



# Operation HOME – Latino Focus Group Participants

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- Hacienda CDC
- Portland Housing Center
- Latino Home Initiative
- RE/Max Signature Properties
- Hasson Company Realtors
- Umpqua Bank Mortgage
- Bank of America
- Mortgage Only, Inc
- Mexican Consulate





# Latino Homeownership Focus Group Top Priorities

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- 1. Culturally appropriate outreach and community awareness campaign**
  - Comprehensive pre and post purchase education
  - Trusted, bilingual and culturally relevant homebuyer education & counseling
- 2. First-time homebuyer financial tools**
  - Down payment assistance programs
  - Asset Building Strategy (IDAs)
  - Employer Assisted Housing (EAH)
- 3. Increase supply of affordable ownership housing**
  - Subsidized developments
  - Inclusionary zoning
  - Land Banking
  - Joint ventures: for-profit & non-profit developers



# Latino Homeownership Focus Group Top Priorities

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- 4. Influence homeownership policy**
  - Supports priorities 1 – 3
- 5. Increased Diversity in Portland's real estate and finance workforce**
  - Ethical professional standards
  - Cultural and language specific needs of the community
  - Mentorship with senior executives
- 6. Clearinghouse of bilingual homeownership information**
  - Consumer education protection issues
  - Fraud prevention & anti-predatory practices
  - Resource web-site covering all aspects of homeownership



# Recommendations for Action

## Operation HOME

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- Provide multi-year political, financial and expert support to implement the findings of the campaign consistent with the needs of each ethnic community in Portland.
- Strengthen the capacity of trusted Latino non-profit providers to build upon their existing infrastructure to reach out, educate and counsel new and existing homebuyers throughout the continuum of homeownership.
- Foster the development of a more culturally competent real estate industry to create a safe, trusted and user-friendly environment where customers are given accurate, reliable information by increasing the talent pool of bilingual/bicultural professionals, improved unbiased underwriting and supportive customer service.