



The Time Is Now
HUD Priorities & New Initiatives

David Berenbaum
Deputy Assistant Secretary for Housing Counseling

National Reverse Mortgage Lenders Association Annual Meeting – October 24th, 2023



Thank you for all that
you do to help senior
homeowners obtain
HECM mortgages
and for your strong
partnership with
housing counselors.

Together we provide
senior homeowners
and their families with
the knowledge and
services they need to
obtain, sustain and
improve their housing!





The mission of the OHC is to help families to obtain, sustain and retain their homes. We accomplish this mission through a strong network of HUD participating housing counseling agencies (HCA) and HUD certified housing counselors.

- Network of 1,497 HCAs and 4,189 HUD Certified Housing Counselors
- 253 HECM Certified Housing Counselors
- Approve new HCAs and certify housing counselors
- Monitor compliance, and the quality of housing counseling
- Connect clients with participating housing counseling agencies
- Grant funding for qualified HCA applicants
- Provide training and technical assistance

Overarching Goal

- Let's Elevate the Profession!
- It's about people and places!
- To reach more than **3 million consumers** with housing counseling services over the next 5 years, creating well-informed, responsible homeowners and renters
- This goal includes expanding our focus and capacity to provide professional reverse mortgage counseling services and financial education.



LET'S MAKE
HOME
THE GOAL

Program Priorities

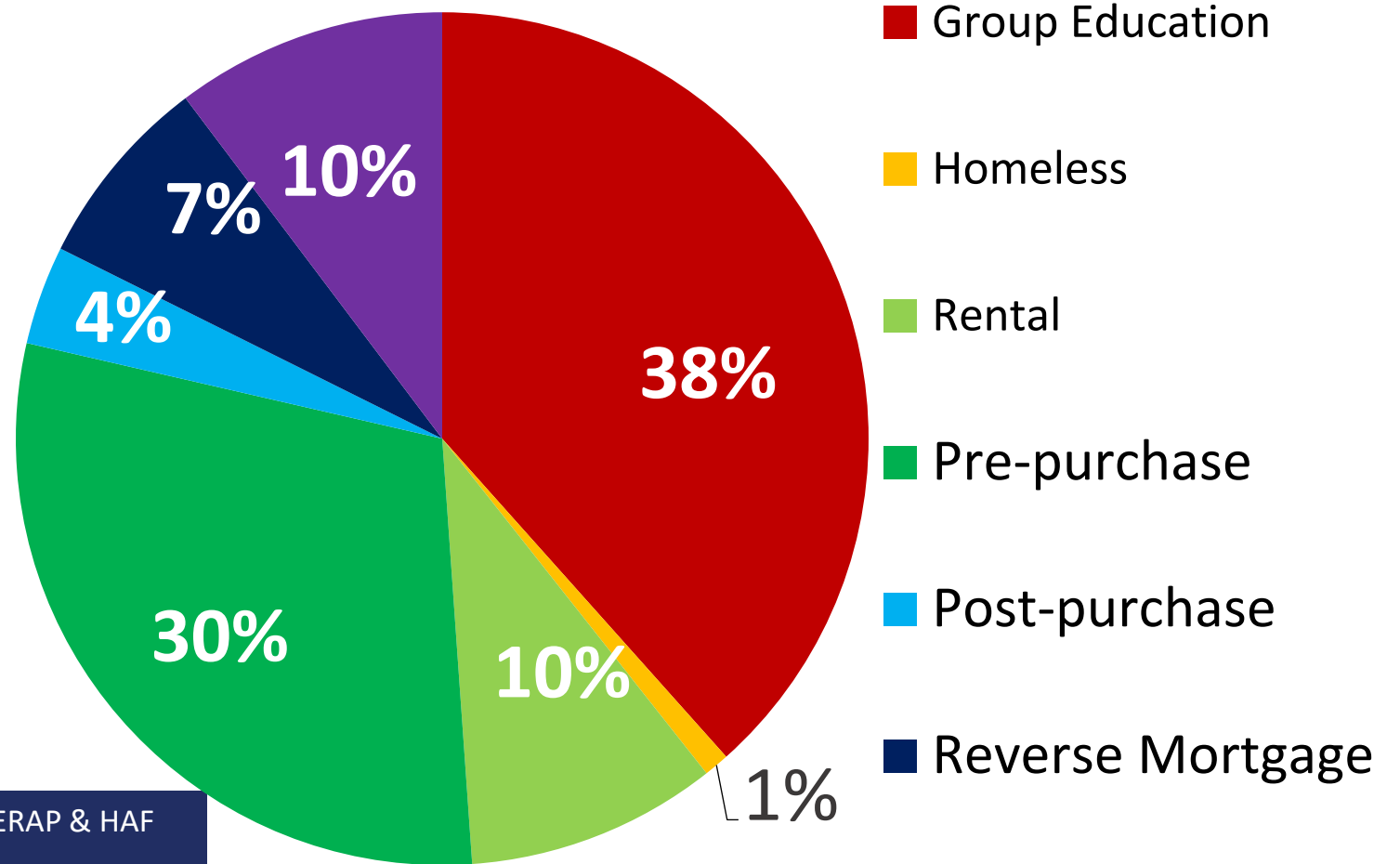
- Increasing collaboration with NRMLA & industry partners to educate the public, ensure informed borrowers and meet baby boomer demand.
- Providing technical assistance to HECM training exam partners
- Merging HECM and HUD Certified Housing Counselor websites (Two separate exams on a single exam platform)
- Increasing the availability of HUD Certified HECM Counselors nationwide to provide place based, virtual, telephonic and hybrid counseling services.
- Ensuring consistent & professional services & FOLLOW-UP.
- Educating the public to take advantage of HECM counseling earlier, including diverse markets
- Many agencies have suggested that retirement & estate planning counseling + reverse mortgage education be provided with pre-purchase counseling.
- Helping older Americans to avoid elder abuse & scams.



