

Home from Work™

An Employer Housing Benefit

The NATIONAL ASSOCIATION OF REALTORS® (NAR) is partnering with the Arizona Association of REALTORS® and select lenders on a program for employers and REALTORS® to increase homeownership opportunities for workforce families throughout Arizona.

The program focuses on assisting employers in developing an employer-assisted housing (EAH) benefit to help their employees purchase a home. The campaign strategy promotes homeownership opportunities for workforce families by providing access to housing information, comprehensive counseling, and financial incentives.

Under the Home from Work campaign, employers can select from three EAH benefits that may help their employees achieve the dream of homeownership:

- **#1 – Home Buying Workshops:** Employers can provide access to free home-buying workshops (or brown-bag lunches) provided by REALTORS® and lenders. This component can help employees learn how to find and afford suitable housing.
- **#2 – One-on-One Housing Counseling:** Employers can sponsor in-depth housing counseling and education benefits in partnership with a participating nonprofit counseling agency. This component offers a more personalized and comprehensive housing program to help employees overcome barriers to homeownership.
- **#3 – Financial Benefit:** Employers can provide financial benefits such as forgivable loans, grants or matched savings to help their employees purchase a home. This component helps employers address employee recruitment, retention, and recognition issues.

Employers can choose to offer all or any combination of these three benefits to their employees. NAR will provide technical assistance, at no cost, to employers that want to develop a customized EAH plan that helps them achieve their business goals.

Benefits for targeted audiences

Through the Home from Work program, REALTORS® will have an opportunity to participate in outreach and education efforts with local employers, develop relationships with lenders that offer low-cost financing options, reach out to underserved markets, and create strong links in the community.

Providing an EAH benefit can help employers reduce turnover, leading to lower training and hiring costs. In addition, EAH can increase loyalty and morale, support bottom-line business goals, and strengthen links with the local community. Participating lenders will have an opportunity to expand homeownership opportunities and offer low-cost mortgage options to more potential home buyers.

Local governments can benefit by gaining greater neighborhood stability, community involvement, and economic development opportunities. Affordable, decent housing attracts employees and supports growth.

How to get involved

For more about this program, contact NAR staff at 202-383-7560 or AAR staff at 602-248-7787.