

# **INHS**

## Community Housing Trust Communication Strategy

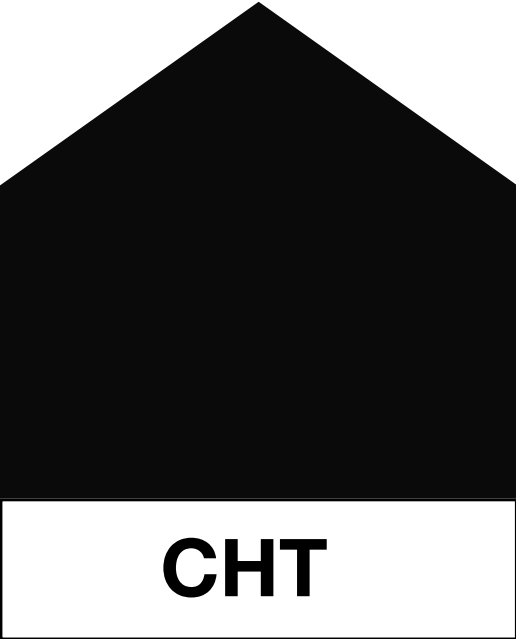
**DesignConnect 2010**

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# Community Housing / Land Trusts

## Basics

**Subsidies**



**Homebuyer**

**INHS**

# **Process**

Information Gathering

Logistics and Technology

Design Concept

Design

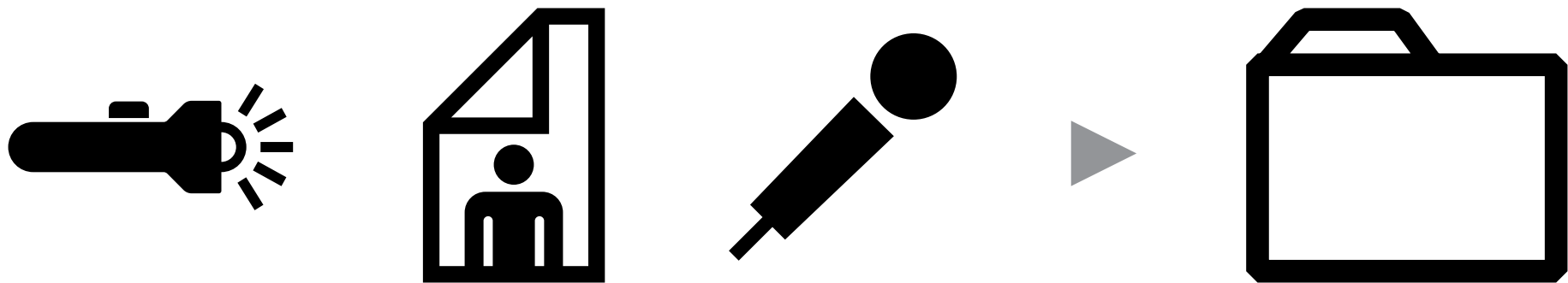
# Information Gathering

Research

Meetings with Client