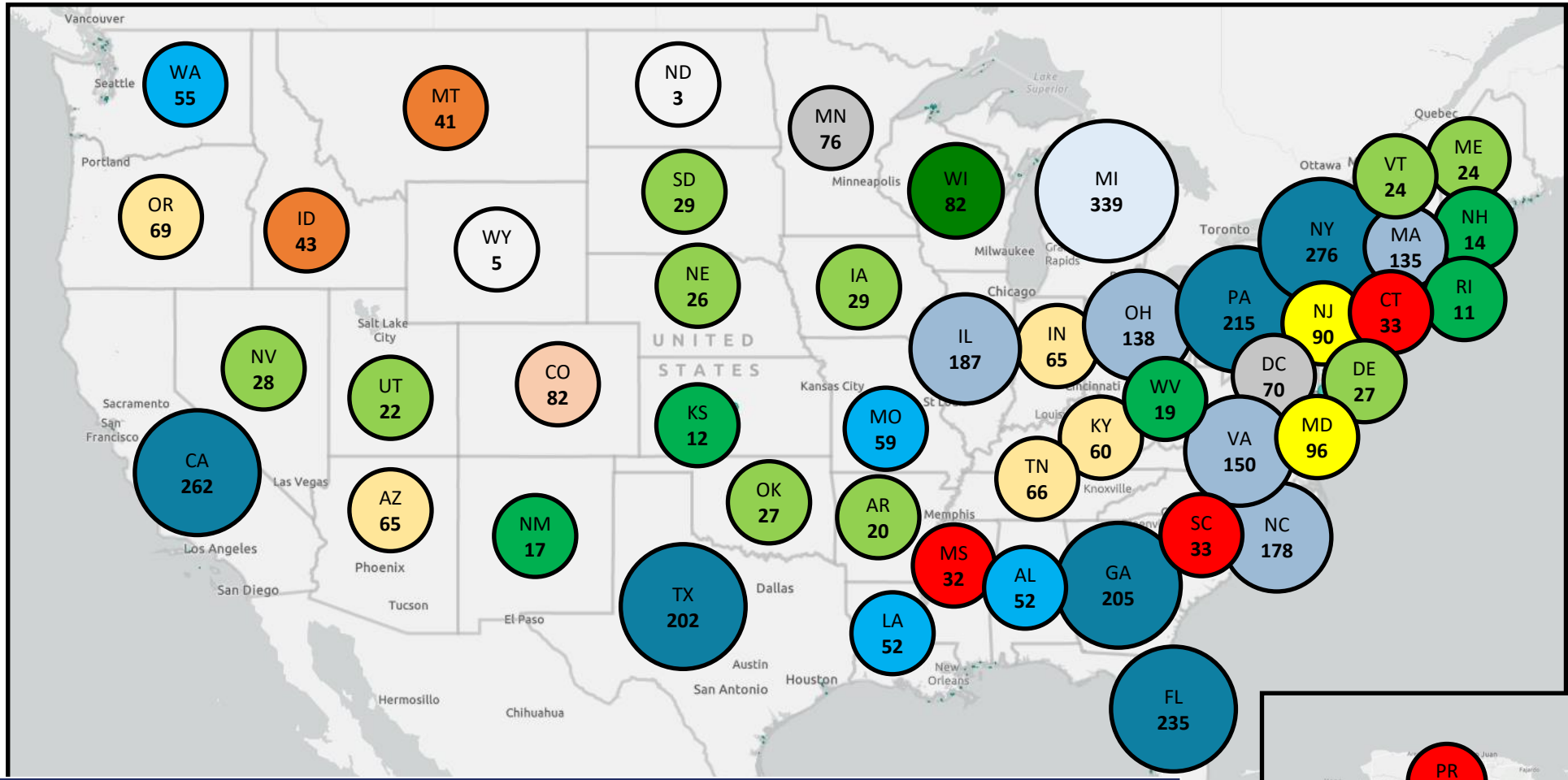
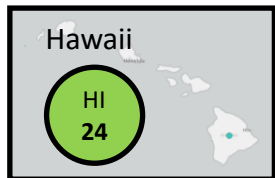
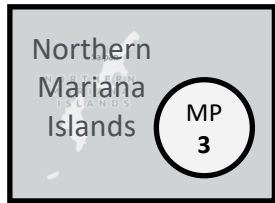


