



Homeownership
Done Right.™



National Industry Standards for Homeownership Education and Counseling

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- Education and counseling is a critical step in producing an informed homeowner
- The Standards provide a common industry roadmap for excellence
- The Standards ensure appropriate focus on professionalism, consistency and quality
- The Standards help strengthen sustainable homeownership

The National Industry Standards Development Process



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- The Standards documents were created by the Advisory Council for the National Industry Standards for Homeownership Education and Counseling
- The Advisory Council drew upon a variety of sources including;
 - Existing standards used by the U.S. Department of Housing and Urban Development (HUD)
 - Local, regional, and national housing counseling organizations

National Advisory Council



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Members of this group include:

- Bank of America
- CDC of Long Island
- Chase
- Chrysalis Consulting Group
- Citi
- Fannie Mae
- Federal Reserve Board
- Freddie Mac
- The Housing Partnership Network
- Minnesota Housing
- Mortgage and Credit Center
- NAREB-NID
- National Association of REALTORS®
- National Council of La Raza (NCLR)
- National Council of State Housing Agencies
- NeighborWorks® America
- NHS of Great Falls
- U.S. Department of HUD
- Wells Fargo

Standards Provide Nationwide Quality and Consistency



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The National Industry Standards for Homeownership Education and Counseling focus on a set of six core areas:

- Competency
- Skills
- Training
- Operational Knowledge
- Code of Ethics and Conduct
- Performance Standards

By Adopting the Standards, Organizations will:



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- Promote sustainable homeownership
- Create consistency in content delivery
- Encourage a high level of professionalism
- Gain the public's trust
- Build recognition
- Promote organizational sustainability
- Elevate the industry's reputation for quality and service delivery

By Adopting the Standards, Practitioners will:



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- Increase knowledge and skill set
- Ensure clients receive a consistent level of quality and ethical service
- Earn the trust of clients
- Distinguish themselves professionally
- Enhance their credibility and image

How Consumers Benefit:



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Future and existing homeowners will have the confidence that counselors/educators who adhere to the Standards will:

- Provide correct and consistent information
- Have the appropriate tools and knowledge
- Have pledged to serve clients with competence, fairness and respect

Testimonials About the Standards



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“Bank of America supports the collective effort in the launch of Homeownership Education and Counseling. Bank of America is committed to helping people achieve and maintain home ownership and firmly supports efforts that improve the quality and reach of financial education, particularly to lower- and moderate-income individuals and families.”

**Rose Ann Djelmane, SVP, Regional Marketing Mgr III
Bank of America Home Loans**



“Over the past 10-15 years, Network member organizations have helped tens of thousands of families to become first-time homebuyers to avoid the loss of their home. The Standards will be helpful to our members and are a key step toward recognizing homeownership counseling as a professional consumer protection service.”

**Thomas Bledsoe, President
The Housing Partnership Network**



“As we strive to strengthen communities through homeownership, we understand the importance of providing reliable, consistent information to potential homeowners. That is why Chase supports the National Industry Standards for Homeownership and Education.”

**Mike DuBois, Senior Vice President
Chase**



How to Adopt the National Industry Standards



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1. Go online to www.homeownershipstandards.com. Download and read through the National Industry Standards Guidelines and Code of Ethics and Conduct
2. Select the **Sign Up** button. The Executive Director or a high ranking decision maker must complete the form on behalf of your organization
3. Complete the **Adoption Verification Page** and be sure to complete the requested training & certification information
4. Submit copies of your staff's training & certification details to:

*National Industry Standards
1325 G Street, NW, Suite 800
Washington, DC 20005*

Fax 202-376-7276, Attn: National Industry Standards



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To learn more about the National Industry Standards for Homeownership Education & Counseling, Please visit:

www.homeownershipstandards.com




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