

Innovative Business Strategies

Strategy	Examples	Benefits	Challenges
Strategic collaborations	Minnesota Home Ownership Center	<ul style="list-style-type: none"> ▪ Effective statewide intermediary ▪ Collaborative systems 	<ul style="list-style-type: none"> ▪ Infrastructure costs ▪ Low sustainability
Expansion of services	<ul style="list-style-type: none"> ▪ Home Headquarters (Syracuse, NY) ▪ Housing Development Fund (CT) ▪ CDC of Brownsville (TX) ▪ Community Equity Mortgage (Tucson, AZ) 	<ul style="list-style-type: none"> ▪ Effective, with potential for high volume ▪ Fulfills clear gap in local market 	<ul style="list-style-type: none"> ▪ Mixed sustainability ▪ High susceptibility to market conditions ▪ Highly specialized service delivery
Innovative technology	<ul style="list-style-type: none"> ▪ CCCS of Greater Atlanta ▪ Indianapolis Housing Partnership ▪ Community Ventures Corporation (KY) ▪ CDC of Long Island 	<ul style="list-style-type: none"> ▪ Increased efficiency ▪ Potential for scalability ▪ Increased marketability to new target customers 	<ul style="list-style-type: none"> ▪ Cost of technology ▪ Segregated of specialized services ▪ Mixed sustainability ▪ Limited relationship building ▪ Difficulty tracking outcomes ▪ Online education not yet recognized by HUD as an approved counseling activity
Innovative business models	<ul style="list-style-type: none"> ▪ BALANCE (San Francisco, CA) ▪ Homewise (Santa Fe, NM) 	<ul style="list-style-type: none"> ▪ Increased efficiency ▪ High marketability with clear customer value proposition ▪ Integrated service delivery ▪ High sustainability 	<ul style="list-style-type: none"> ▪ Works best with all functions in-house ▪ Unclear adaptability in other markets