

# WORKSHEET D: EXAMPLE

Strategies have more impact if they address more than one outcome. Sometimes strategies can be slightly enhanced or tweaked in small ways so that the impact is greater. The following is an example of an acquisition of a vacant house by a CDC. The CDC had many options for purchasing a property for rehab and sale but chose one across the street from a school.

Strategy	Acquire, rehab, and sell a vacant house
<b>Image Enhancements</b>	<ul style="list-style-type: none"> <li>• Hold an open house for neighbors to let them know the house is under control and that a positive change is going to happen on the block.</li> <li>• Do a newspaper or a newsletter article about the house with a focus on the buyers and why they chose the neighborhood.</li> </ul>
<b>Local Real Estate Market Enhancements</b>	<ul style="list-style-type: none"> <li>• Use the open house to enroll neighbors in the marketing process by encouraging their friends and family to look at the house when it is done.</li> <li>• Set the sales price a little above current prices so the sale can contribute to lifting housing values.</li> <li>• Promote the availability of the house to school parents and staff.</li> <li>• List the property with a realtor in order to connect with the community and to develop a conventional sales market.</li> </ul>
<b>Physical Condition Enhancements</b>	<ul style="list-style-type: none"> <li>• Use the house to set a high standard of improvement, especially on the exterior.</li> <li>• At a second open house after the rehab is complete, show neighbors how they might have some of the components – a new kitchen, a remodeled bath, a new heating system – in their own homes.</li> <li>• Offer small landscaping grants or flower boxes and flowers to every house on the block.</li> <li>• Encourage the city to straighten the bent stop sign on the corner and to repair two broken streetlights.</li> </ul>
<b>Neighborhood Management Enhancements</b>	<ul style="list-style-type: none"> <li>• Fixing a vacant house across from the school helps make the path to school safer for kids and helps build a relationship with the school.</li> <li>• Introduce the new buyers to the neighbors.</li> <li>• Encourage new buyers to play an active role on their block.</li> </ul>