



Meet Ciara Miller

- 24-year old factory worker
- Annual salary of \$22,572/year
- Lifetime Maple Heights resident - a neighborhood hard-hit by the foreclosure crisis, losing its young people and tax-base
- Parents never owned a home. Ciara has always dreamed of owning her own home
- Ciara found ESOP in May 2015





MISSION

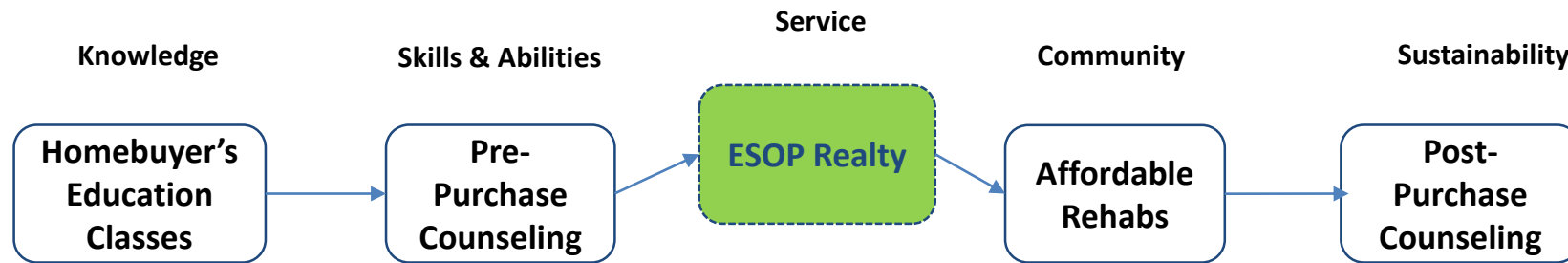
ESOP Realty is a full-service, non-for-profit real estate brokerage.

We are helping people transcend poverty by making the dream of homeownership available, affordable and sustainable for more members of our community...contributing to neighborhood stabilization.



ESOP's Affordable Homeownership Initiative

A full suite of integrated homeownership services in one location





Why start a non-profit realty?

- In the past, in an attempt to promote affordable homeownership, LMI families were encouraged to purchase homes they struggled to financially sustain.
- A disproportionate number of those who faced foreclosure since 2008 were the working poor, many of whom were unprepared for homeownership and taken advantage of by predatory lenders, mortgage brokers and realtors.



By the numbers....

- 84% of people across all age groups still believe that owning your own home is the number one factor in attaining the American Dream.
- A home is the largest asset most of us will ever own.
- A growing racial wealth gap – 72.9% vs. 45.8% vs. 43.3%
- A pathway to sustainable homeownership
- Building individual wealth and stabilizing communities.



What Makes ESOP Realty Unique?

- Ohio's first and only not-for-profit real estate agency
- Focusing on the needs of low-to-moderate income homebuyers
- ESOP agents are paid salaries -not commissions - and therefore are not incentivized to upsell a client a home they cannot afford to sustain over time
- Agents are certified housing and financial counselors with expertise in low-to-moderate income communities
- Innovative community revitalization approach in neighborhoods hard hit by the foreclosure crisis



