# Employer-Assisted Housing

## Unlock a New Market

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview and Preface</td>
<td>1 - 3</td>
</tr>
<tr>
<td><strong>Module 1:</strong> Workforce Housing Overview</td>
<td>1.1 - 1.13</td>
</tr>
<tr>
<td><strong>Module 2:</strong> EAH as a Workforce Housing Solution</td>
<td>2.1 - 2.9</td>
</tr>
<tr>
<td><strong>Module 3:</strong> Types of EAH Benefits and Plan Implementation</td>
<td>3.1 - 3.35</td>
</tr>
<tr>
<td><strong>Module 4:</strong> The Action Plan</td>
<td>4.1 - 4.31</td>
</tr>
<tr>
<td>Appendix</td>
<td></td>
</tr>
<tr>
<td>Glossary</td>
<td>G.1 - G.2</td>
</tr>
<tr>
<td>Tools &amp; Resources</td>
<td>TR.1 - TR.63</td>
</tr>
<tr>
<td>Role Plays</td>
<td>RP.1 - RP.3</td>
</tr>
</tbody>
</table>
Preface

Welcome to the Employer-Assisted Housing class. The Participant Guide includes a review of the material presented in class as well as additional information, statistics, examples and case studies. You should thoroughly review the Guide before you form a team or contact an employer.

Tools & Resources

Tools & resources have been developed for this class. They are indicated by “Tool” on the PowerPoint slides and in the student manual. When the instructor is discussing a Tool during the class, you should open up the Tools & Resources section of the Student Manual to look at the Tool being discussed. After the class, you should review and take advantage of all the tools and resources to get the most of this class.

All of these Tools are available to download on the Online Community as referenced below. You should review all of the Tools & Resources, especially the EAH Guide for Employers, before meeting with an employer. If you would like a copy of the Group PowerPoint Presentation, please email eah@realtors.org.

Online Community for Students

We have created an online community for EAH Class students so you can network with other students; ask other students questions; or share a concern or resource with other students. You can also download the digital copies of most of the Tools & Resources. Students who want to join need to be approved by NAR staff who will confirm that they took the EAH class.

To join the Online Community, go to http://reaction.communityzero.com/eah2, click on “Join” and follow the instructions. If you have attended the EAH Class, NAR staff will approve you.
Follow-up Sessions

NAR will be encouraging local REALTOR® Associations to offer Follow-up Sessions after the EAH Class. This is where you can work as a team to develop an EAH initiative for local employers. The Follow-up Sessions may include working on a homebuyer or homeownership workshop presentation; working on the Action Plan together by identifying local employers, lenders and non-profit organizations in the community; reviewing and practicing the PowerPoint for a group presentation; and/or participating in the additional role play exercises. It will be up to the students to determine what they are in need of and want to do in the Follow-up Session.

Notice

The Employer-Assisted Housing (EAH) class does not result in a certification or designation upon your completion. After taking the EAH class, you should be prepared to form a team and contact employers to discuss the benefits of EAH. However, you may not refer to yourself as an EAH “specialist” or use any like representation on your business card, website, email signature, or other communication. You may communicate that you took the EAH class and/or that you received continuing
education credit for the class. Descriptive words or phrases, including ones such as “EAH specialist” may never be used in conjunction with the term “REALTOR” or “REALTORS”, even if they are separated by a comma or hyphen.

Class Learning Outcomes

At the conclusion of this class you should be able to:

- Describe and discuss workforce housing issues and employer-assisted housing (EAH);
- Describe and discuss the benefits of implementing an EAH program and the key types of EAH benefits employers can offer;
- Conduct research to find information about your community and programs in your community;
- Create a team including, but not limited to, counselors, real estate professionals, lenders, and service providers;
- Identify and meet with employers to discuss the initiation and implementation of an EAH benefit, including workshops, counseling, and/or financial assistance.

Class Overview

The first three modules provide background on employer-assisted housing:

- Module 1 provides an overview of workforce housing.
- Module 2 discusses what EAH is and the benefits of implementing EAH.
- Module 3 provides an overview of the three key types of EAH benefits.
- Module 4 discusses the plan of action you can take to get local employers to implement an EAH benefit.