

# Moving Millions

**HOW MICHIGAN CAN MAXIMIZE ITS  
DOWN PAYMENT ASSISTANCE PROGRAMS**



- Panel Introductions
- Introducing the UnlockDPA Initiative
- DPA Administrative Best Practices
- Call to Action
- Q&A



# Today's Agenda

BMCC Breakout Session

2:30PM – 3:30PM

Room 101 & 102



# Panel Introductions

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**THE OWNERSHIP INITIATIVE**

**ROCKET COMMUNITY FUND**

**NATIONAL FAITH HOMEBUYERS**

# The Ownership Initiative



## **Krysta Pate** **Founder and CEO**

The Ownership Initiative (TOI) is a community impact consulting firm that specializes in the design, launch, and sustainability of programs that expand access to homeownership, small business growth, and economic mobility.

Our approach is rooted in system-level thinking focusing our efforts on programs to ensure they are not only well-conceived, but also implementable, scalable, and aligned with real-world conditions.

To Date, TOI has supported the design and launch of more than 30 programs and 10 strategies that have collectively deployed over \$230 million in capital.



# Rocket Community Fund



## **Briana Mason** **Senior Program Manager Housing Stability**

Rocket Community Fund's mission is to help families achieve stable homeownership so they can lead more prosperous lives.

Since 2010, Rocket Companies has contributed more than \$264 million to community organizations and programming.

Through our investments, we help families:

- Protect and preserve their existing homes, or become new homeowners
- Connect to digital opportunity and quality jobs to support lasting stability
- Enable 12,000+ passionate Rocket team members who volunteer and raise funds to support our partners

We do it all with the support of passionate Rocket team members who volunteer and raise funds to support our partners.



# National Faith Homebuyers



## **Christopher Aldridge** **Director of Strategic Planning**

Founded in 1996, National Faith Homebuyers (NFH) is a HUD-certified nonprofit that partners with public entities, lenders, and philanthropic organizations to develop, implement, and manage programs that break barriers to homeownership and financial self-sufficiency for low- and moderate-income (LMI) families.

NFH has guided more than 7,000 families to homeownership, managed 45 economic development initiatives serving 45 public entities including DPA programs, and created a \$50 million acquisition-rehab program that sold 700+ homes to LMI families. Over the last three years NFH has distributed more than \$20 million in DPA awards to more than 800 LMI families.

NFH currently manages DPA programs for Wayne County, Detroit, Warren, Pontiac, Westland, Livonia, Lincoln Park and Taylor.





# Introducing UnlockDPA

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**A STATEWIDE STUDY**

# Why This Study Matters Now



**Michigan's housing market has undergone significant shifts in recent years that make it harder to achieve homeownership.**

- Rising home prices
- Elevated interest rates
- Persistent income gaps

Early UnlockDPA findings: increased programming  $\neq$  increased accessibility.

**This study responds to a critical question: If funding exists, how can we make sure it reaches the people it was designed to support?**

# Why This Study Matters Now



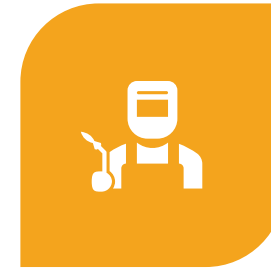
## **LENDERS ARE SAYING:**

"WE ARE HAVING A HARD TIME DETERMINING IF CERTAIN DPA PROGRAMS MEET OUR MORTGAGE GUIDELINES."



## **POTENTIAL HOMEBUYERS ARE SAYING:**

"I LOOKED ON THEIR WEBSITE, AND I CAN'T TELL IF THE PROGRAM IS STILL ACTIVE. I'VE REACHED OUT TO THE ORGANIZATION, AND I HAD TO ANSWER A BILLION QUESTIONS JUST TO GET ANY INFORMATION."



## **PROFESSIONAL ARE SAYING:**

"IT'S HARD TO KNOW WHAT PROGRAMS ARE OUT THERE AND IF I FIND ONE, IT TAKES LONGER FOR MY CLIENT TO CLOSE. IT CAN BE DISCOURAGING."



