



# HOPE NOW Alliance

## *Military Focused Outreach*

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# HOPE NOW Outreach

## Summary of HOPE NOW and Military Outreach Efforts

HOPE NOW's mission is to lead, and collaborate with, all mortgage stakeholders in order to improve communication, streamline complicated processes and help find viable solutions for communities nationwide. HOPE NOW is an alliance of likeminded stakeholders focused on improving the customer experience. HOPE NOW provides a platform for mortgage servicers to achieve better connectivity with federal, state and local partners to improve operations and assist more families. A core competency of the Alliance is working in concert with our government partners and gaining their support. Through large scale face to face outreach, HOPE NOW has hosted 190 events across the country assisting over 200,000 homeowners.

# 2012: Leading up to HOPE NOW Military Outreach

As HOPE NOW entered the fifth year of hosting face to face outreach events, a variety of factors led to the development of a military, on-base specific, event model. Some factors included:

- FINRA Report on Financial Capability in the US reports that 38% military families are underwater on their mortgage. A leading indicator to mortgage delinquency and an underserved population.
- CFPB's Office of Servicemember Affairs holds several on-base visits to discuss financial issues. Mortgages were consistently identified as a vulnerability.
- CFPB reaches out to HOPE NOW and Housing Services Office (OACSIM) to collaborate and organize mortgage assistance on base.

# 2012-2013: HOPE NOW Military Outreach

## Events

With the target population identified and markets determined, HOPE NOW began partnering on efforts to execute a series of military specific events. These events would be similar in style to the regular face to face events but would include a variety of new partners. Many new challenges were faced and lessons learned while planning the events.

- HOPE NOW holds first “military outreach” event off-base in San Diego to try and encourage military families to engage with their mortgage servicer. Extremely low turnout (12).

# 2012-2013: HOPE NOW Military Outreach

## Events

Despite the low turnout, HOPE NOW members were committed to serving the Military population and explored ways to hold on-base events. HOPE NOW partnered with the Army Housing Service Office (HSO) and Base Commanders to develop an event model that would allow for military homeowners to meet with their respective mortgage servicer. This model included a contract developed by the HSO stating that participating mortgage servicers would not sell any financial products onsite. With no other pushback, HOPE NOW began a series of on base events for 2012 and 2013.

- In April 2012, HOPE NOW, in collaboration with the HSO and a base commander, held 1<sup>st</sup> event at Fort Gordon. 132 families participate.
- HOPE NOW, in collaboration with HSOs, holds 5 more events on base. Very successful and high customer service ratings.

# 2012-2013: HOPE NOW Military Outreach

## Events - Data

As part of the outreach efforts, customer profile and survey data was collected at each event. After the completion of seven on-base events, HOPE NOW surmised several key conclusions with the data:

- Nearly 80% of the attendees have not enacted their SCRA benefits.
- Over 83% of attendees were applying for a mortgage solution for the first time.
- 88% customer satisfaction.
- Contrary to customary wisdom that most mortgages are with the VA, most mortgages are with Fannie Mae and Freddie Mac (GSEs).

From data collection and combined advocacy, the GSEs adjust their existing regulations to include Permanent Change of Station as a hardship, hence qualifying many military families for mortgage assistance. This was achieved through a combination of advocacy by HOPE NOW, the Housing Policy Council, CFPB Office of Servicemember Affairs and Treasury. The Making Home Affordable also adjusts their guidelines.

## **2013: HOPE NOW Military Outreach Events**

With the successes of on-base events, helping over 700 families, HOPE NOW planned additional events to fill out 2013-14. Unfortunately, these efforts were halted due to concerns of banks operating on-base. HOPE NOW was informed by DoD that the events would not be able to resume until an exception to current policies was granted. In lieu of these orders, the Alliance has remained committed to serving military customers and planned three off-base events targeting homeowners in the military. These events in San Antonio, San Bernardino and Virginia Beach were executed with various levels of success.

