

HOPE NOW for New Jersey

These efforts were made possible through the generous support of Wells Fargo

Newark Housing Roundtable:

Goal: Support the goals of home preservation and community stability. Distribution of education materials.

Audience: AME Church Leadership, mortgage servicers, non-profits, New Jersey Courts, Senator Cory Booker's Office, Host Reverend Slaughter

Take Away:

- Confusion around multiple modifications
- Lack of knowledge about NJ HHF programs
- Mediation program education
- Recovery, post foreclosure
- Continue education at AME conferences
- Jobs and lack of savings are key drivers
- **"God bless you. Thank you for the service you continue to provide for persons in need. You give them HOPE!" Reverend Ronald Slaughter, Bethany Baptist Church**



Woodbury Housing Roundtable:

Goal: Requested a follow up to the Newark Housing Roundtable. Similar goal of promoting home preservation and community stability.

Audience: AME Church Leadership, mortgage servicers, NJ Courts, non-profits, Host Reverend Boyer

Take Away:

- Increased opportunity for sweat equity and affordable housing
- Post foreclosure options
- Options for rent-to-own
- **"It was a pleasure working with you. You did an amazing job organizing such an important event. Rev. Boyer and I appreciate the work that you are doing to help families in Woodbury and throughout New Jersey." Rosalee Boyer, MHS, Bethel AME of Woodbury**

Three consumer facing events held over a 3-week period in 2019:

- Newark, May 18th
- Woodbury, May 30th
- Trenton, June 1st

Total # of Homeowners Assisted – 310

Promotion materials co-branded with Senator Menendez

Promotions:

HOPE NOW Postcard Campaign

- Approximately 3,000 postcards

Letters to AME Churches

- Approximately 100

Email Blast to Community Centers, Elected Officials and Community Groups

- Approximately 50

Social Media

- Daily tweets
- Targeted Facebook ads
 - o 25,373 people reached
 - o 344 clicks on event link

Servicer Outreach

- Emails, Phone Calls, Letters
 - o Approximately 30,000



List of Participants:

Bank of America	Navicore Solutions	1 st Colonial Bank
Caliber	Consumer Credit and Budget Counseling	Keller Williams Realty
Cenlar	Tri-City People	New Jersey Legal Aid
Champion	Faith Fellowship Community Development	Gloucester County Health Department
Freedom	La Casa De Don Pedro	New Jersey Department of Labor
Mr. Cooper	Jersey Counseling	Family First Lending
Ocwen	Housing and Community Development Network of New Jersey	Mercer County Board of Social Services
Wells Fargo	Isles	Senator Menendez

Attendee Exit Survey Data:

How did you hear about event?	Letter	69%
	Postcard	6%
	Phone	6%
	Church	0%
	Family/Friend	0%
	Social Media	6%
	Other	13%
First time reaching out for help?	Yes	50%
	No	50%
Have you completed an intake package before? If yes, how many times?	Yes	50%
	No	50%
	1 Time	71%
	2 Times	14%
	3+ Times	14%
Mortgage Status	Current	0%
	30-90 days delinquent	36%
	90-365 days delinquent	50%
	+365 days delinquent	14%
Reason for Attending	Learn Status of Loan	10%
	First Time Conversation	6%
	Learn about modification	23%
	Meet with Lender	19%
	Meet with Housing Counselor	19%
	Receive modification	19%

Who did you meet with?	Mortgage Servicer	70%
	Housing Counselor	30%
Outcome of your conversation	Learn status of loan	33%
	Learn how to make mortgage more affordable	24%
	Follow-up with Servicer	29%
	Learn about MHA	0%
	Offered a Loan Mod	0%
	Follow-up with Counselor	5%
	Other	10%
Satisfaction with Servicer	Very Satisfied	64%
	Satisfied	21%
	Neutral	14%
	Unsatisfied	0%
	Very Unsatisfied	0%
Satisfaction with Counselor	Very Satisfied	88%
	Satisfied	12%
	Neutral	0%
	Unsatisfied	0%
How likely are you to recommend?	Very Likely	71%
	Likely	29%
	Neutral	0%
	Unlikely	0%
	Very Unlikely	0%