References

Interviews

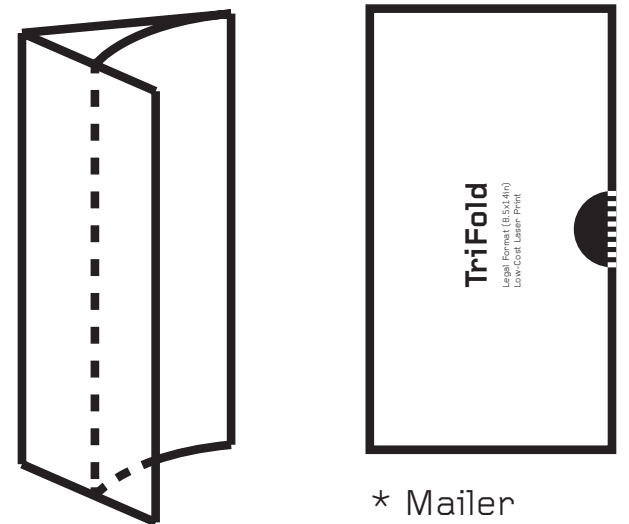


# Logistics + Technology

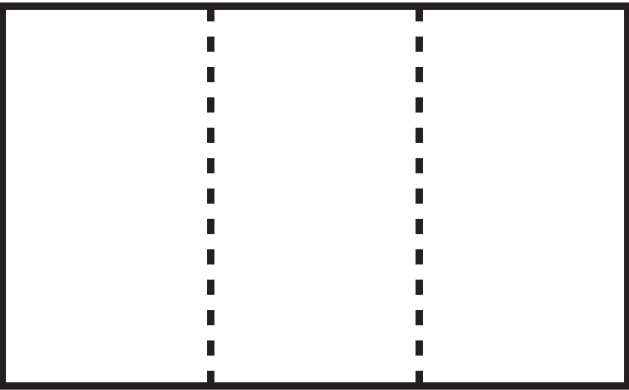
Format

Use

Distribution

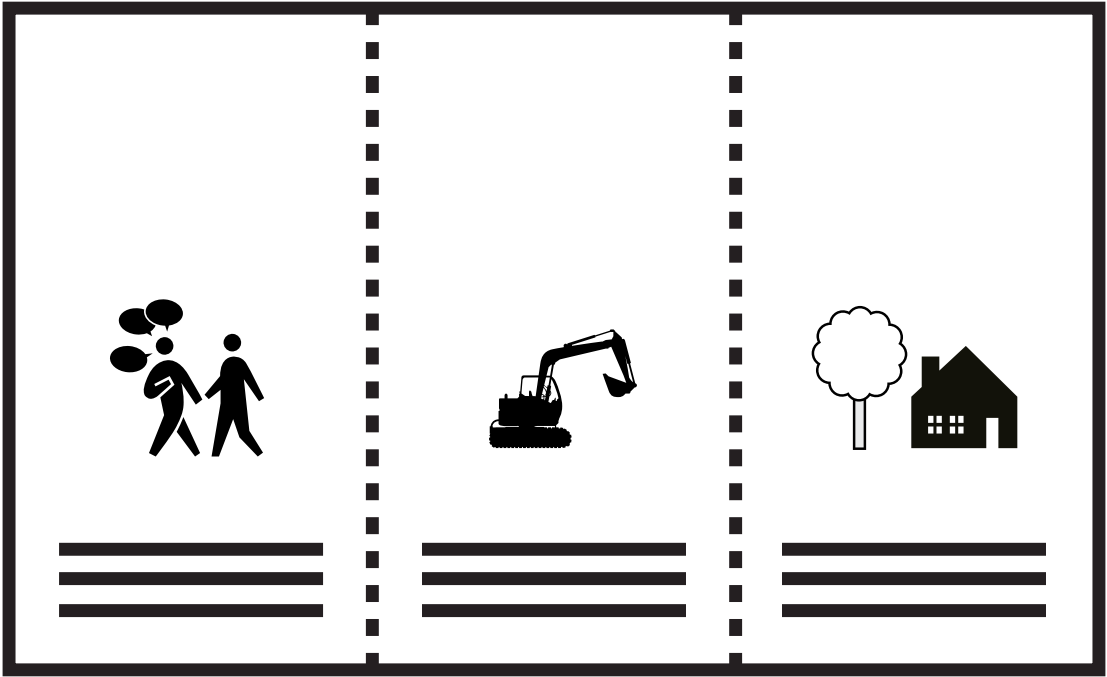


\* Mailer



# Design Concept

Manual +  
Personal Profiles



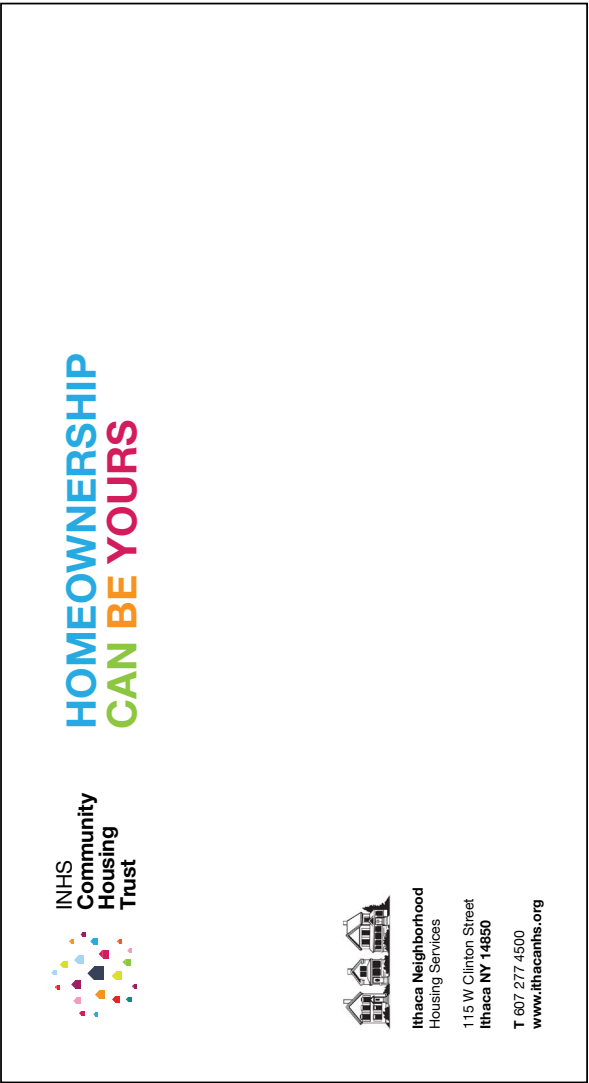
# Design

Logo

Pamphlet



# Pamphlet





# Pamphlet

How are the homes so affordable?  
What is the CHT community?  
What is CHT homeownership?