# HOPE NOW Military Outreach Events – Lessons Learned

- Communications driven by Base Commander and Housing Office
- Local financial institutions are invited to participate (most are not loan servicers)
- Heavy lift from Housing Office personnel
- HOPE NOW strongly encourages its membership to be onsite and reaches out to other appropriate partners
- Four weeks are necessary for planning purposes
- HOPE NOW concluded that for various reasons, military members would prefer to not travel off-base for such events
- These off-base events lacked proper support by on-base personnel, leading to small numbers of the target population





# Military Specific Outreach Events (2012-2013)

Base	Servicemembers Reached
Oceanside	12
San Diego National Guard Armory	15
Fort Gordon (GA)	132
Fort Jackson (SC)	162
Fort Bragg (VA)	68
Joint Base Fort Lewis-McChord (WA)	142
Ft. Lee (VA)	47
Joint Base Fort Lewis McChord (WA)	132

# Military Response – Survey Data

Military Status	Active Duty	78%
	Reservist	3%
	National Guard	19%
	Retired Veteran	1%
Previous Experience with Loan Modification	Previously Denied for Mod	6%
	Previously Fell out of Mod	8%
	First Time Applicant	85%
Delinquency Status	Current	68%
	Imminent Default	19%
	Delinquent	13%
	Referred to Foreclosure	1%
Retention Option Discussed	HAMP Mod	8%
	Proprietary Mod	4%
	Short Sale	12%
	Refinance	52%
	Forbearance or Repayment Plan	0%
	VA/FHA Mod	9%
Has Servicemember Provided Docs to Enact SCRA Benefits?	Other	16%
	Yes	6%
	No	94%

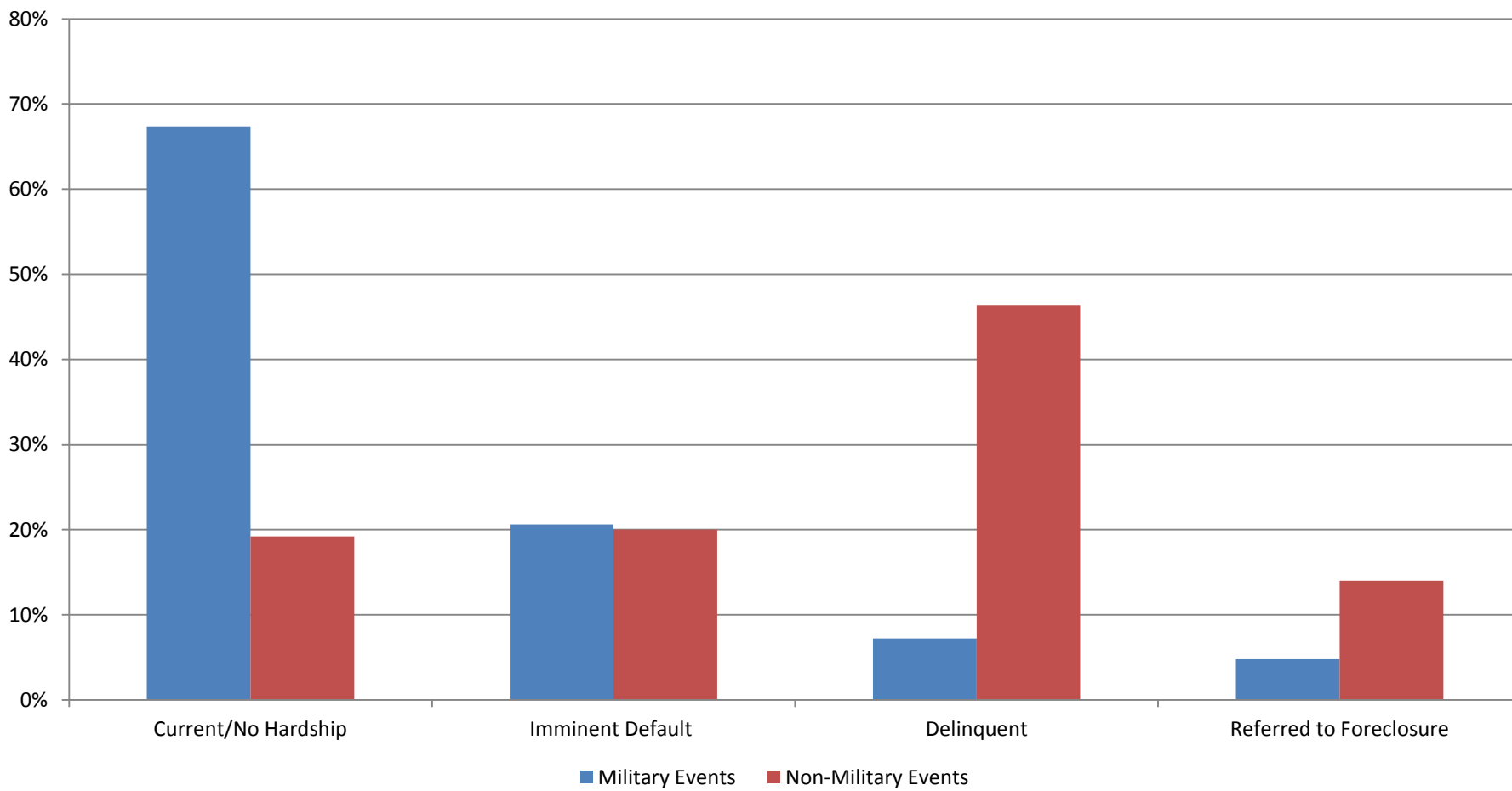
Data based on Hope Now surveys from Ft. Bragg, Ft. Lewis and Ft. Lee