National Housing Counseling Activity FY22

957,588 Clients + 150,000 who received Treasury ERAP & HAF Services = 1.1 Million households
67,000 HECM Sessions



HUD Certified Housing Counselors by State



Total Certified Counselors as of 8/23 = **4100+**





THE GAME SHOW CHALLENGE

What Year did this happen?

The very first reverse mortgage is written to Nellie Young in Portland, Maine by Nelson Haynes of Deering Savings & Loan. Haynes designs this unique type of loan to help the widowed wife of his high school football coach to stay in her home after losing her husband.

- 1961
- 1986
- 1953
- 1972





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- a. 1961



Updated HUD Approved Housing
Counseling Agency Locator

Search for HCAs by
Calling: (800) 569-4287 or
www.HUD.gov/findacounselor



Updating the National Industry Standards for Housing Counseling

National Industry Standards for Homeownership Education and Counseling (“the standards”) are a set of guidelines published to promote quality homeownership and counseling services. Industry professionals who adopt these standards are trusted to provide consistent, high-quality advice

NeighborWorks America (NW) convened and supported the standards advisory council in 2004. They published the standards in 2007. During 2022, NW asked HUD to help support maintenance and modernization of the standards

[Learn more about the standards](#)



HUD's Role in Best Practice Modernization

HUD's OHC supports the modernization of the standards in collaboration with NW and the housing industry. HUD seeks an "industry forward - HUD supporting" approach that will benefit consumers with a modernized set of standards that are responsive to current and future housing market conditions



FY23-24 funding for Technical Assistance (TA) to modernize the standards is obligated through [HUD's Community Compass \(CC\) grant](#)



HUD's Community Compass grantee will support convening, scheduling, modernization, and will also build and support a new standards website



Partnering with NRMLA & Industry Partners To Modernize Industry Best Practices

“Industry Standards: HUD may require, promote, or incentivize the adoption of, and implementation of, housing counseling and education standards, by participating agencies. These standards may include minimum acceptable counseling and education content and activities, training, and testing. These industry standards may be developed or implemented by HUD or by other entities and endorsed by HUD.”



[HUD Handbook 7610.1, Chapter 3, Paragraph 8](#) (May 2010)

The Case for Modernizing the Standards

New racial equity initiatives include working with [Historically Black Colleges and Universities \(HBCU\)](#), [Tribally Based Institutions \(TBI\)](#), [Minority Serving Institutions \(MSI\)](#), the [Property Appraisal and Valuation Equity \(PAVE\)](#) interagency task force, and Baby Boomers are aging and carrying significant debt into retirement.

[HUD's Office of Policy Development and Research \(PD&R\) Long-Term Impact Report: The HUD First-Time Homebuyer Education and Counseling Demonstration](#) identified HBE strengths and weaknesses

Creation of the Office Housing Counseling. Increased use of HCAs & Certified Counselors by HUD programs, Federal Agencies, Government Sponsored Enterprises (GSE), State Housing Finance Agencies (SHFA), local government agencies and non-profits



Industry Standards Projected Milestones

Fall-Winter 2023: Begin stakeholder meetings and online feedback

Winter-Spring 2024: Analyze stakeholder feedback and prepare draft data

Spring-Summer 2024: Recruit new standards committee members, hold committee meetings to review data and draft new standards, publish modernized standards

[Learn more by visiting the National Industry Standards Update Website - Your participation is essential](#)

Industry Standards

Lets talk....

