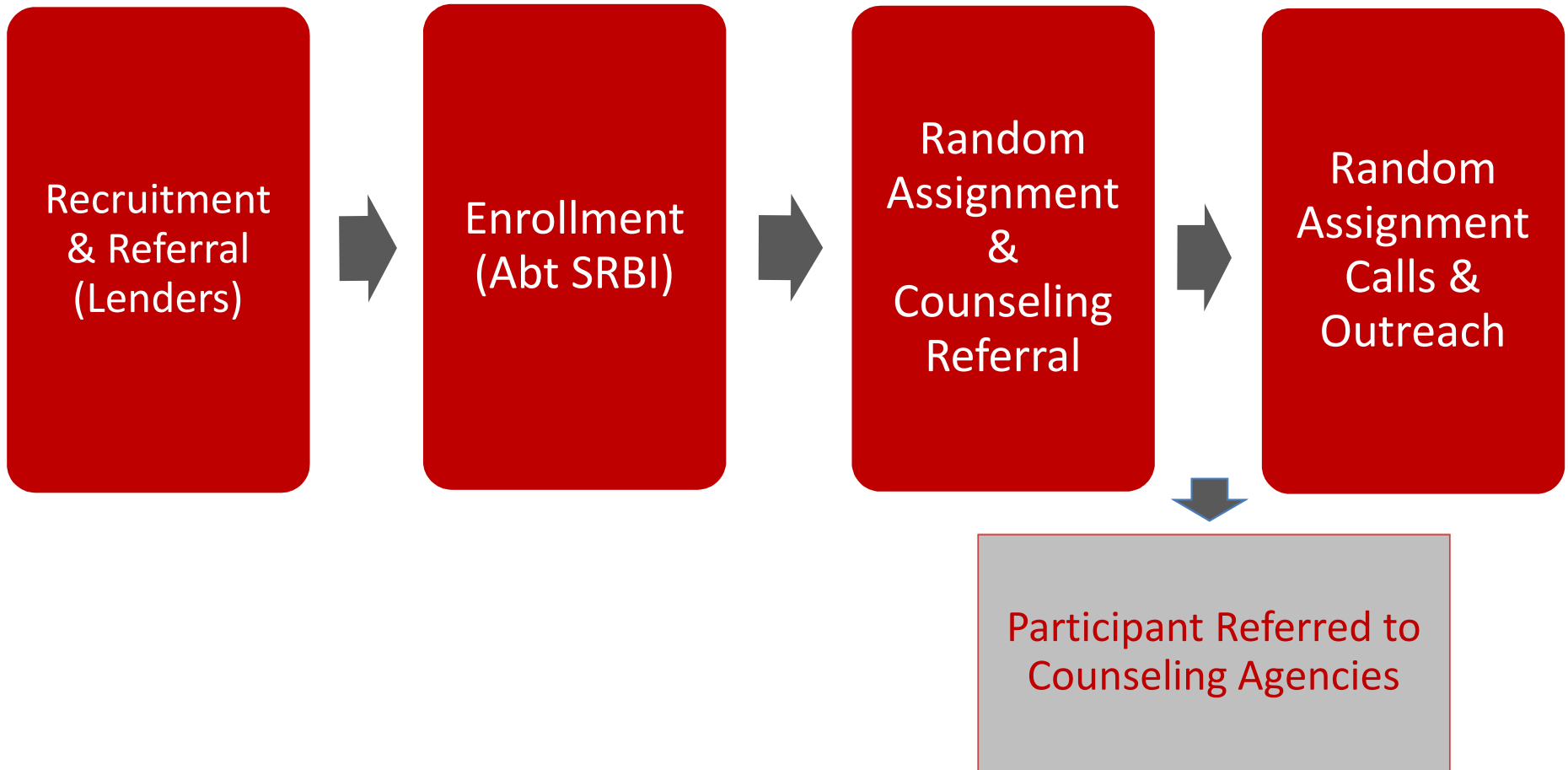
Study Design:

- Randomized-Controlled Study (RCT)
- 3 Research Groups:
 - Offered online education and telephone counseling
 - Offered a choice of remote or in-person education and counseling
 - Not offered services

Study Sample

Sites (MSAs)	# Enrolled	Sites (MSAs)	# Enrolled
(1) Atlanta	355	(15) Portland/Vancouver	82
(2) Boston	160	(16) Raleigh-Cary	99
(3) Chicago	466	(17) Riverside	121
(4) Dallas	342	(18) Sacramento	97
(5) Detroit	70	(19) San Antonio	83
(6) Houston	209	(20) San Diego	84
(7) Las Vegas	81	(21) San Francisco	206
(8) Los Angeles	236	(22) San Jose	111
(9) Miami	352	(23) Seattle	130
(10) Minneapolis	197	(24) St. Louis	117
(11) New York	428	(25) Stockton	21
(12) Orlando	110	(26) Tampa	147
(13) Philadelphia	197	(27) Virginia Beach	53
(14) Phoenix	109	(28) Washington, DC	283

Summary for recruitment, enrollment, and referral process



Study Recruitment

Lenders identify eligible customers in their databases.

