

Working a full-time job does not guarantee a family a decent, affordable place to live. Much of our workforce including the people who provide vital services to a community—teachers, firefighters, police officers, health workers—often cannot afford to live in the communities where they work or they may need to live in less desirable homes or neighborhoods to be closer to their jobs.

Shortages of affordable housing choices close to where families work also can lead to longer commutes, sprawl, and traffic congestion that degrade the quality of life for all residents. And when workforce employees leave the community at the end of the work day, it leaves a hole in the social fabric as they take their resources and interactions to another community.

EAH Class

One way to address this workforce housing issue is via employer-assisted housing (EAH), a benefit that enables employees to purchase homes or secure affordable rental housing, often within designated neighborhoods, located near the workplace. In NAR's Employer-Assisted Housing class (formerly the Home From Work™ class), students will learn how to work with local employers to discuss employer-assisted housing, EAH's benefits and three key options employers can implement to help their employees become homeowners or afford a home close to work.

Your Association can make a difference.
Become a sponsor today.

Other Community & Political Affairs Division Educational Offerings

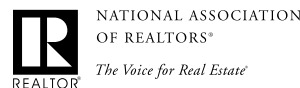
Expanding Housing Opportunities

A six-hour course that provides a broad overview of housing opportunities and the business relationships crucial to success. For more information, e-mail eho@realtors.org

Leading With Diversity

A three-hour workshop that helps you develop key initiatives to make diversity a part of your association's strategy. For more information, e-mail klambert@realtors.org

National Association of REALTORS®
Community and Political Affairs Division

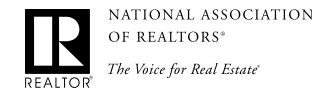


Employer-Assisted Housing Class

Unlock a New Market



NAR's Employer-Assisted Housing class is a unique way for REALTORS® to unlock a new market as well as address workforce housing issues in their communities.



EAH Options Reviewed in Class

- **Homebuyer Workshops:** REALTORS® conduct homebuyer workshops at the workplace either alone or with a lender and/or housing non-profit organization
- **One-on-One Counseling:** REALTORS® create relationships with local housing non-profit organizations that can offer counseling to employees either at the workplace or off-site
- **Financial Assistance:** REALTORS® review with the employer the variety of financial assistance options that they can offer to their employees to purchase a home including grants, loans and matching savings

EAH Benefits Everyone

Benefits for Your Association

- Provides a new professional skill set to offer your members
- Offers a new continuing education credit course
- Improves your image among employers, community leaders and officials

Benefits for Your Members

- Expands their client base
- Increases their name recognition
- Helps them gain additional referrals

Benefits for Your Community

- Increases the tax base due to rise in homeownership
- Creates greater employee involvement in the community
- Stabilizes the community and enhances neighborhood revitalization

Benefits for Local Employers

- Improves employee morale and loyalty
- Strengthens employee recruitment and retention
- Enhances company's reputation in the community



Become a Sponsor

Open up new markets of opportunity for your members by becoming a sponsor of the employer-assisted housing class. As a sponsor, you can offer the class locally to your members. NAR also encourages you to track and manage the REALTORS® who contact employers as well as the outcome of the meeting such as a homebuyer workshop or financial assistance. This initiative will enable you to see the impact of the class in your community and will also enable NAR to share success stories among other REALTOR® associations.

Expand Workforce Housing in Your Community

The Employer-Assisted Housing class can be the first step in launching a workforce housing initiative for your association, your members, and your community. After you offer a class, you may also want to consider expanding upon this effort. For example, other REALTOR® associations offer a workforce housing certificate or a follow-up workshop; sponsored a promotional event for local employers and the media; created a partnership with a local organization or city; and/or advocated for workforce housing legislation and programs.

“This class not only helped me develop business leads, but also helped me to make my community stronger with more homeowners.” —*Bonnie Boyd, REALTOR®*



EAH Class Information

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