

[Note: Letter should be customized for your state/local area.]

Date

Ms. Jane Jones
Chief Executive Officer
XYZ Corporation
XXXX Avenue
City, State, Zip Code

Dear Ms. Jones:

I would like to invite you to participate in the “Home from Work™” Campaign, which is a joint partnership with the _____ REALTORS® Association and _____. The program offers you – as an employer -- an opportunity to provide housing benefits to your employees to help them achieve the dream of homeownership. In turn, you can benefit by reducing your costs for recruitment and retention, and improve your bottom line.

Hundreds of employers across the nation are taking advantage of this unique opportunity to renew and strengthen their commitment to their employees and the community. If you’re interested in participating in the campaign, we can work with you to provide a cost/benefit analysis -- at no cost. This analysis can help you determine the best strategy to assist your employees with their housing needs.

Below is a summary of the Employer-Assisted Housing (EAH) benefits offered under this program. You can choose any or all of the benefits -- your involvement can be as little or as much as you desire.

EAH Benefits

- **Free Home-Buying “Educational” Workshops:** You could provide access to free home-buying “educational” workshops provided by REALTORS® and participating lenders. This benefit helps employees learn how to find and afford suitable housing.
- **One-on-One Housing Counseling:** You can sponsor an in-depth housing counseling program in partnership with a nonprofit counseling agency. This benefit offers a more personalized approach for employees who may need more detailed information to help them overcome barriers to homeownership, such as saving for a down payment and/or improving their credit scores.
- **Financial Incentive:** You could offer a financial benefit such as a forgivable loan, grant or matched savings to help your employees purchase a home. This benefit can help you address employee recruitment, retention, and loyalty issues -- and improve your bottom line.

If you’re interested in exploring the opportunities available under the Home from Work program, I would be happy to schedule a meeting at your convenience. At that time, you can further evaluate the benefits of EAH for both you and your employees.

I will follow up with you next week, or if you prefer you can contact me at _____.

Sincerely,