Social Impact Report v2.2
Documentation

Introduction & Methodology

Version 2.2 (released Fall 2015) is the first interactive version of the Social Impact Report for HomeKeeper users. It is designed to help you, the affordable homeownership program practitioner, assess the performance of your programs, drill down into the data, and draw comparisons to a custom-defined peer group using a set of filters. This makes it possible to answer detailed evaluative questions across a diversity of market conditions, program types, regions, and demographic profiles. We are grateful to all the users who tested the pilot version (2.0) of this report in 2015 – your feedback was very valuable.

HomeKeeper is a Salesforce.com based software tool built by Grounded Solutions Network to help long-term affordable homeownership programs manage their portfolios. Over 65 organizations across the US are using HomeKeeper to manage over 100 different programs, including Community Land Trusts, deed restriction programs, shared appreciation loan programs, inclusionary housing programs, and Limited Equity Housing Cooperatives. Most of these organizations agree to migrate select transaction-level data to the HomeKeeper National Data Hub, a central data warehouse owned and operated by Grounded Solutions Network.

Inside the National Data Hub, the data is combined with historical third-party data imported from the US Census and the Federal Reserve Bank (demographics, typical US mortgage interest rates, and S&P500 indexes). It is also transformed in some cases, and analyzed using standardized social impact metrics that were developed with feedback from over 100 experienced practitioners.   The results are disseminated back to you, the user, in a detailed Social Impact Report. In previous versions, we have also included a separate Social Impact Report created with the entire sector's data aggregated together, and provided links between the 2 reports so that you can draw comparisons to your peers. In this version, for the first time, we present your data and the sector's data side-by-side and allow you to custom-define the peer group to which you are comparing yourselves. To do this, we use a business intelligence application called Tableau, which can be embedded right into HomeKeeper so that it is at your fingertips.

We hope this version of the Social Impact Report is the most powerful tool yet for evaluating performance, improving your programs, and more effectively telling your stories to funders and policymakers. As always, we are not only interested in your feedback, but dependent on it, so please don't hesitate to contact us with questions, comments, suggestions, ideas, etc.   You can give us feedback directly using this brief form, or open a support ticket on Zendesk by clicking here.

Home Page

To populate the report with data for a program, enter your Program Access Code. This is the same as the password for your PDF files, and does not change year to year.

How much data rolls up to the Hub?
This chart shows counts of the program's property, purchase, and resale files in the National Data Hub. The counts represent the total number of Property or Service File records that are complete enough in the program's HomeKeeper instance to migrate to our database. For Property records, the only requirement is an association with a Service File that also rolls up. For Service File records, the requirements are: an address, a "certified" close date, at least one funding source, no barrier based on the consent of the homeowner. This means that properties that have been acquired but are still in the development pipeline are excluded. Lost units are included.   Throughout the report, the definition of a "resale" is restricted to those for which "Resale Type" = 'sold to eligible buyer' OR 'sold to eligible buyer to prevent foreclosure'.

Program Summary
This program metadata is collected from program staff in the online Hub Enrollment Survey.
Each HomeKeeper user selects the values that best describe their overall program model. The information is not collected for each transaction and does not necessarily apply to all of the program's projects or units or funders. For example, some organizations that serve multiple income ranges choose to separate those transactions into 2 separate programs, while others choose to lump them together.

Dashboard Basics

1) Use the tabs at the top to navigate between the dashboards.

2) The report compares 2 datasets - "My Program" and "Peer Group." The dataset sizes (defined by the filters) are displayed in the bottom-left corner of each dashboard. The record count for each individual chart is displayed below its title.

3) Drill into your data or customize the peer group using the 2 different sets of filters on the left sidebar.

4) Hover over a bar or a dot for more information about that specific value. Scatterplots provide links to HomeKeeper files.

5) Hover over the blue question marks for brief explanations, or click them once for a link to the documentation file.

6) Use the toolbar in the bottom-right corner to download an image or PDF.