## **COMMUNITIES ARE SAYING:**

"WE ARE LOOKING FOR EXPERIENCED PARTNERS TO HELP. DOWN PAYMENT ASSISTANCE IS MOSTLY DEPLOYED IN THE PRIVATE SECTOR, SO, IT IS COMPLEX."

# Our Purpose



**UnlockDPA is a statewide initiative spearheaded by The Ownership Initiative, powered by Rocket Community Fund, committed to achieving 100% deployment of down payment assistance by strengthening systems and addressing barriers that affect access for Michigan families.**



The UnlockDPA study examines how down payment assistance (DPA) operates across the ecosystem.

It documents the current landscape to support a more efficient and fully utilized DPA ecosystem.



## What is Down Payment Assistance (DPA)?

- **Grants** that do not require repayment
- **Forgivable loans** that are eliminated over time if certain conditions are met
- **Deferred loans** that are repaid only upon sale, refinance, or transfer of the home
- **Matched savings programs** that reward disciplined savings behavior
- **Employer-assisted housing programs** that support employees in purchasing homes

# Our Method



**The Ownership Initiative conducted a comprehensive review of Michigan's DPA landscape**

**Analyzing more than 1,000 potential sources of assistance across multiple sectors, including:**

- State and local government programs
- Mortgage lenders and financial institutions
- Community Development Financial Institutions (CDFIs)
- Employers offering housing benefits
- Digital platforms and emerging program models

**From this review, approximately 71 DPA programs were identified.**

# Our Method



**This study evaluates the ecosystem through multiple lenses, including:**



- **Accessibility** — How easily can programs be found and understood?
- **Transparency** — Are eligibility requirements, funding availability, and program terms clearly disclosed?
- **Structure** — How do program rules, restrictions, and partnerships affect usability?
- **Utilization** — Is available funding being deployed effectively?

**This report is guided by a set of core questions designed to assess both the availability and accessibility of down payment assistance funds across Michigan:**

- How many DPA programs exist statewide?
- How easy is it for both professionals and the public to find and understand these programs?
- How much DPA funding is being deployed—and how much is going unused?
- What structural barriers limit access, even when programs are available?

## Questions Driving the Research



# What This Study Reveals



**THE PRIMARY BARRIER TO DPA ACCESS IS NOT THE AVAILABILITY OF FUNDING. INSTEAD, IT IS THE STRUCTURE OF THE ECOSYSTEM ITSELF.**

## **Current Ecosystem:**

A collection of disconnected programs.

## **Future Ecosystem:**

Operating as a coordinated network of resources.

# Ecosystem Findings



## **Our ecosystem has a shortage of access where most eligibility guidelines are hidden unintentionally.**

- Of the 71 programs found statewide, just 16 were indicated to be currently active.
- If DPA is difficult to access, it may go unused which leaves Michigan families without the intended support.
- Every dollar of undeployed DPA funding has a family waiting for it. Our goal is to unlock it.

# Quantitative Findings



**48%** of programs are restricted to a specific lender

**24%** of programs disclose minimum credit score requirements

**22%** of programs report openly that they are active

**3%** of programs disclose maximum housing or DTI ratio

# Qualitative Findings



## **The DPA ecosystem:**

- Is fragmented
- Lacks transparency
- Has inconsistent key information

**Homebuyers struggle to find reliable information and are often pushed into premature sales interactions.**

**When confusion persists, professionals advise on costlier routes to homeownership, despite resources being available.**

# Our Goals



**UnlockDPA is a statewide initiative spearheaded by The Ownership Initiative, powered by Rocket Community Fund, committed to achieving 100% deployment of down payment assistance by strengthening systems and addressing barriers that affect access for Michigan families.**