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www.hopenow.com

# A Different Population

## Outreach Events Delinquency Status



Source: Hope Now Outreach Surveys – Military (5 events), Non-Military (2012 – 20 events)

# Service Member Value - View of the Events

*Service members indicate that lenders and counselors are responsive to their needs and increase awareness of the breadth of options available*

**How satisfied were you with your meeting with your lender?**

Response	Percent of Respondents
Very satisfied	45.2%
Satisfied	27.1%
Neutral	12.4%
Unsatisfied	5.2%
Very unsatisfied	4.3%
N/A	5.7%

# Service Member Value - Awareness of Options

## What was your reason for coming to the event?

Response	Number of Respondents*
To learn status of loan	17
To have first conversation about loan	23
To learn about modification options	114
To meet with lender	96
To meet with housing counselor	35
To get a loan modification	60

## What was the outcome of your attendance at the event?

Response	Number of Respondents*
Learned status of loan	31
Learned how to make mortgage affordable	63
Made follow-up appointment with lender	47
Other	57
Learned about Making Home Affordable	31
Offered loan modification	30
Made follow-up appointment with housing counselor	11

\*Note: Percentages not available, for respondents could select multiple responses

# Military Lift - Partnership Plan

## Ft Gordon and Ft Jackson Publicity Plan—SAMPLE

### Fort Gordon Publicity Plan

1. An article will be placed in this Friday's Signal (Post Paper) informing Soldiers about the event.
2. The event will be placed on both the Housing and ACS Facebook Pages and Twitter by COB tomorrow.
3. The information is being announced at all upcoming Newcomers Orientations, In-processing and Out-processing Briefings, Financial Readiness training sessions, and Home Buying Seminar (26-30 March).
4. A reminder article will be in the Signal on the Friday before the event (it will also be sent to the Augusta Chronicles).
5. One Week before the event a Letter from the Commanding General and a copy of the ACSIM Commander will be sent out to each Units.
6. Two days before the event the local news stations will announce the event.
7. Post-wide emails will be sent to all Fort Gordon email holders two days before and the day of the event.
8. Local News coverage will be at the event to cover the it.

### Fort Jackson Publicity Plan

- 1.Promoted at various Installation meetings (i.e. Community Information Exchange, Newcomers Orientation, Command Brief, etc.)
- 2.Flyer and information has been emailed multiple times to various Military units, organizations and the entire Fort Jackson community. It has also been distributed off-post to local agencies and non-profit Organizations, Columbia Veteran Affairs Office, National Guard Armory and the Shaw AFB community
- 3.Info posted on the Fort Jackson SharePoint Message portal, Housing Website, ACS Facebook page, MACH Postmaster, command message boards and various offices
- 4.Distributed at the HSO to incoming/outgoing personnel
- 5.Notified PAO. They plan to attend the event and cover it in the Fort Jackson Leader. POC for Media Relations is Pat Jones at 803-751-7650. He would like to speak directly to Eric or Brad about the press release and the event. Any local media that comes onto Fort Jackson will need to be escorted in by Mr. Jones or his representative or they will be denied
- 6.¼ page advertisements will run in the Fort Jackson Leader on 22 March, 29 March, and 5 April



