



Pikes Peak
Habitat
for Humanity®

real estate
build

Building Community since 1986



Revised 8/7/2017



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for Humanity®**

**real estate
build**

As professionals in the Real Estate Industry,

you know that homeownership matters to individuals, families, and communities. It matters because it provides a foundation for growth for families and children, and it strengthens community and our economy.

Partnership is at the heart of Pikes Peak Habitat for Humanity's (PPHFH) work, and partnerships with local businesses offer an opportunity to go beyond traditional check writing. Through community engagement and volunteerism, a partnership with Pikes Peak Habitat creates a powerful proposition for your company's corporate social responsibility program and helps spread the word about your company's exemplary efforts throughout the community.



about Habitat

vision: A world where everyone has a decent place to live.

mission: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, community and hope.

Good reasons to partner with Pikes Peak Habitat for Humanity:

Unique Brand: Habitat was distinguished as "Brand of the Year" in the social services nonprofit category in 2015 and 2016 (Harris Poll EquiTrend® Equity Score).

Worldwide Presence: We work on the ground in more than 90 countries.

Cost Effective: Volunteers, donated supplies and building materials keep costs low.

Concrete Results: Engage in Habitat's work and see the tangible results that strengthen our community.

Corporate Social Responsibility in Action: Increase your company profile and strengthen customer loyalty as part of a highly visible marketing strategy.

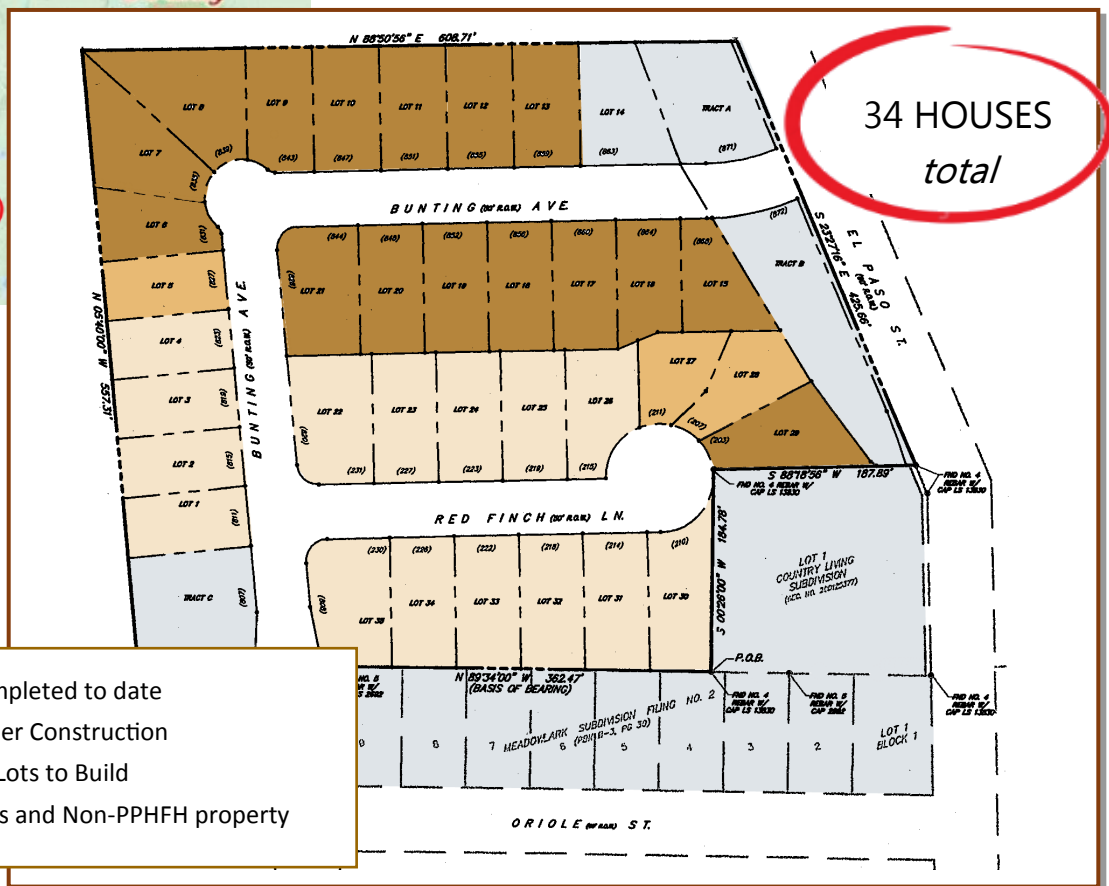
Strong and Positive Associations: We have a strong track record in the community and build long-lasting relationships with key civic and institutional decision makers.

Our Country Living Development

The Country Living neighborhood is a 34-home Habitat development in Fountain. It is our second largest development in Pikes Peak Habitat for Humanity's 31-year history. The development began in 2012, and 16 homes have been built to date. We anticipate completion within the next two years. All homes are built to the IRC 2015 building standards to provide added sustainability for the future Habitat homeowners.

The homes in County Living will be 2-5 bedrooms, 1-2 baths, one-story homes. Each partner family commits 350-450 hours of sweat equity into building their home alongside volunteers, and attends required homebuyer education classes. Finally, they purchase their home at an affordable mortgage.