**1 – The Digital Deadbolt**



**2 – Pitch to Play**



**3 – Gated Entry**

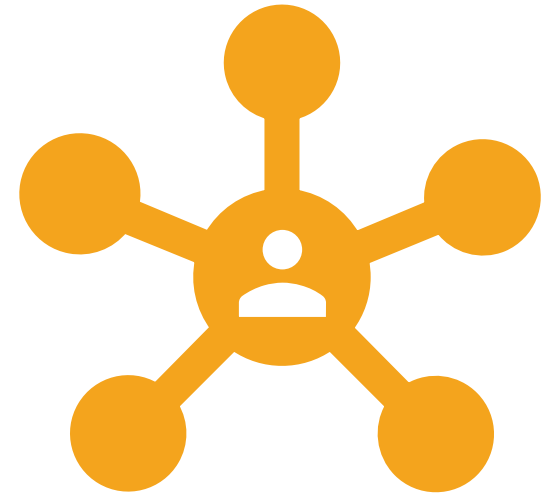


**4 – Waste & Return**



## Research & Technology Barrier

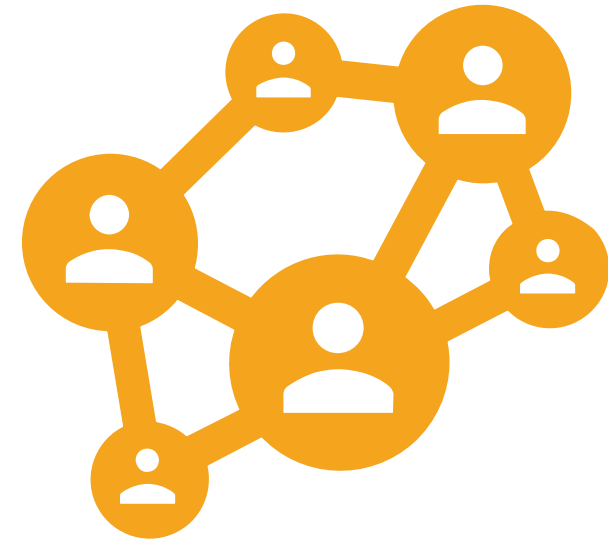
Access to down payment assistance information should not require extensive research or advanced digital literacy. The current ecosystem favors tech-savvy professionals, leaving many homebuyers effectively locked out before they even begin.





## Transparency & Incentive Realities

Critical eligibility guidelines are kept out of public view, hidden behind contact forms that often lead directly into high-pressure sales conversations rather than transparent information sharing. Homebuyers are unable to determine eligibility on their own, forcing them into premature sales conversations that limit their ability to make informed decisions at their own pace.





## Structural Friction & Exclusion

Most DPA programs are restricted to specific lenders or limited geographic areas, which reduces flexibility and makes it difficult to layer or combine multiple sources of assistance. This limits homebuyer options by forcing them into narrower loan choices or locations, often preventing them from combining assistance sources and ultimately reducing how much support they can access to make a purchase feasible.





## Utilization & Reform Opportunity

Allocated down payment assistance can sit undeployed while eligible families go without. In the absence of publicly available utilization data and active program verification, homebuyers often face delays or are unable to complete a home purchase.



# Unlock DPA MI Statewide Task Force



## *What does all this mean?*

We have collaborative work to do:

1. Fill in the gaps
2. Create more access



**Introducing the UnlockDPA Michigan Statewide Task Force**

**Learn how to Engage at <http://www.ownershipinitiative.com/unlockdpa>**



# **DPA Administrative Best Practices**

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**HOW NATIONAL FAITH HOMEBUYERS ADMINISTERS  
DPA PROGRAMS**

## DPA Programs Developed & Managed

- Washtenaw County 1997
- Ann Arbor 1998
- Wayne County 2001
- Wayne County Consortium (43 Cities) 2002
- Taylor
- Westland
- Lincoln Park
- Livonia
- City of Detroit DPA 2022
- DLBA Rehabbed & Ready 2024
- Pontiac 2026
- Warren 2026

30+

Years of Experience  
Designing and managing DPA programs

\$50M+

DPA AWARDS

7K+

Families Assisted  
Including 7,000+ first-time homebuyers

\$300M+

Private Capital Leveraged

## DPA Services Provided

From program design to closing, National Faith Homebuyers delivers end-to-end support for down payment assistance programs — serving housing agencies, lenders, and faith-based partners across the U.S.