# Military Social Media Outreach

## A Free & Extensive Network

### Fort Bragg Social Media Links

Fort Bragg Facebook: <http://www.facebook.com/fortbraggnc>

Fort Bragg Twitter: <https://twitter.com/ftbraggnc/> (@FtBraggNC)

North Carolina Air National Guard Facebook: <https://www.facebook.com/NCAirNationalGuard>

North Carolina Air National Guard Twitter: <http://twitter.com/ncairguard> (@NCAirGuard)

North Carolina Army National Guard Facebook: <https://www.facebook.com/NCArmyNationalGuard>

North Carolina National Guard Twitter: <http://twitter.com/NCNationalGuard/> (@NCNationalGuard)

Pope Field Facebook: <https://www.facebook.com/pages/Pope-Field/200238090002625?ref=pb>

82ND Airborne Division (ABN DIV) Facebook: <https://www.facebook.com/82ndAirborneDivision?ref=pb>

1st BCT, 82nd ABN DIV Twitter: [https://twitter.com/Strike\\_Hold](https://twitter.com/Strike_Hold) (@Strike\_Hold)

1st BCT, 82nd ABN DIV Facebook: <https://www.facebook.com/1bct82?ref=pb>

2nd BCT, 82nd ABN DIV Facebook: <https://www.facebook.com/pages/2nd-Brigade-Combat-Team-82nd-Airborne-Division/121994218975?ref=pb>

3rd BCT, 82nd ABN DIV Facebook: <https://www.facebook.com/panther.brigade?ref=pb>

4th BCT, 82nd ABN DIV Facebook: <https://www.facebook.com/4BCT82ABNDIV?ref=pb>

82nd SB Twitter: <https://twitter.com/82NDSB> (@82NDSB)

82nd SB Facebook: <https://www.facebook.com/pages/82nd-Sustainment-Brigade/158292477548576?ref=pb>

82nd Combat Aviation Brigade Facebook: <https://www.facebook.com/pages/82nd-Combat-Aviation-Brigade/114100341987751?ref=pb>

Special Operations Command Twitter: <https://twitter.com/USASOCNews> (@USASOCNews)

Special Operations Command Facebook: <https://www.facebook.com/usasoc.mil?ref=pb>

Special Forces Command Airborne Facebook: <https://www.facebook.com/SFCommand?ref=pb>

18th Airborne Corps Twitter: <https://twitter.com/18airbornecorps> (@18airbornecorps)

18th Airborne Corps Facebook: <https://www.facebook.com/XVIII.Airborne.Corps?ref=pb>

Fort Bragg FMWR Twitter: <https://twitter.com/FMWRFortbragg> (@FMWRFortbragg)

Fort Bragg FMWR Facebook: <https://www.facebook.com/pages/Fort-Bragg-Family-and-MWR/101037824325>

USO North Carolina Facebook: <https://www.facebook.com/USOofNC?ref=pb>

USO North Carolina Twitter: <http://twitter.com/usooofnc> (@USOofNC)

USO Fort Bragg Facebook: <https://www.facebook.com/pages/USO-North-Carolina-Fort-Bragg-Fayetteville/249344801813222?ref=pb>

USO Fort Bragg Twitter: <http://twitter.com/USOFtBragg/> (@USOFtBragg)

Fort Bragg Paraglide (newspaper) Facebook: <https://www.facebook.com/BraggParaglide?ref=pb>

108th Air Defense Artillery Facebook: <https://www.facebook.com/pages/108th-Air-Defense-Artillery-Brigade/271356726222?ref=pb>

Fort Bragg Red Cross Facebook: <https://www.facebook.com/braggredcross?ref=pb>

Fort Bragg Red Cross Twitter: <https://twitter.com/braggredcross> (@BraggRedCross)

16th Military Police Facebook: <https://www.facebook.com/16th.MP.Brigade?ref=pb>

US Army Forces Command Facebook: <https://www.facebook.com/FORSCOM?ref=pb>

US Army Forces Command Twitter: <http://twitter.com/FORSCOM> (@FORSCOM)

Fort Bragg BOSS Program Facebook: <https://www.facebook.com/pages/Fort-Bragg-BOSS-Program/129092493770944?ref=pb>

