



*Building Capacity: How To Run An
Efficient, Sustainable Program*

Milt Sharp Jr., President, eHome Network

Background on eHome Network

- An online education program for prospective homebuyers linked to local counseling services
- Developed by Community Ventures, a nonprofit HUD-approved counseling agency and an affiliate of the NeighborWorks Network
- Based on “Realizing the American Dream” curriculum by NeighborWorks America
- Exceeds “National Industry Standards” for Homeownership Education and Counseling (HEC)

eHome's Three Business Goals

1. Increase the market share of first time homebuyers who receive homeownership education and counseling (less than 10% now)
2. Increase the perceived value of homeownership education and counseling (HEC) by consumers and partners
3. Increase the capacity, revenues and the sustainability of local counseling agencies partners and eHome America

eHome Growth 2010 - 2014

- 100,000+ course certificates issued to home buyers
- Over 375 nonprofit partners in 50 states including Puerto Rico and Guam
- Approved by USDA and 12 State Housing Finance Agencies
- Provided over \$1.7 million in revenues to support local counseling services in 2014
- Exceeds the National Industry Standards for Homeownership Education and Counseling

eHome America

- In English and Spanish
- Videos to assist with learning
- Key terms are highlighted and defined
- Written to modest reading level
- Customers can start and stop any time
- Completion certificate can be printed

Why Charge? HBE Has Costs!

- Marketing and partnership-building work
- Intake and scheduling consumers
- Classroom education expenses – space, materials and food
- Labor for educators and counselors
- **Several studies have documented the cost to be between \$500-\$1,500 for every consumer served!**

Online Homebuyer Education Buyers Will Pay for Convenience!

- 24/7 availability at home -- at their own pace
- Evenings and weekends are precious
- No childcare or travel costs
 - = Savings of \$50-\$100 or more per household
- No need to wait for next class offering in a month or two, or juggle personal calendar

Sustainability Strategy

- eHome has set a minimum course fee of **\$99** per registrant
- To sustain and enhance the eHome product, eHome charges \$25 per course registrant
- **\$74** per customer is provided to agency partners in support of their homeownership education and counseling program
- Agencies not wishing to charge the \$99 course fee can offer discount codes to some or all of their customers

Steady, Flexible Revenue with eHome

- 20-25 eHome registrations a month can **generate \$20,000<** for your agency
- Unlike HUD or other grants funds, revenue is **not restricted**: you can pay your counselors, invest in technology, market more, etc.
- eHome increases your agency's **efficiency and production with little effort**

Experience of Beyond Housing (St. Louis)

- 400+ eHome certificates, revenue over \$50,000
- In-Classroom: \$95 fee in advance or \$125 at the door
- Online (eHome): \$125



“Our eHome fee has not been an issue for buyers....and aside from the outcome of more educated buyers, a check of \$4,500 a month is pretty nice!”

– Chris Krehmeyer, President

Summary

- eHome is committed to high-quality and sustainable HBE programs
- eHome wants to achieve a more sustainable business model for its partners and reach more first-time buyers
- We think this will be a win-win effort

More Questions or to obtain a Demo Account

Customer Care

1-844-24E-HOME – Office

E-mail: support@ehomenetwork.org

Bi Monthly webinars

eHome America Process and Enrollment Webinar:

<https://attendee.gotowebinar.com/rt/811345387093128706>