Of the 16 families in the neighborhood, 10 are single-mother families, and 41 children have quickly made friends with one another. Three more families have been selected recently, and applications are currently being accepted for three more homes - one being the Real Estate Build!



The Future Homeowner

Through our homeownership program, PPHFH provides its homeowners with an affordable mortgage which is amortized over 30 years. Like all our partner families, the first-time homeowner that will be selected for this home will be low-income, earning income within 35%-80% of local HUD-determined Area Median Income (AMI). For example, a family of four will have income in between \$24,850 and \$56,800 annually (before taxes).

Program Requirements

- 350-450 hours of Sweat Equity
- 10 Homeowner Education Classes
- Monthly Financial Review and Credit Counseling
- Represent Habitat in a Positive Manner
- \$2,000 Down Payment and Closing Expenses

The Habitat Mortgage

Typical Habitat mortgages are affordable and paid back over 15-30 years. The monthly mortgage payment includes homeowner's insurance, property taxes, and HOA dues (if applicable). The initial monthly payment does not exceed 28% of the homeowner's gross monthly income at time of application.

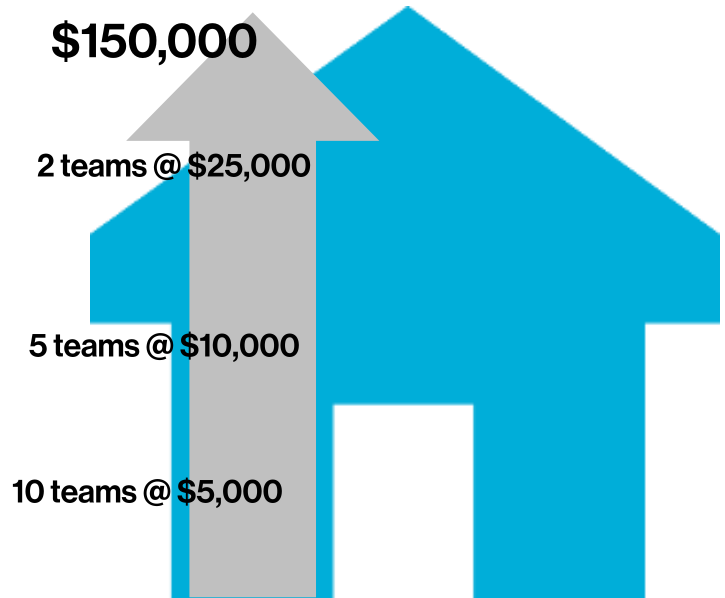


Partner with Habitat

The sticks and bricks cost of construction for a Habitat house is \$150,000. The real estate companies invited to join the Real Estate Build will bring a minimum financial sponsorship of \$5,000 each: \$2,500 from the brokerage, and \$2,500 from a team of 10 or more within the brokerage company.

And if your company really has a competitive edge, you can always fundraise above the \$5,000. Companies can participate at different sponsorship levels, all working together toward the full house cost of \$150,000.

And the winning team receives a celebration dinner and a traveling trophy to show off for the year *...and best of all, bragging rights!*



Fundraising Ideas

Commissions: Each broker can donate \$250 from their commission checks. That adds up fast!


















































Adopt-A-Day: As part of your \$5,000 Real Estate Build sponsorship, you may schedule a special day for your office and sign up for an Adopt-A-Day at the construction site. Up to 20 of your team, co-workers, families and friends can participate in an enriched team-building experience on any available Thursday, Friday or Saturday. Adopt-A-Day includes a complimentary lunch on the construction site, Habitat T-shirts, team video and a framed photo of your group. You'll be working side by side with a future Habitat homeowner to build their home while developing team work, leadership and management skills.

Want to add another \$2,500 toward your chances of winning the celebration dinner and trophy? It's a great opportunity for colleagues to work together, and it can give your company a lead over other teams!

What's in it for You?

So your company decides to partner with Habitat in the Real Estate Build.

What are the benefits of your sponsorship?

Marketing Opportunities	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Receive primary media and public relations coverage at milestone build events highlighting your sponsorship of this project.					
Interview opportunities with corresponding media and news coverage surrounding build.					
Full-color logo and exclusive placement as the presenting sponsor on signage and banner.					
Opportunity to speak at the Home Dedication ceremony.					
Company logo and website link displayed on PPHFH website for one year.					
Special Real Estate Build sponsor plaque presented at dedication.					
Recognition at House Ground Blessing and Dedication ceremonies.					
Company name on T-Shirt (issued to Real Estate Build Adopt-a-Day participants).					
Your logo listed on PPHFH's website during the construction of the Real Estate Build sponsored house.					
Press releases issued by PPHFH to local media.					
Company logo displayed in two newsletters (4,000 circulation) and two eNewsletters (4,500 circulation).					
Provision of PPHFH's logo for your company's promotional use.					
Name and Logo listed in event program (name only for \$2,500 level).					
A photo and bio of the homeowner family for your company newsletter or other internal marketing pieces.					

And with your partnership, you are giving a family the security and stability of a new home. Home is the foundation for our lives, and should provide an atmosphere of contentment and calm where individuals can thrive.

Everyone deserves a safe, affordable place to call home.

More questions?

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