



**Home Partners  
of America®**



## LEASE PURCHASE PROGRAM

### Agent Training Guide

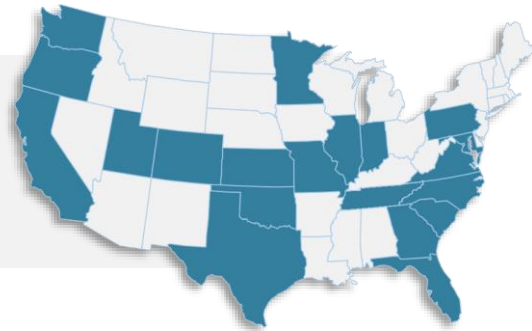
Home Partners is not a mortgage company, does not have any obligation to provide and does not provide financing and cannot guarantee or in any way assure that a resident will be able to obtain a mortgage if and when he/she wishes to exercise their right to purchase. ©2019 Home Partners of America, Inc. All rights reserved. Home Partners and the Home Partners of America, Inc. logo and "A New Path to Homeownership" are pending or registered trademarks and service marks of Home Partners of America, Inc. or its affiliates.



Home Partners of America's mission is to make homeownership a reality for more people by providing residents a **transparent** Lease Purchase Program which offers them more **choice, flexibility** and **control**.

**38,000+ PEOPLE AND 26,000+ PETS IN 12,000+ HOMES**

**OPERATING IN  
40 MARKETS NATIONWIDE**



**FEATURED IN:**



“This program allows these potential prospects to get into a great home in a great school district by choosing from those properties for sale vs. for rent. It opens a bigger pool of houses. It’s a win-win for all.”

**-Todd Tucker**

Testimonials have been selected by Home Partners. They may not be representative of all those who use our program and your experience may vary. Testimonials are prepared by the featured agent or resident, although Home Partners may have used less than the entire testimonial that was provided. Testimonials reflect the opinions or views of the reviewer and are not representations or other communications on behalf of Home Partners.

# A Simple and Transparent Process



Invite prospects to apply  
at HomePartners.com.



Help approved residents  
find an eligible home for sale.



Home Partners buys home in  
cash and leases it to the residents.  
You earn the full sales commission!

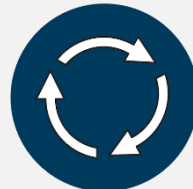
A resident's only financial obligation is a **1 year lease**.

Approved residents have the option to:



Purchase the home at any  
point during their residency  
for a pre-agreed price.

or



Renew their lease in one year  
increments, for a total term up to  
five years (three years in Texas).

or



Move out after their lease term  
with no further obligation.  
Security deposit returned in  
accordance with lease terms.

# Benefits to Residents



## **TRANSPARENCY - No hidden fees or non-refundable deposits**

Upon entering this program, residents are given the monthly lease and purchase price information each year for up to five years,\* so they can plan for the future. Home Partners uses our skill to purchase the home the residents want, providing them with an affordable lease and a pre-set purchase price each year for up to five years.\*



## **CHOICE - More homes, better homes**

Home Partners provides access to the MLS listings in the communities we serve, expanding residents' selection to all qualifying homes for sale.



## **CONTROL AND FLEXIBILITY - Residents are in control**

Residents have the Right to Purchase the home at any time during their residency, at the pre-set price. If the home value appreciates above this price each year, they realize a financial benefit. If the value of the home declines, they can choose not to renew their lease and walk away without penalty.



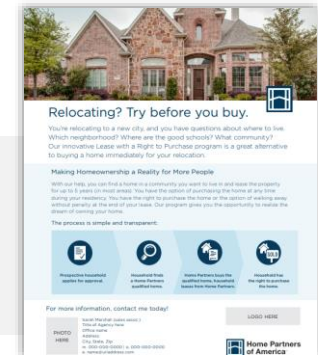
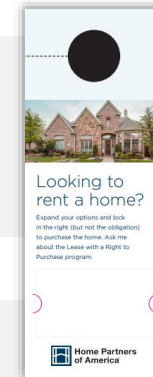
# Broker Opportunity

Represent a cash buyer with a quick close, by working with the following prospects:



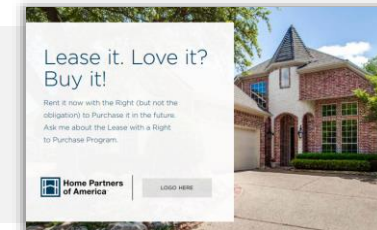
## RENTERS

Households looking for a rental with the benefits of a single family home.



