



Affordable Housing Institute

Strategic Growth Advisory

Where housing innovators find strategic guidance to scale, increase revenue, and drive impact.

About SGA



Strategic Growth Advisory aims to support mission-driven entities to scale their impact in delivering affordable housing to low-income households, while maximizing value. SGA brings together two decades of AHI's successful practice in over 60 countries, thoughtware and systems developed, proven service lines, and lessons learned. Our range of bespoke services support entities' positively disruptive housing-related innovation (product, service, or program), both on the demand and supply-side.

“ AHI has been a vital strategic partner to Bareng Corporation. Their global expertise in real estate development and finance has equipped our start-up with the insight and confidence needed to structure our business for long-term impact and sustainability. ” Gilbert Bareng, CEO, Bareng

Services Offered



We provide analytical and strategic capacity to accelerate decision-making and support adaptive execution – helping SGA clients take actionable, scalable steps towards positive disruption of the housing ecosystem.

Platform and Financing Development



- **Platform Development:** Business plans, team growth
- **Platform and Project Financing:** Capital strategy, deal structuring, financial modeling, proforma development
- **Strategic Partnerships:** Leveraging AHI's platform and experience

Project and Programmatic Support



- **Customized Solutions:** Program/project recommendations and implementation mechanisms
- **Innovative Design:** Value engineering of supply-side and demand-side innovations
- **Targeted Interventions:** Aligning resources to meet affordability requirements for intended beneficiaries
- **Impact Assessment:** Cost-benefit analysis, program/project evaluations

Market Positioning and Strategy Development



- **Leadership and Market Positioning:** Leadership training, niche definition, and development of a unique value proposition and brand, grounded in market assessment.
- **Project and Portfolio Development:** Scoping and opportunity assessment, support to secure first project

Market and Housing Ecosystem Assessment



- **Market & Regulatory Assessment:** Multi-level housing value chain analysis (AHI's proprietary framework)
- **Ecosystem Mapping:** Identifying strategic stakeholders and market players, supporting the client in key forums
- **Risk Analysis:** Political, financial, and operational risks and mitigation strategies
- **Institutional Assessment:** Capacity review and recommendations



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Examples of Clients and Projects



A Ministry of Finance-REIF supporting project financing for affordable housing delivery and mortgages for low-income families in Nigeria. **AHI is developing** the fund's investment and eligibility criteria, housing finance products, and financial and disbursement structure.

Bareng



Workforce Housing in partnership with school districts in Central Valley, California, USA. **AHI is supporting** platform development, defining the firm's value proposition, securing the first deal and strategic partnerships, and platform and project financing.

A pro-poor housing finance institution that has provided 10,000+ home loans to women-led households with informal incomes in India. **AHI was an early-stage partner**, supporting the organizational strategy, capital-raising, and institutional development for over a decade.

AHI by the Numbers



45 YEARS
of leadership in affordable housing



Global impact across
70+ COUNTRIES



15+
in-house housing experts

About AHI

AHI leverages over 45 years of leadership in affordable housing, positively impacting housing ecosystems by guiding our clients on policy, finance, governance, and project structuring.

Through our extensive work and consulting with Development Finance Institutions, supporting private sector innovation with SGA, and the Chrysalis Housing Impact Accelerator, **AHI has directly contributed to transformative housing projects** in Africa, the Americas, South/SE Asia, and Europe.

AHI has developed methods, tools, and frameworks that are essential to addressing housing challenges worldwide. We have been engaged by leading organizations like World Bank, USAID, IFC, AFD, FSD, Rockefeller Foundation, and the Gates Foundation.

Contact

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