Topic #1: How can we partner to apply emerging technologies to increase public knowledge & consumer education in the reverse mortgage industry together?

Topic #2: How can we collaborate to ensure that reverse mortgage products serve diverse markets and elders engage w/Certified Counselors earlier?

Topic #3: How will streamlining HECM training course approval impact HECM counseling and HECM clients?

Topic #4: Are we collecting the right information for HECM counseling sessions?
How do we ensure

Topic #5: How can HUD increase outreach collaboration with the reverse mortgage industry?

Topic #6 : How can we facilitate at-risk borrowers to receive foreclosure prevention counseling earlier?

Topic #7 : What should the role of housing counseling be in the private label market??

Housing Counseling Modernization - Let's Take a Fresh Look at How Define Housing Counseling



COVID Response:
ERAP & HAF



Disaster Relief



Impact of New Tech
& Business Models

Housing Counseling
Modernization Pending
Direct Service Rule Update

In Person

Telephonic & Virtual

Hybrid



REGISTER TODAY

HOUSING COUNSELING WEBINAR

HUD Handbook Highlights – What Does the New Version Mean for You?

OCTOBER 19, 2023 | 2:00 PM EDT



HUD's Office of
Housing Counseling

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Handbook Highlights

- Industry should use www.HUD.gov/findacounselor to help consumers locate a national, multi-state, regional or local agency.
- Pending proposed rule will codify in person, telephonic and virtual sessions & be incorporated into handbook. This will address waiver expiration.
- Focus on the important professional role of HUD Certified Housing Counselors as Trusted Advisors
- Standards for delivery of HUD Approved Housing Counseling have been enhanced.
 - Counseling sessions should be a minimum of one hour in duration to ensure in depth discussion of HECM product & consumers housing needs.
 - OHC will be conducting “mystery shops” to HUD Approved Housing Counseling Organizations in addition to performance reviews.

OFFICE OF
HOUSING
COUNSELING

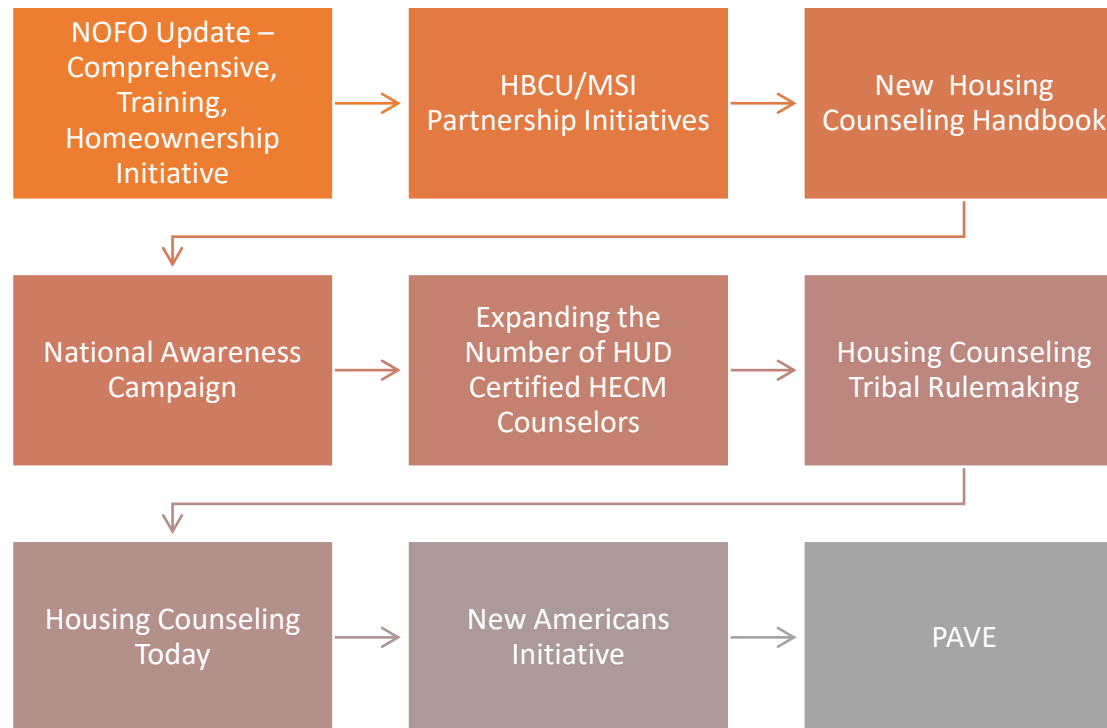
HECM Initiatives: Training Course Approval Streamlining