CHT homes cost less than traditional market rate homes and benefit the community:

The diagram illustrates the difference between traditional market housing and Community Housing Trust (CHT) housing. On the left, labeled 'MARKET', a black house icon sits on a grey pedestal, with a large black circle containing a white dollar sign above it. On the right, labeled 'CHT', a black house icon sits on a white pedestal, with a group of six black stick figures standing below it and a smaller black circle containing a white dollar sign above it.


Why a Community Housing Trust?

The Community Housing Trust (CHT) is a program that is designed to help people with modest incomes buy their first homes. The CHT model ensures long term affordability and neighborhood stability. It is intended to serve people who could not otherwise afford to buy a home. Many first time buyers face obstacles in purchasing a home such as high housing prices and insufficient income. While this model is new to the area, this housing model has been successful in communities throughout the U.S. for the past 40 years.


# Pamphlet




Hi, I'm **Sinh Tran** and I've lived in the Community Housing Trust for one year with my wife and two children now. After moving here from Vietnam, we lived for 6 years in INHS apartments. I don't make that much money working as a chef but we've always dreamed of **owning our own home**. INHS helped us to understand the process of being a homeowner through **classes**. They also help us secure a **0% interest loan** for a down payment. When we move we want to see the house go to people like us who need it.



Hi, my name is **Mike Murphy**. I moved to Ithaca but didn't want to rent because I like to work with my hands, fixing up my place to **my own liking**. I couldn't afford to buy a home in the city, but I heard about the Community Housing Trust and found that there was a way to have both a cheap home and the **freedom to do as I please**. I've set up my woodshop in the basement and am remodeling the kitchen right now.



My name is **Sara** and **this little guy is Bo**. I've lived around here for twenty years and work as an Assistant Produce Manager for a local supermarket. My old farmhouse got to be too much to care for and I decided to move to town where I'd be able to walk to my job, the dog park and the bus stop. With the help of INHS I could afford a home that offered me so **many amenities within my modest budget**. The house is so **energy efficient** that my low heating bills make it **even more affordable**.



It's the community housing trust!

Coming to a community near you.

Live the freedom of homeownership.

### How are the homes so affordable?

A CHT homebuyer buys only the house. The CHT owns the land and leases it to the homebuyer. This arrangement lowers the purchase price of a home because the land is not included. CHT homes are built with subsidies from government programs. These allow INHS to sell the homes at prices that are lower than their market value. INHS staff assists homebuyers and provides a education classes, grants, and low-interest loans.

### What is the CHT community?

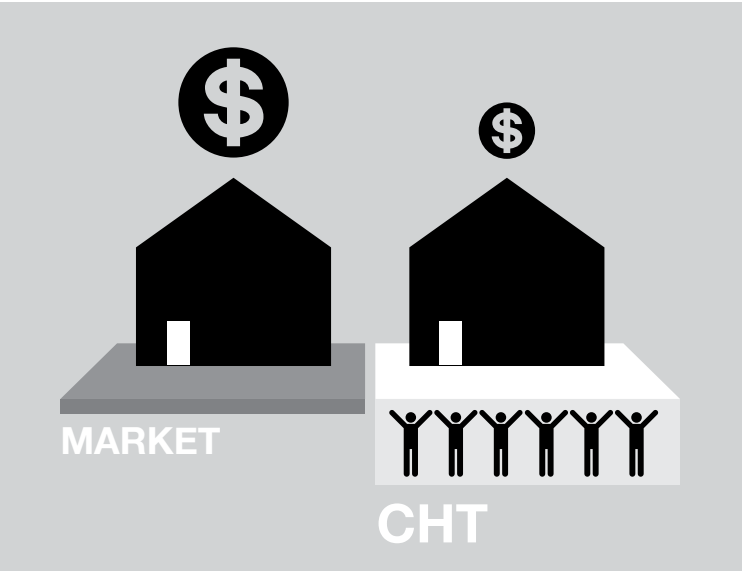
Both families and individuals looking for an affordable alternative to owning or renting can own homes in the CHT model. CHT homes are located in places that are convenient to work centers, amenities and services. The CHT is governed by a board representing the CHT homeowners, INHS and representatives from the greater community making the process equitable and transparent.

### What is CHT homeownership?

The homebuyers still have most of the rights and responsibilities for both the land and the house. They assume all costs for maintenance and taxes. Homeowners can renovate, garden and make improvements. When a CHT house is sold, the amount of profit that the seller receives is determined by a formula. The CHT program is designed to help homeowners build wealth and achieve financial security.

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**Ithaca Neighborhood  
Housing Services**  
115 W Clinton Street  
Ithaca NY 14850  
T 607 277 4500  
[www.ithacanhs.org](http://www.ithacanhs.org)



**HOMEOWNERSHIP  
CAN BE YOURS**



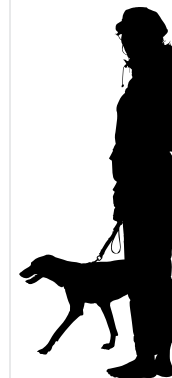
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