Peer Group Program Filters

Region
Northeast = DC, DE, MA, ME, NH, NY, PA, VT
Northwest = MT, OR, WA
Midwest = IL, MN, MO, OH, WI
Southeast = FL, LA, TN
Southwest = AZ, NM, TX
West = CA, CO, NV, UT

Program Type
Each HomeKeeper user selects the one "type" that best describes their overall program model. This information is not collected for each transaction and does not necessarily describe the legal mechanism of affordability preservation used for all of the program's transactions. For example, some organizations choose to separate their deed-restricted units and their ground lease units into two separate programs but others choose to lump them together.

Resale Formula Type
Each HomeKeeper user selects the one "type" that best describes their overall program model. This information is not collected for each transaction and does not necessarily describe the resale formula used for all of a given program's transactions. For example, some programs that change their resale formula may choose to separate those transactions into two different programs while others may choose to lump them together.

Property Portfolio

**Note that the entire portfolio analysis is restricted to those Property records that are complete enough to migrate to our database (must have an address and be associated with a transaction record that has a "certified" close date and at least one funding source). This means that properties that have been acquired but are still in the development pipeline are excluded. Lost units are included.

How much are the homes worth?
This chart uses the maximum market value from any of the Property's associated transaction records, regardless of date. The Service File field, "Appraised Unrestricted Market Value," is populated automatically by the value recorded on the associated Appraisal record with Type = "Buyer's Purchase Loan." Lost units are included in this chart.

How has the portfolio grown?
This chart shows the growth of the collective portfolio over its entire history. Each column gives a cumulative count of properties for a given year. The chart uses the field "Date Placed in Program", which different programs may define differently. If that field is empty, it uses instead the earliest close date of an associated transaction.

How did homes enter the portfolio?
This chart shows the percentage of total homes for each possible method of acquisition. It uses the "Source of Home" field on the Property record.

How big are the homes?
This chart shows the percentage of total homes for each possible number of bedrooms. Below, a simple bar chart compares the average number of bedrooms for My Program and Peer Group. Note that this is one of only two averages used in the entire report – elsewhere, only medians are used.

How old are the homes?
This chart shows the percentage of total homes for each age range. Age is based on the field "Year Built." Below, a simple bar chart compares the median age for My Program and Peer Group.

Homebuyer Demographics

What are the incomes of the homebuyers?

This chart shows the percentage of total households for each range of income, at the time of purchase. The chart uses gross household income, as a percentage of local Area Median Income, adjusted for household size. Below, a simple bar chart compares the overall median income for My Program and Peer Group.

What racial/ethnic groups are served?

This chart shows the percentage of total households for each racial or ethnic group. The chart uses the Race and Ethnicity data for the household, which different programs may define differently based on the racial and ethnic identities of individual household members. Note that members of the "Latina/o" category may also belong to any of the racial categories, except for "White Non-Hispanic."

What size are the households?

This chart shows the percentage of total households for each possible household size at the time of purchase. Below, a simple bar chart compares the overall average household size for My Program and Peer Group.

What types of households are served?

This chart shows the percentage of total households that had children, seniors, or someone with special needs, at the time of purchase.

Does income vary by race/ethnicity?

This chart shows the median gross household income, as a percentage of local Area Median Income, adjusted for household size, for each racial or ethnic group. The chart uses the Race and Ethnicity data for the household, which different programs may define differently based on the racial and ethnic identities of individual household members. Note that members of the "Latina/o" category may also belong to any of the racial categories, except for "White Non-Hispanic."

Community Investment

Field definitions for this dashboard:

Market Value = Appraised Unrestricted Market Value, taken at the time of purchase from the associated Appraisal record for which 'Type' = "Buyer's Purchase Loan".

Subsidized Price = Appraised Unrestricted Market Value MINUS Total Community Investment.

Total Community Investment represents all the public money that the program brings to the transaction, either as direct price reductions relative to market value, grants, or deferred loans.   It does not include other kinds of investment: subsidy beyond market value, post-purchase loans, subsidized monthly payments, subsidized interest rates, loan moratoriums, mortgage credit certificates, developer contributions from inclusionary zoning, in-kind donations of land, Individual Development Account matching funds, etc.

What are typical values and prices?

This chart shows the median market value and median subsidized price for all transactions. See above for field definitions.

How have values and prices changed?

This chart shows the median market value and median subsidized price for all transactions in a given year. See above for field definitions.

