

Dallas Habitat Homeowners Satisfied with Home Buying Experience



We are hearing a lot of good news from our families about buying a Habitat home! Dallas Habitat homeowners tell us that they especially enjoy hosting family gatherings in their new homes and treasure their increased privacy. They learned a lot in their homebuyer education classes and find their monthly expenses to be lower or about the same as renting. 95% are satisfied or very satisfied with their home buying experience at Dallas Habitat -- a ringing endorsement from first-time homebuyers who say they knew relatively little about buying a house when they embarked on the journey.

Customer Satisfaction Surveys Tell Us a Lot

About Buying a Habitat Home

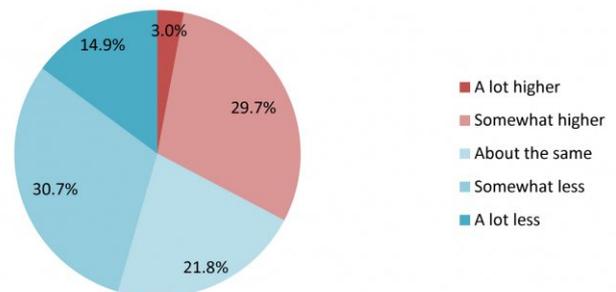
Data analysis is a regular part of our decision making process at Dallas Habitat. We are participating in an evaluation program through Habitat for Humanity International that gives us access to the NeighborWorks Success Measures program. Part of Success Measures includes surveying our homeowners six months after they move into their new homes.

110 homeowners have been surveyed since we began our customer satisfaction surveys

in March 2011. The majority (55.5%) were living in an apartment before becoming Habitat homeowners. Over 90% of the survey respondents indicate that their Habitat home is of a better quality and has more living space than their prior home. Even though the new homes are larger than their previous living situation, about 46% have monthly expenses that are less than before. An additional 22% have expenses that are about the same.

Only 3% report that expenses are "a lot higher." Of the 1/3 of homeowner's reporting

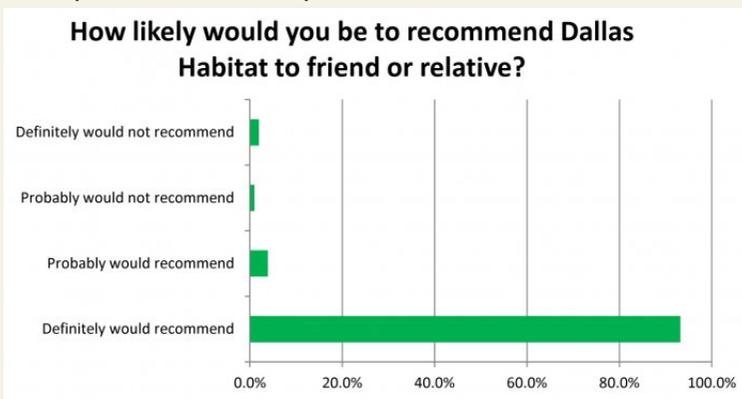
Expenses Since Moving into Habitat Home



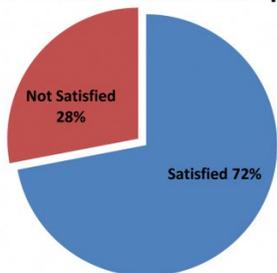
higher expenses (most only “somewhat higher”), over 90% indicate that the increased expenses will not affect their ability to pay their mortgage. In other words, those somewhat higher expenses work within the family budget -- our goal when we qualify families for Habitat homeownership.

93% of our homeowners report that they would definitely recommend Habitat for Humanity to a friend or relative in a similar situation to their own. 75% of our homeowners do not expect to move from their Habitat homes in the next five years. Of those who think that they might move, 100% expect to own their next house. While the questions are not exactly the same, it is worth noting that a national survey found that 72% of owners were satisfied with

homeownership. Based on our responses, Dallas Habitat homeowners have a higher degree of satisfaction. All in all, Habitat homeownership is working for our families!



National Homeownership Survey



Overall, are you satisfied with homeownership?

2012 HomeGain

Homebuyer Education and Our Ownership Program

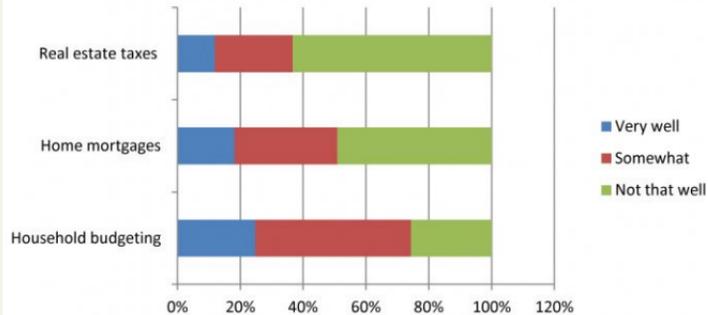
Our homeowners tell us that they learn a lot in the 11 required homebuyer education classes. 80% of survey participants indicate that after partnering with Dallas Habitat they understand household budgeting “a lot better;” over 70% reported understanding home mortgages, homeowners insurance,

and home maintenance a lot better. About 60% reported similar increases in knowledge of real estate taxes and financial planning.

Our education classes and “sweat equity” program have other important impacts. Almost 75% of our homeowners report developing relationships with other Habitat homeowners as a result of working with us toward the goal of homeownership. Over half report developing relationships with other members of the community and becoming involved in community activities to a great extent. When asked for suggestions for our sweat equity requirements, most of the respondents instead talked about how much they enjoyed and valued the experience. When asked an open ended question about changes they have made in their finances since partnering with Dallas Habitat, about half of the respondents specifically mention budgeting and saving.

Our partner families have an extremely high success rate as homeowners – our foreclosure rate is less than 3%. The results of our 6 month post purchase survey tell us that their success is grounded in quality housing, affordable monthly housing costs, and home buyer education. We think that is a homeownership model that should guide all housing programs as the nation moves toward a healthier housing market in the future.

Understanding Before Partnering with Habitat



Understanding After Partnering with Habitat