§ 206.308 Continuing education requirements of counselors listed on the HECM Counselor Roster. To simplify the process and meet the demand for up-to-date counseling provided by dynamic industry partners such as NRMLA, the OHC is:

- **Discontinuing the HECM Continuing Education Course List**
- **Discontinuing the course-by-course approval process laid out on the website**
- **Providing specific parameters on what course topics and features would qualify for HUD HECM CEU credit, with HUD reserving the right to request and/or require further “related to HECM” documentation which may include submission in FHAC**
- **Presuming that housing counseling training courses provided by HUD’s TNOFO grantees, and specialized HECM training for HCAs qualify for HUD HECM CEU credit.**

New Initiatives





“Ask Me Anything” on Reddit with David Berenbaum

Wednesday, October 11th
12 p.m. - 1 p.m.



David Berenbaum, Deputy Assistant Secretary for the Office of Housing Counseling at HUD, will answer questions about homeownership benefits, the home-buying process, and how housing counselors can help make home the goal. This engagement previews the upcoming Federal Employee Homeownership Expo at HUD.

Scan to learn more and register for the
Federal Employee Homeownership Expo at HUD



Events

OHC National Virtual Community Conference

Federal Employee Homeownership Expo 10/11/2023

Housing Counseling Federal Advisory Committee

Regional House Parties

Trainings

Who did this?

In 1983, the first congressional hearing concerning Reverse Mortgages took place. The Senate approved a proposal (by which Senator) to have reverse mortgages insured by the Federal Housing Administration (FHA).

- Hint: This Senator shares a famous last name with a popular ketchup producer.

- Sam Hunt
- John Heinz
- Carlo Del Monte
- Robert “Red” Gold





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- Hint: This Senator shares a famous last name with a popular ketchup producer.
- b. John Heinz

Who was the President of the United States when...

HUD gains the authority to insure reverse mortgages through the FHA when which President signs the reverse mortgage bill into law?

- Jimmy Carter
- Ronald Reagan
- Lyndon Johnson
- Joe Biden





Who was the President when...

HUD gains the authority to insure reverse mortgages through the FHA when which President signs the reverse mortgage bill into law?

- b. Ronald Reagan (in 1988)

What Year did this happen?

The James B. Nutter Company issued America's first FHA-insured Home Equity Conversion Mortgage (HECM) to Majorie Mason in Kansas City, Missouri.

- 2002
- 1989
- 1995
- 1999





What Year did this happen?