How much has the community invested?

This chart gives sum totals for all transactions: the sum of all market values, the sum of all subsidized prices, and the sum of all community investment. See above for field definitions.

How much subsidy is Long-Term?

This chart shows the portion of Total Community Investment that is "Long-Term", meaning it can be passed on to future buyers. All community investment is designated either as "Long-Term" or "One-Time". "Long-Term Community Investment" includes direct price reductions relative to market value, or grants/deferred loans that are assumable by the next buyer.   See above for field definitions.

How has subsidy depth changed?

This chart shows the median subsidy depth for each year. Subsidy depth is Total Community Investment as a percentage of Market Value. See above for field definitions. Below, a simple bar chart compares the overall median subsidy depth for My Program and Peer Group.

Affordability

How much affordability is created?

This chart shows the immediate impact of the public money that the program stewards. It compares the affordability of the homes at the program's subsidized prices ("Program") to the hypothetical affordability of the homes at their appraised unrestricted market values ("Market"). These "affordable to whom" figures represent the minimum income (Gross Household Income as a percentage of local AMI adjusted for the Target Household Size of the property) that a potential buyer would need in order for total housing costs not to exceed 30% of gross income.   The chart displays median values for all transactions.

These calculations are based on standardized assumptions (NOT actual buyer loan amounts and interest rates). The only exception is non-mortgage housing costs, which are estimated in both cases using the actual buyer's Total Non-Mortgage Housing Costs, due to the unpredictability of HOA dues. So, the assumptions for BOTH calculations are:

- Loan Amount = 95% of Price
- Term = 30 years
- Interest Rate = typical mortgage rate in the US during the month of purchase (based on historical data from the Federal Reserve)
- Non-Mortgage housing costs = drawn from actual buyer's data ('Actual Total Monthly Housing Costs' MINUS 'Monthly Principal and Interest Payments')

The only difference between the 2 calculations is the definition of "Price":

- Market: Price = Appraised Unrestricted Market Value (taken at the time of purchase from the associated Appraisal record for which 'Type' = "Buyer's Purchase Loan")
- Program: Price = Subsidized Price (Appraised Unrestricted Market Value MINUS Total Community Investment). Total Community Investment represents all the public money that the program brings to the transaction, either as direct price reductions relative to market value, grants, or deferred loans. It does not include other kinds of investment: subsidy beyond market value, post-purchase loans, subsidized monthly payments, subsidized interest rates, loan moratoriums, mortgage credit certificates, developer contributions from inclusionary zoning, in-kind donations of land, Individual Development Account matching funds, etc.

By how much are costs reduced?

This chart also shows the immediate impact of the public money that the program stewards. It displays median values for all transactions. It compares the estimated total monthly housing costs of the typical home at the program's subsidized price ("Program") to the estimated total monthly housing costs of the typical home at its appraised unrestricted market value ("Market").   These are estimates based on standardized assumptions, not actual buyer costs, interest rates, or loan amounts.   See the chart explanation directly above ("How much affordability is created?") for details on these affordability calculations.

Are buyers in the right income range?

This chart plots each transaction to show the relationship between income level and the affordability level of the home. The x-axis plots affordability (see the chart explanation directly above, "How much affordability is created?", for details on these affordability calculations). The y-axis plots gross household income, as a percentage of local Area Median Income, adjusted for household size. Below, a simple bar chart compares the overall percentage of transactions for which the buyer did earn enough to "afford" the home based on its Subsidized Price. Please keep in mind that the affordability calculations do not use actual buyer data, so this chart does not answer questions about actual buyer cost burden. Hover over dots for transaction details and a direct link to the Service File in HomeKeeper.

Are some buyers paying too much?

This chart plots each transaction to show the prevalence and degree of housing cost burden. The x-axis plots gross household income, as a percentage of local Area Median Income, adjusted for household size. The y-axis plots housing cost burden at the time of purchase (total housing costs as a percentage of gross household income). Below, a simple bar chart compares the overall percentage of transactions that were NOT cost-burdened, for My Program and Peer Group. We define cost burdened as paying more than 33% of gross income towards housing costs. Hover over dots for transaction details and a direct link to the Service File in HomeKeeper.