Lenders mail a lead letter to eligible customers to describe the study and notify them that the lender will be calling in a few days.

Lenders' call centers contact eligible customers to request consent to share their contact information.

Lenders upload customer contact information into the study data system .

Study Enrollment

The study data system identifies duplicate records and produces the list of contacts for Abt SRBI.

Abt SRBI mails a lead packet to eligible customers that includes:

- Introductory letter from HUD
- Study brochure
- Copy of the pre-enrollment consent form
- \$2 Pre-incentive

Abt SRBI conducts the enrollment call:

- Eligibility assessment
- Baseline survey
- Consent capture
- Confirm contact/tracking information

Abt staff conduct random assignment. Study participants can be placed into one of three groups:

- (1) Control group;
- (2) Choice Group- remote services or in-person services;
- (3) Remote counseling services

Random Assignment

Group 1: Control

- Continue with current homebuying process; no additional study activities until follow-up survey(s)
- Incentive Payment: \$50

Group 2: Choice

- Asked to indicate whether preference is to participate in homebuyer education and counseling in person or remotely
- Incentive Payments: \$50 upon completion of the first education session and \$100 upon completion of all services.

Group 3: Remote

- Asked to participate in online homebuyer education with eHome America and telephone counseling with ClearPoint.
- Incentive Payments: \$50 upon completion of the first education session and \$100 upon completion of all services.

Referral to Counseling

- Once randomly assigned, study participants are mailed a notification letter along with any supporting materials needed for their group assignment in a *Welcome to the Study* packet.
 - Participants in the remote group receive step-by-step instructions for completing online education and telephone counseling.
 - Participants in the Choice Group either receive a list of in-person counseling agencies working with the study team in their area or step-by-step instructions for completing online education and telephone counseling.

Outreach

- **Random Assignment Referral Call:** The Abt study team calls study participants (in treatment groups) one week after we mail the *Welcome to the Study* packet.
- **Counseling Agency Outreach:** Staff from study participating counseling agencies reach out to study participants to encourage them to register and complete services.

- **Additional Outreach:** The Abt study team contacts study participants when they:
 - (1) Have have not started homebuyer education and counseling services;
 - (2) Have registered for or scheduled an appointment but do not attend;
 - (3) Completed homebuyer education to thank them and encourage them to schedule and complete the counseling session;
 - (4) Completed homebuyer education, but do not schedule a counseling session;
 - (5) Completed housing counseling to thank them for completing

Data

Data Source	Description	Types of Information
Administrative	Data from lenders, FHA, credit bureau	Loan type and terms, underwriting factors (such as credit score DTI and LTV) and loan performance
Participant Surveys	Surveys conducted of participants at enrollment (baseline) and 12-month follow-up	Demographics, income and assets, financial attitudes and behaviors, homeownership aspirations/goals, and stage of homebuying process
Service Tracking Data from Housing Counseling Agencies	Data provided by housing counseling agencies to the study team	Participant service status; date of service; length of time of service

Examples of Potential Outcomes of Interest

Outcome Topic Area	Outcome Variable
Homeownership Preparedness	
	Home Purchase
	Debt to Income
	Shop for a mortgage
Financial Capability	
	Credit Score
	Budgeting
	Financial Literacy
Sustainable Homeownership	
	Mortgage Performance
	Loan terms

Strengths & Limitations

Strengths	Limitations
RCT: “Gold Standard” for showing cause & effect; avoids selection bias	Sample may not be representative
Large, Nationally-Diverse Sample	Participants have already started home-buying process
Groundbreaking	Some in treatment group not taking up services

Current Status of Evaluation

- ❖ Pilot was completed in the Fall 2013.
- ❖ Study enrollment began in February 2014 and is expected to end in February 2016.
- ❖ 12 Month Follow-up Survey was launched in May 2015.
- ❖ Focus groups have started and will be conducted this fall.

Current Status of Evaluation

- ❖ Baseline Report will be ready in the Spring of 2016.
- ❖ Interim Report will be ready in the Winter of 2017.
- ❖ Final Report is expected in the Summer of 2020





Concluding Remarks

Lorraine Griscavage-Frisbee

Polling Question

- Would you like more webinars on studies relating to housing counseling?
 - Yes
 - No

Conclusion

For housing counseling program information, grant information, training and events, counselor resources and to sign up for our listserv.

www.hud.gov/housingcounseling

Questions or comments:

housing.counseling@hud.gov

In subject line type: Pre-purchase study

Thank you