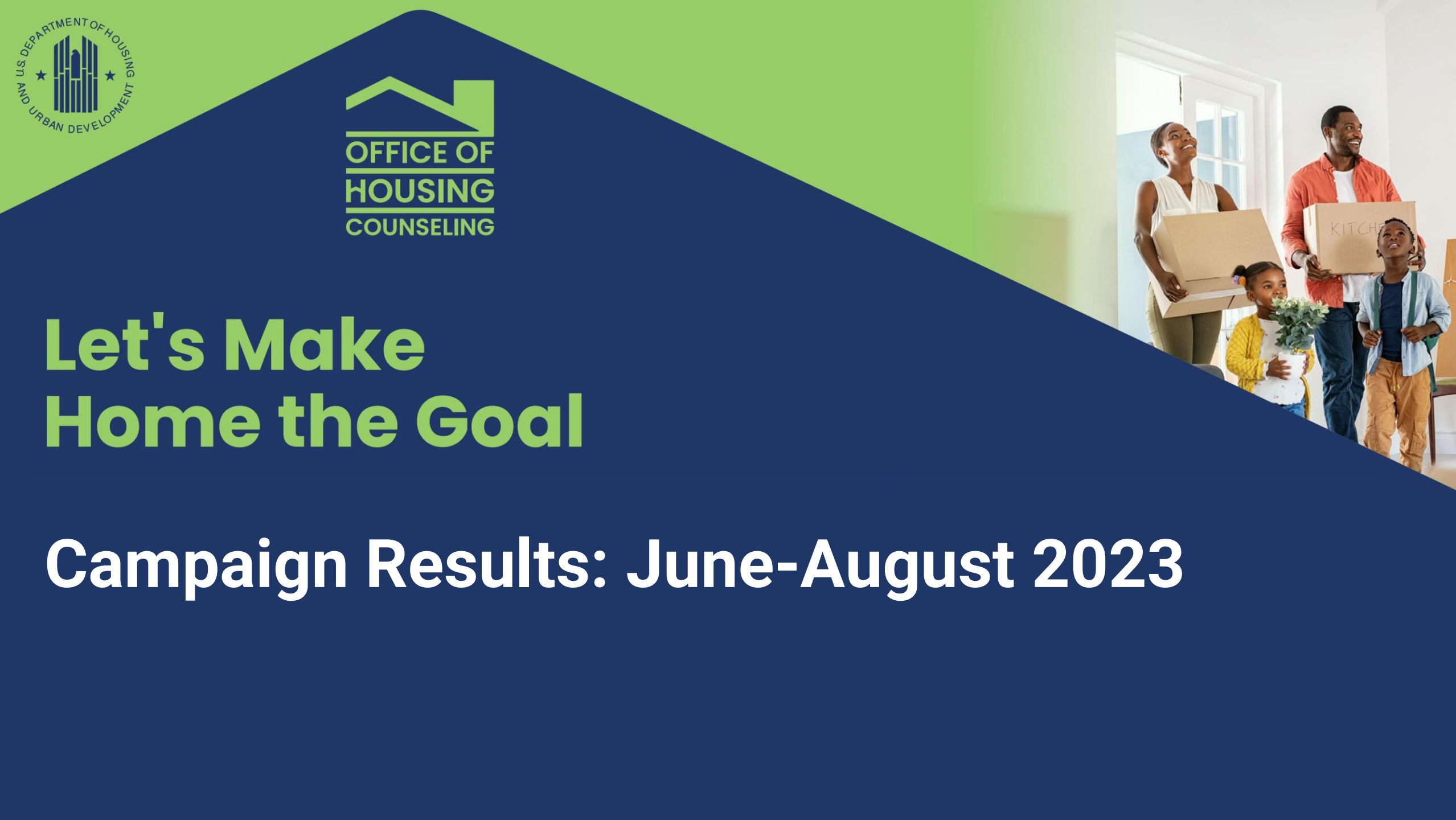
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- b. 1989



Regional Meetings

- Atlanta - November 8th & 9th 2023
- Houston – February 6th & 7th 20224
- Mt. Vernon, NY – April 10th & 11th 2024
- Columbus – June 11th -12th 2024
- Boston – August 27th & 28th 2024
- Seattle – September 24th & 25th 2024
- Denver – October 22nd & 23rd 2024
- Miami – November 12th & 13th, 2024




Let's Make Home the Goal

Campaign Results: June-August 2023



Debunking the **Top 5 Myths** About Homebuying:

 You don't need a 20% down payment to buy a home. FHA down payments can be as low as 3.5%.

You don't need stellar credit to buy a home. FHA provides flexible underwriting requirements for borrowers with less-than-perfect credit.



National Awareness Campaign
Launched June 1st, 2023, for
National Homeownership Month

LET'S MAKE **HOME** THE GOAL

HUD Office of Housing Counseling

Overarching Campaign Goals



Reach diverse consumers to generate awareness of the benefits of pre-purchase counseling



Generate awareness of & promote HUD certified housing counselors as trusted professionals