Resale Performance

**Note that throughout this report, the definition of resale is restricted to those resale transactions for which 'Resale Type' = "sold to eligible buyer" OR "sold to eligible buyer to prevent foreclosure".

How much affordability is preserved?

For all resale transactions, this chart compares the initial affordability to the affordability at resale. These calculations estimate both the affordability of the homes at the program's subsidized prices ("Program") and the hypothetical affordability of the homes at their appraised unrestricted market values ("Market"). These "affordable to whom" figures represent the minimum income (Gross Household Income as a percentage of local AMI adjusted for the Target Household Size of the property) that a potential buyer would need in order for total housing costs not to exceed 30% of gross income. The chart displays median values for all resales.

These calculations are based on standardized assumptions (NOT actual buyer loan amounts and interest rates). The only exception is non-mortgage housing costs, which are estimated in both cases using the actual buyer's Total Non-Mortgage Housing Costs, due to the unpredictability of HOA dues. So, the assumptions for BOTH calculations are:

- Loan Amount = 95% of Price
- Term = 30 years
- Interest Rate = typical mortgage rate in the US during the month of purchase (based on [historical data from the Federal Reserve](#))
- Non-Mortgage housing costs = drawn from actual buyer's data (' Actual Total Monthly Housing Costs' MINUS 'Monthly Principal and Interest Payments')

The only difference between the 2 calculations is the definition of "Price":

- Market: Price = Appraised Unrestricted Market Value (taken at the time of purchase from the associated Appraisal record for which 'Type' = "Buyer's Purchase Loan")

- Program: Price = Subsidized Price (Appraised Unrestricted Market Value MINUS Total Community Investment). Total Community Investment represents all the public money that the program brings to the transaction, either as direct price reductions relative to market value, grants, or deferred loans. It does not include other kinds of investment: subsidy beyond market value, post-purchase loans, subsidized monthly payments, subsidized interest rates, loan moratoriums, mortgage credit certificates, developer contributions from inclusionary zoning, in-kind donations of land, Individual Development Account matching funds, etc.

The text below the chart gives the median market value appreciation (appraised unrestricted) from purchase to resale, and the median annualized rate of market value appreciation.

How often is affordability preserved?

This scatterplot evaluates affordability preservation for each resale transaction. The x-axis plots the "affordable-to-whom" figure at prior purchase and the y-axis plots the "affordable-to-whom" figure at resale. For details on the affordability calculations, please see the chart explanation directly above ("How much affordability is preserved?"). Ideally all dots will be below the line, representing resales for which the subsidized price at resale was affordable to a lower income range than the subsidized price at prior purchase.

Does Long-Term Community Investment grow?

This chart shows the growth of public subsidy at resale. For both "My Program" and the "Peer Group" it gives 2 median values for all resale transactions: the amount of Long-Term Community Investment at prior purchase, and the amount of Long-Term Community Investment at resale.   LTCI includes direct price reductions relative to market value, or grants/deferred loans that are assumable by the next buyer.

Are sellers creating wealth?

This chart shows the typical buyer's return on investment, based on median values for all resale transactions. Note that throughout this report, the definition of resale is restricted to those Service Files for which 'Resale Type' = "sold to eligible buyer" OR "sold to eligible buyer to prevent foreclosure". The formula for return on investment is:

Net Cash to Seller MINUS Total Purchase Loan Principal Retired MINUS Sum of Improvements/Adjustments MINUS Buyer's Total Investment at Closing = Seller's Gain.   This is the seller's return on their initial investment.

Capital improvements credits are NOT considered part of the seller's return. They are subtracted out because they are realized in the appreciation of the home (the difference between Effective Purchase Price and Purchase Option Price), but the source of the money was not the initial down payment. The source was a separate investment.

Retired principal is also NOT considered part of the seller's return on investment. Retired principal is subtracted out from the return because its source is the owner's monthly payments, NOT their initial down payment. Retired principal is instead best thought of as "forced savings." While its recuperation may feel like a return because of the sudden influx of money in the pocket, it is very difficult to compare these forced savings to the amount that the buyers would have saved had they been renting, and therefore to label them benefits of homeownership.