18th Fires Brigade Airborne Facebook: <https://www.facebook.com/pages/18th-Fires-Brigade-Airborne/127645070844?ref=pb>

US Army Reserve Command Fort Bragg Facebook: <https://www.facebook.com/USArmyReserveCommand?ref=pb>

50th Public Affairs Detachment: <https://www.facebook.com/50thPAD?ref=pb>

525th Battlefield Surveillance Brigade Facebook: <https://www.facebook.com/pages/525th-BfsB/135720189790916?ref=pb>

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# A Historical Perspective Housing Assistance for Armed Services Personnel

**Home Affordable Modification Program (HAMP):** Servicemembers who are struggling to make mortgage payments may qualify for reduced monthly payments. Although HAMP is normally limited to owner-occupied properties, a non-owner occupied property that is owned by a member of the military may qualify for HAMP if the servicemember is PCSing

- Program Details: <http://www.makinghomeaffordable.gov/programs/military-resources/Pages/default.aspx>

**Proprietary Modification:** When a distressed homeowner does not qualify for HAMP, a lender may be willing to modify one or more of the terms of the mortgage. For instance, they may modify the interest rate. For details, contact the mortgage servicers' military assistance units by calling:

- Bank of America: 877-430-5434
- Citi (Not Military Specific): 866 272-4749
- Chase: 866-705-1259
- GMAC: 866-961-1412
- Wells Fargo: 866-936-7272

Is your servicer not listed?  
Consult the HOPE NOW  
Hotline at 888-995-HOPE



# A Historical Perspective Continued

**Home Affordable Refinance Program (HARP):** Homeowners who are behind on their mortgage payments and are unable to obtain traditional refinancing due to a decline in the value of their home may obtain a lower interest rate through HARP. VA- and FHA-held mortgages may qualify for separate refinancing programs.

- Program Details: <http://www.makinghomeaffordable.gov/programs/lower-rates/Pages/harp.aspx>

**Home Affordable Foreclosure Alternatives (HAFA):** When a homeowner has exhausted their retention options, HAFA provides ways to transition out of a property. A homeowner can agree to either a short sale, which sells the house for an amount that is less than the mortgage, or a deed-in-lieu, which involves giving the title back to the mortgage servicer. HAFA limits negative credit impacts and provides relocation assistance.

- Program Details: <http://www.makinghomeaffordable.gov/programs/exit-gracefully/Pages/hafa.aspx>

**Proprietary Short Sales:** Mortgage servicers may agree to a short sale outside of HAFA. Military homeowners who are facing a PCS and have mortgages that are held by Fannie Mae or Freddie Mac can sell their homes at a loss without a deficiency charge, cash contribution, or promissory note.

- Program Details: <http://www.fhfa.gov/webfiles/24026/CFPBFinalwFS.pdf>

**Forbearance:** Lenders may agree to a pause in mortgage payments due to temporary hardship.

**Hardest Hit Funds:** Distressed homeowners in AL, AZ, CA, FL, GA, IL, IN, KY, MI, MS, NV, NJ, NC, OH, OR, RI, SC, TN, and Washington, D.C. may be eligible for assistance. The program varies by state, but mortgage payment assistance, principal reduction, and funding to eliminate second liens are common policies. Some states, such as Rhode Island, have specific provisions for military homeowners.

- Program Details: <http://www.treasury.gov/initiatives/financial-stability/programs/housing-programs/hhf/Pages/default.aspx>



# HOPE NOW Military Outreach

HOPE NOW remains committed to serving all homeowners who are in need of assistance including active military and veteran homeowners. The Alliance could certainly be leveraged by DoD to manage large numbers of service members who are going to PCS and need to quickly sell their home. It could also be leveraged to assist bases located in depressed housing markets or target specific housing assistance programs in appropriate markets. As part of the HOPE NOW outreach model, we invite military non-profits to participate and encourage all market participants to leverage the HOPE NOW model.

# HOPE NOW Military Outreach Proud Partners

- VA
- Fannie Mae
- Credibility
- Bank of America
- Chase
- Nationstar (Mr. Cooper)
- GMAC
- Ocwen
- US Bank
- PNC
- SunTrust
- Seterus
- US Bank
- Wells Fargo



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To Learn more

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