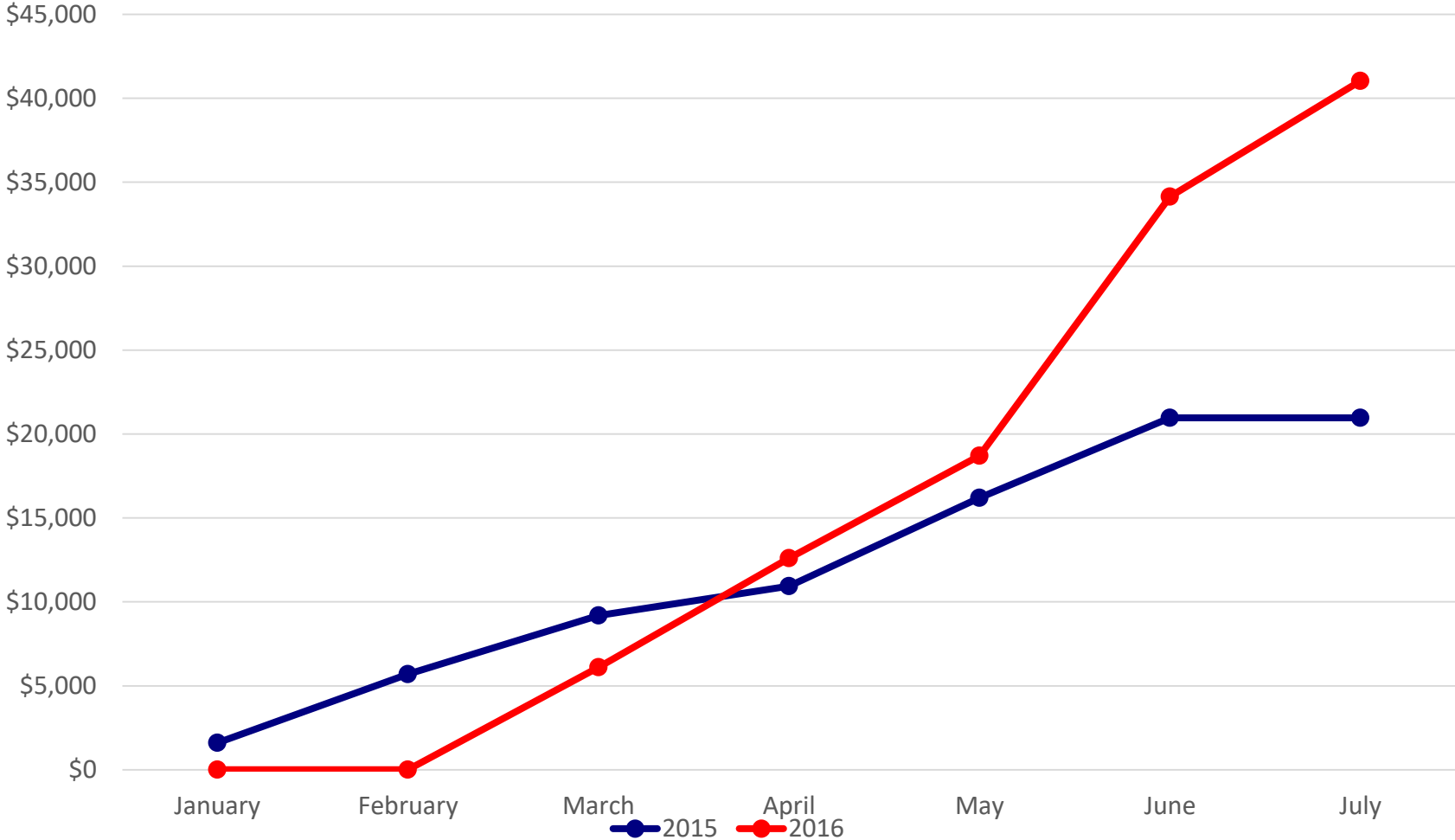
Targeted Markets and Partnerships

- **1st Time and LMI Home Buyers**
 - Home Buyer Education Classes
 - Pre & Post Purchase Counseling
 - Down Payment Assistance
- **Traditional Real Estate Brokerages**
 - Short Sale Properties
 - Title Issues
 - Low Dollar Purchasers
- **Market-Rate Buyers and Sellers**
 - “Selling” philanthropy at no cost
- **Financial Institutions**
 - REO Listings
- **Community Partners**
 - Non-Profit Housing Agencies
 - Land Banks
 - Affordable Housing Developers
 - Community Development Corporations
 - Metropolitan Housing Authorities



Cumulative Revenue: 2015 vs. 2016

Total Revenue Compared for First Seven Months





Social Innovation in Action

- Provides the “missing link” in the home buying process for first-time homebuyers.
- In partnership with ESOP, we provide integrated services at every step of the home buying process.
- We are positioned to change the landscape of the home buying process for LMI homebuyers.
- As a mission-driven social enterprise, all profits generated from home sales support the free homebuyer education classes and financial counseling offered by ESOP.





Ciara's Journey to Home Ownership



Ciara's journey was recently featured at 2016 White House "Beating the Odds to Homeownership" Event