"Est. Gain from S&P500" is the estimated net gain that the typical seller hypothetically would have received, had they invested their downpayment in the stock market instead of homeownership. For this estimate, we import monthly S&P 500 Index data from the Federal Reserve and estimate the growth over each buyer's period of tenure.

The last two values are annualized internal rates of return on investment. "Seller's Annual IRR" is the typical seller's rate of return annualized over their period of tenure. The annual rate formula is: (1 + Seller's Gain / Buyer's Total Investment at Closing) ^ (1 / Years Owned) -1.   "Est. Annual IRR from S&P500" is a hypothetical estimate of the gain from the S&P500, again annualized over the period of tenure.

How much appreciation do sellers receive?

This chart shows the relationship between the typical seller's share of appreciation and the overall market appreciation, based on median values for each resale in a given year. The chart helps evaluate the performance of the program's resale formula at balancing wealth creation with the preservation of affordability. "Market Appreciation" is the home's unrestricted market appreciation over the seller's period of tenure. "Resale-Restricted Appreciation" is the seller's share of that appreciation, according to the program's resale formula (i.e. formula price at sale minus formula price at purchase).

Security & Mobility 1 (Purchases)

How many buyers own after 5 years?
Of all homebuyers who purchased at least 5 years before the refresh date of this report, this chart shows what percentage still own the same home, what percentage have sold and purchased again (either at market-rate or with public subsidy), and what percentage have sold and are now renting. Buyers who have sold, but for whom exit survey data is unavailable, are excluded.

Are delinquencies and foreclosures common?
This chart shows the results of the program's stewardship efforts. Given that some programs have entered historical files for which delinquencies, foreclosures, and interventions were never tracked in HomeKeeper, the counts shown here may not be thorough. For this reason, the chart uses counts instead of percentages.

The fields listed here are all binary, so each homeowner will only show up once, regardless of how many delinquencies, foreclosures, or interventions they have experienced.

The text below the chart gives the percentage of homebuyers currently in foreclosure when the data was last refreshed, and compares this rate to the national rate for all homeowners (provided by the Mortgage Bankers Association in their most recent quarterly National Delinquency Survey).

Security & Mobility 2 (Resales)

**Note that throughout this report, the definition of resale is restricted to those resale transactions for which 'Resale Type' = "sold to eligible buyer" OR "sold to eligible buyer to prevent foreclosure".

Did sellers buy or rent their next homes?
This chart displays exit survey data about next home tenure, for all resale transactions.

Why did homeowners sell?
This chart displays exit survey data about sellers' reasons for selling, for all resale transactions.

How did sellers describe their experience?
This chart displays exit survey data about how sellers described their overall experience, for all resale transactions. It is likely more incomplete than others in the report.

Participating Organizations

Athens Land Trust, Inc.
Champlain Housing Trust
Chicago Community Land Trust
City First Homes
City of Lakes Community Land Trust
Colorado Community Land Trust
Couleecap, Inc
Crescent City CLT, Inc.
Diamond State CLT Inc.
Downstreet Housing & Community Development
Habitat for Humanity Austin
Habitat for Humanity Burlington County, NJ
Habitat for Humanity Chicago
Habitat for Humanity East Bay/Silicon Valley
Habitat for Humanity Greater San Francisco
Habitat for Humanity Las Vegas, Inc.
Habitat for Humanity of Island County
Habitat for Humanity of Sonoma County
Habitat For Humanity Portland/Metro East
Habitat for Humanity Seattle-King County
Hello Housing
Homes Within Reach
Homestead Community Land Trust

Housing Resources Bainbridge
Island Housing Trust
Long Island Housing Partnership
Mountainlands Community Housing Trust
Mueller Foundation
Neighborhood Housing Services of Greater Cleveland
Newtown Community Development Corporation
Northwest Montana Community Land Trust
One Roof Community Housing
OPAL Community Land Trust
Pinellas Community Housing Foundation, Inc.
Proud Ground
Rochester Area Foundation / First Homes.
Rocky Mountain Community Land Trust
San Juan Community Home Trust
Sawmill Community Land Trust
Twin Pines Housing Trust
Windham & Windsor Housing Trust