Generate awareness of National Homeownership Month in June



Advance racial equity through homeownership



5 Ways a HUD Certified Housing Counselor Can Help You Become a Homeowner



**Stress-free
Paperwork**



**Start-to-finish
Support**



**Financial
Planning**

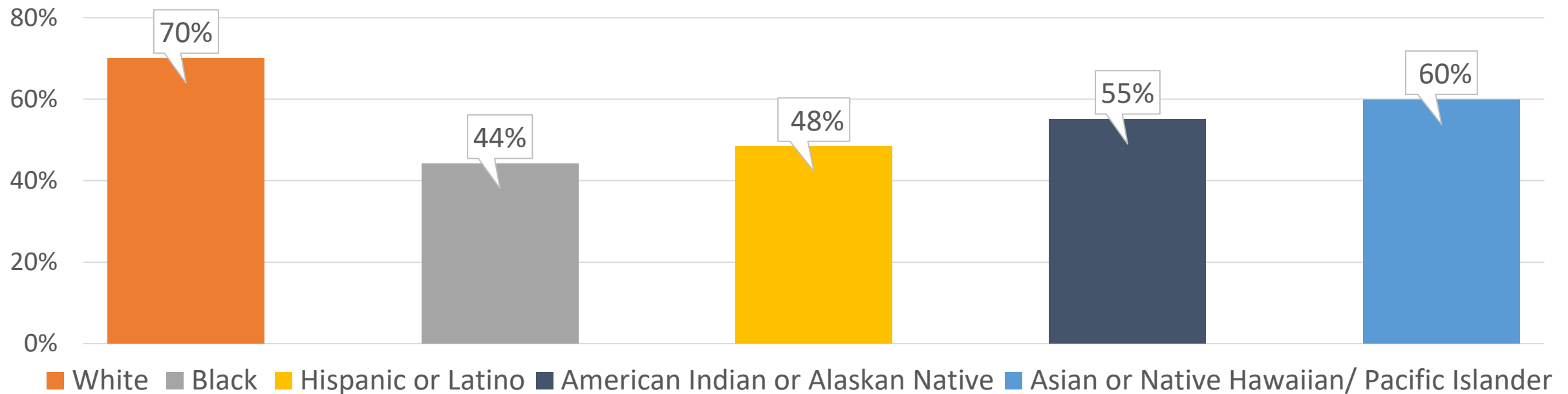


Accessibility



**Simplified
Process**

LMHG: Minority Homeownership Rates



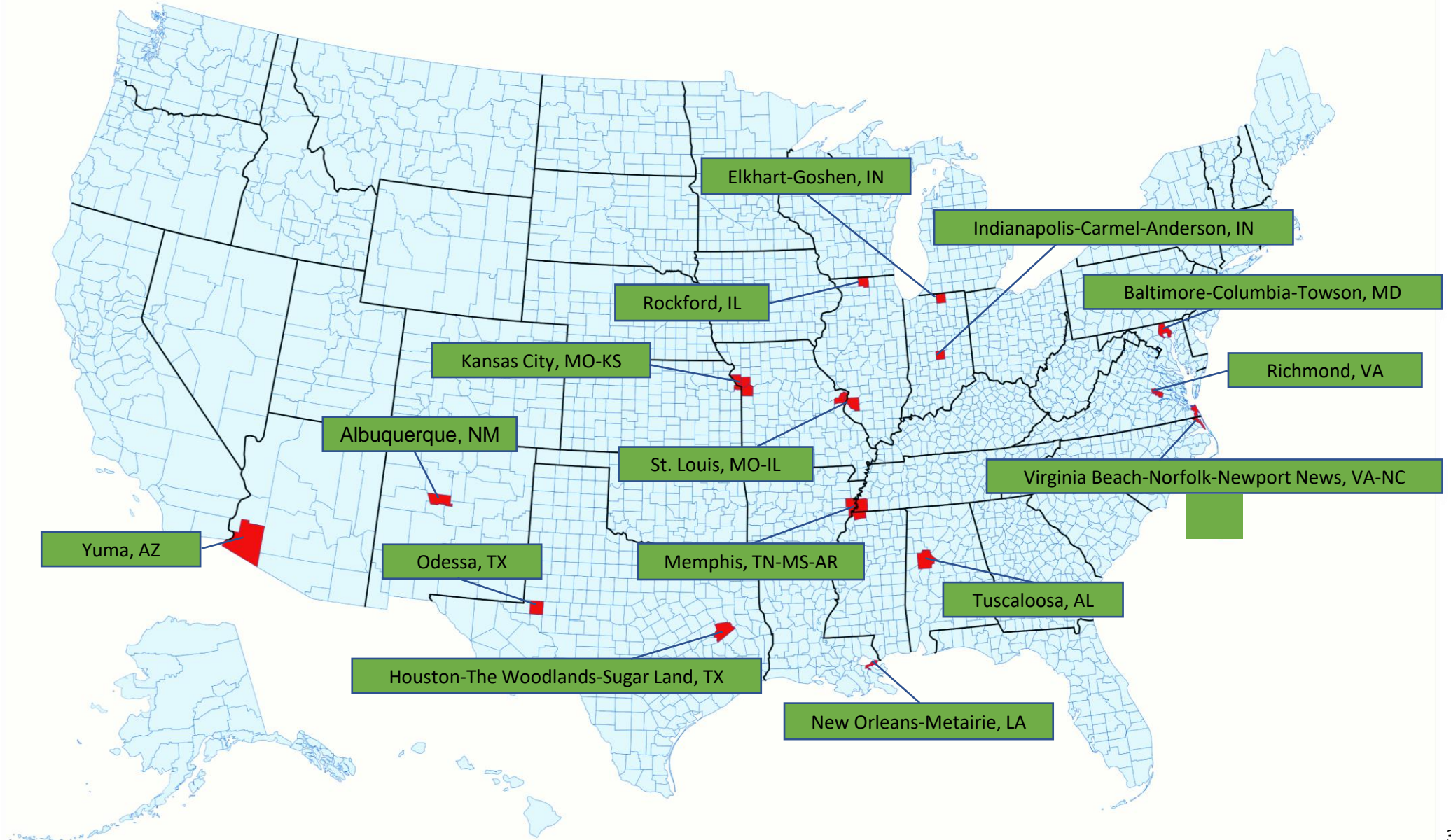
Homeownership Gap Comparison:

- Black and White households: 26%
- Hispanic or Latino and White households: 22%
- American Indian or Alaskan Native and White households: 15%
- Asian or Native Hawaiian/ Pacific Islanders and White households: 10%

Key Takeaways:

- Homeownership is lowest among Black Americans, all other race groups also own homes at lower rates than White Americans.
- The rate among Black Americans, homeownership rates increased by over 6% among both Hispanic or Latino and Asian or Pacific Islander Americans since 1994.

Where Homeownership Opportunities are Highest for Diverse Consumers





AWARENESS

27 million Impressions,
reaching more than
5 Million diverse
consumers



WEBSITE TRAFFIC

37,000 clicks
to the website
that connects
consumers with HCAs



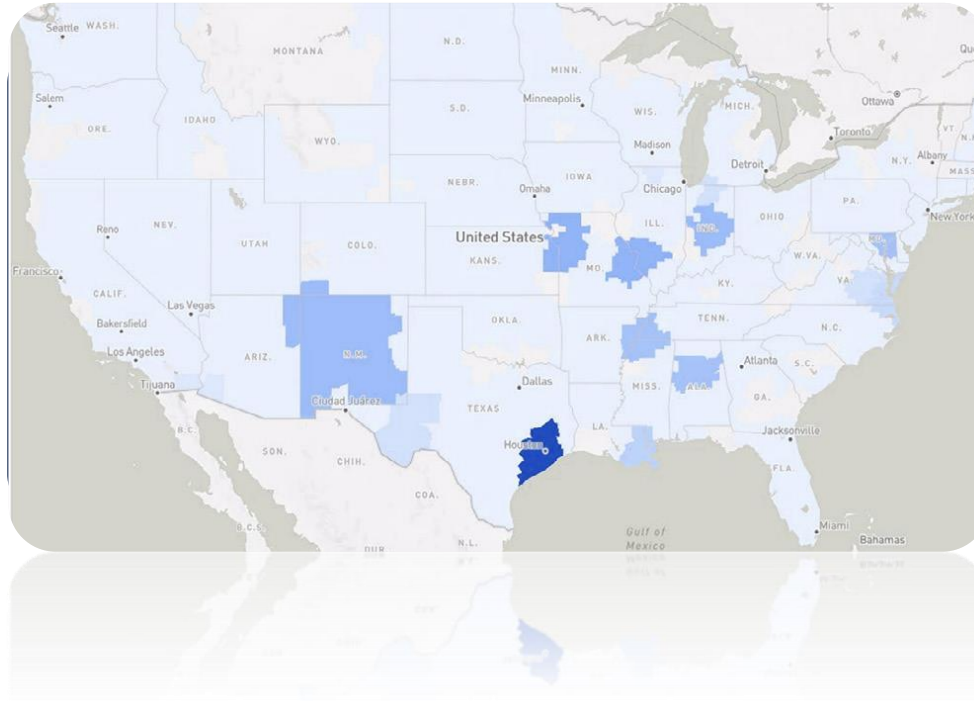
EDUCATION

An educational PSA
featuring Secretary Fudge
generated 3.7M impressions
and has been
viewed by 779K consumers!

15

Metro Areas Impacted

Houston, St Louis,
Kansas City, Indianapolis,
Baltimore, Albuquerque,
Memphis, Elkhart
Birmingham, New Orleans,
Rockford, Norfolk, & Yuma



15

Community Events

where OHC
shared campaign
information directly
with consumers

Let's do the math?

In 1998, the HUD Appropriations Act was passed. Congress allots funds for counseling, outreach, and consumer education.

How many years have transpired since that first reverse mortgage issuance of 1961? (HINT: Do the math!)

- 28 years
- 30 years
- 37 years
- 46 years





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In 1998, the HUD Appropriations Act was passed. Congress allots funds for counseling, outreach, and consumer education.

How many years have transpired since that first reverse mortgage issuance of 1961?

- c. 37 years
Almost 4 decades!



The Time is Now!

Thank You!

Questions? Comments?

