

Redefining a Business Model for Homeownership Services

New Business Model	Old Business Model
Customer-centric	Driven by government subsidies, regulations or partners
Guarantees for “best deal”	
Point of first contact for customers	Customer referrals from business partners (who already own the customer)
Assessment of customer needs from experienced professional	Intake from administrative staff
Customized service delivery	Prescribed service delivery process
Fully integrated services	“Siloed” services