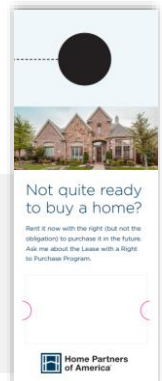
## RELOCATION

Potential homeowners who recently relocated and are unsure which neighborhood to live in.



## FUTURE BUYERS

First-time homebuyers who are cautious about buying a home now, but want to be able to purchase a home in the future.



## MORTGAGE CREDIT ACCESSIBILITY

Potential homeowners who may not be mortgage ready, but who want to live in a community with great schools.

# Qualification Criteria\*



**Pets Are Welcome\*\*\***

## PROSPECTIVE RESIDENT

We evaluate household rent-to-income and debt-to-income ratios, rental and housing history, employment history, criminal history, FICO® scores, and other elements of an application:

- Annual household income of \$50,000+
- Stable employment
- No recent history of eviction and no pending bankruptcy
- Acceptable criminal history
- Application fee (\$75 total per household)

## PROPERTY

Approved households work with you to find a home they want us to buy. Home must meet the following requirements:

- Single family home or fee-simple townhome
- Located in an approved community
- List price between \$100,000 and \$400,000\*\*
- Minimum of two above-grade bedrooms on a lot of two acres or less
- Traditional sale or FSBO



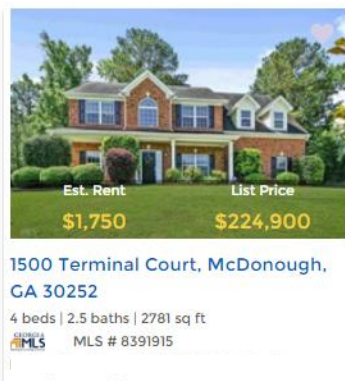
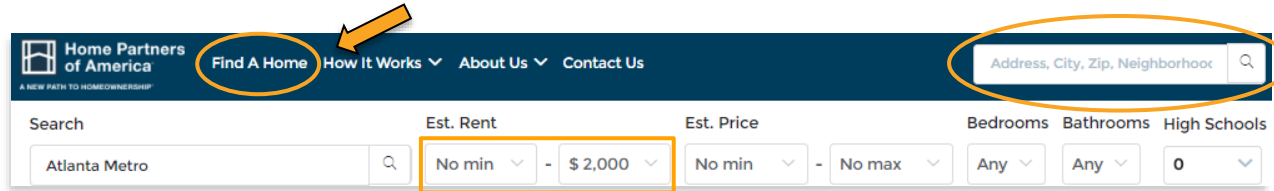
*\*Subject to change and certain restrictions apply. Visit [www.HomePartners.com](http://www.HomePartners.com) for more information.*

*\*\*Maximum may vary in select markets.*

*\*\*\*Up to three pets (cats or dogs) with a max weight limit of 180 pounds total. For dogs, you must not have a Doberman, Pitbull, Rottweiler or Mastiff. We do not allow for other animals such as pigs, horses, chickens, goats, etc. There is a \$300 per pet fee in most states. This fee is due with the required deposit and is refundable in the event you purchase the home. Otherwise, it is not refundable.*

# Property Search

To start your property search, click on the “Find a Home” tab or use the search box:



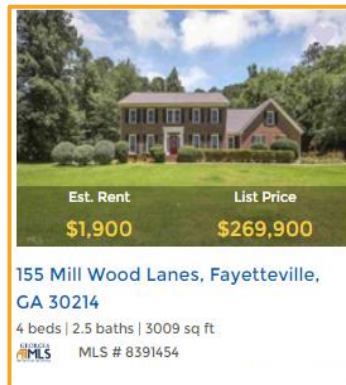
**Est. Rent** **List Price**

**\$1,750** **\$224,900**

1500 Terminal Court, McDonough, GA 30252

4 beds | 2.5 baths | 2781 sq ft

MLS # 8391915



**Est. Rent** **List Price**

**\$1,900** **\$269,900**

155 Mill Wood Lanes, Fayetteville, GA 30214


4 beds | 2.5 baths | 3009 sq ft

MLS # 8391454

- Refine your search by entering the residents' preferred metro, city, zip, address, etc.
- To find homes within the resident's approved rental amount, use the maximum estimated rent filter.
- Click on a listing to view the property details.