### Program Design & Compliance

DPA structuring, HUD/CDBG/HOME compliance, policy design, reporting & monitoring



### Intake & Eligibility

Application intake, income & asset verification, eligibility determination, file QC



### Homebuyer Education & Counseling

HUD-certified education, financial coaching, credit readiness, post-purchase support



### Lender & Realtor Coordination

Lender partnerships, realtor engagement, loan coordination, pipeline management



### DPA Processing & Closing

Award calculation, funding coordination, closing support, post-closing reconciliation



### Outreach & Community Engagement

Homebuyer fairs, employer & faith partnerships, marketing campaigns, stakeholder engagement

## Delivery Models

Full-Service Program Management  
City of Detroit, Wayne County

Administrative-Only Support  
DLBA Rehab & Ready

Consulting & Program Development

## NFH: A master of all trades In LMI Ecosystem

### ➤ Deep LMI Market Connections

- Membership Structure
- Homebuyer Ed 1000+ Annually
- Counsels 1000+ Annually
- 30% become owners Annually

### ➤ NOAH Development Experience

- 700 homes sold to LMI families
- \$60 million in transactions

### ➤ 30 Years of Compliance Experience

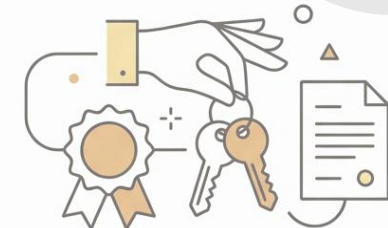
### ➤ Thousands of realtor and Lender referrals

Bottom line: NFH has intimate direct experience

In every phase of the purchase transaction.



**Thousands of Families Counseled**  
on path to homeownership.



**Thousands of DPA Awards Closed**  
through municipal, county, and philanthropic programs.



**700+ Homes Acquired, Rehabbed & Resold**  
to LMI families.



**\$60M+ Private Capital Invested**  
through homeownership initiatives.



Best Practices



Market Research Understand market  
drivers and impediments

Client Internal

LMI Customer

Lender



Ensure All Stakeholders are engaged throughout the process



Transparency and consensus are critical to long term success



# Call to Action

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**UNLOCKDPA STATEWIDE TASKFORCE**

# UnlockDPA Taskforce



**The Ownership Initiative aims to change this by launching a taskforce to increase access to DPA in the ecosystem through partnership.**

The taskforce's intended goals are to

1. Foster connectivity and collaboration
2. Create a standard product matrix for professionals
3. Increase transparency for better homebuyer access

Every stakeholder in this ecosystem has a role to play in unlocking DPA.

***Every dollar of undeployed DPA capital has a family waiting for it. Our goal is to unlock it.***

# Join the UnlockDPA Taskforce



Visit the website: [www.ownershipinitiative/unlockdpa](http://www.ownershipinitiative/unlockdpa)

**UNLOCKDPA**  
MICHIGAN

Mission Collaboration Resources Findings Map Programs [Join the Effort](#)

**The Funding Exists.  
Homebuyers Are  
Ready.  
Together, Let's  
Unlock DPA.**



# Join the UnlockDPA Taskforce



**Take the DPA Survey, Sign Up for the Taskforce, Review Programs, and Read the full Report (in a few weeks) at:**

[www.ownershipinitiative/unlockdpa](http://www.ownershipinitiative/unlockdpa)

**Join the Effort**  
Sign up for the statewide task force and help work towards 100% DPA utilization.

**Explore Programs**  
Check out the interactive map and list of programs in Michigan.

**Read the Report**  
Review the comprehensive statewide DPA landscape report.



# Join the UnlockDPA Taskforce



**Stop By Our Booth and take the survey  
to sign up for the taskforce!**



# Q & A

## Thank you!

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