155 Mill Wood Ln, Fayetteville, GA 30214 (MLS # 8391454)

List Price: **\$269,900** 4 Bedrooms 2.5 Bathrooms 3009 sq ft



MLS

## Estimated Rent

Based upon the list price of this home, **\$269,900**, the estimated **Home Partners Monthly Rent\*** breakout is as follows:

Home Partners Monthly Rent: **\$1,900**

	Rent	Estimated Right to Purchase
Year 1	\$1,900	\$285,370
Year 2	\$1,980	\$299,630
Year 3	\$2,050	\$314,620
Year 4	\$2,130	\$330,350
Year 5	\$2,210	\$346,860

# Maximum Purchase Price

Market	Maximum Purchase Price
California	\$350,000
Colorado	\$500,000
Florida	\$400,000
Georgia	\$400,000
Illinois	\$300,000
Indiana	\$400,000
Kansas	\$400,000
Maryland	\$450,000
Minnesota	\$450,000
Missouri	\$400,000
North Carolina	\$400,000
Oklahoma	\$350,000
Oregon	\$450,000
Pennsylvania	\$400,000
South Carolina	\$400,000
Tennessee	\$400,000
Texas	\$400,000
Utah	\$350,000
Virginia	\$450,000
Washington	\$500,000



# RTP Escalation Rates

Market	RTP Escalation Rate
California	5%
Colorado	5%
Florida	5%
Georgia	5%
Illinois	3.5%
Indiana	3.5%
Kansas	3.5%
Maryland	3.5%
Minnesota	3.5%
Missouri	3.5%
North Carolina	3.5% - 4.5%
Oklahoma	3.5%
Oregon	4%
Pennsylvania	3.5%
South Carolina	4.5%
Tennessee	4%
Texas	3.5% - 5%
Utah	4%
Virginia	3.5%
Washington	4% - 5%

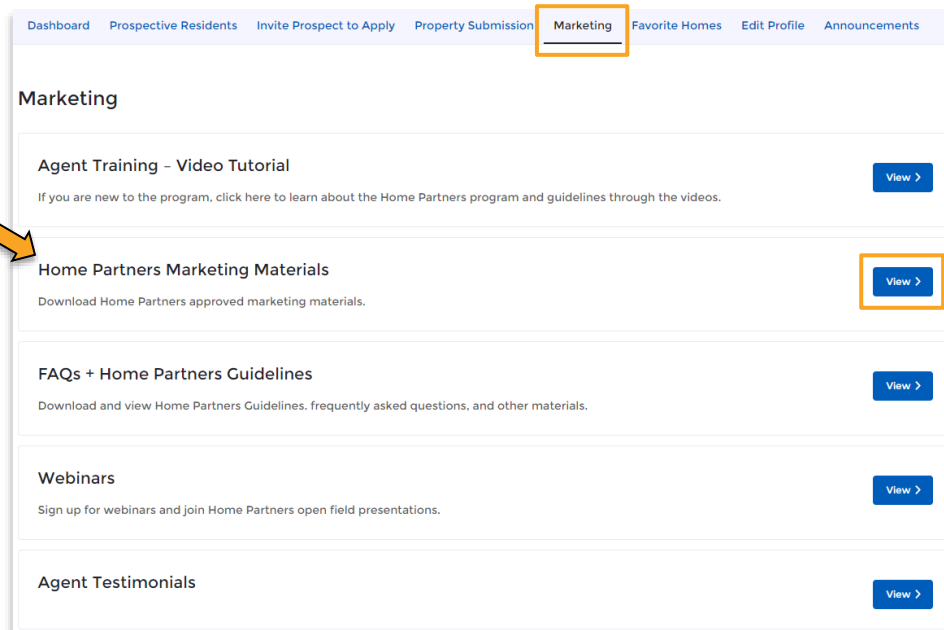
North Carolina	
Charlotte	4.5%
Raleigh	3.5%
Winston-Salem	3.5%

Texas	
Austin	3.5%
Dallas/Fort Worth	5%
Houston	4.5%
San Antonio	4%

Washington	
Seattle	5%
Vancouver (Portland)	4%

# Marketing Materials

- Log into your **Agent Portal**
- Click on the **Marketing** tab
- Go to **Home Partners Marketing Materials**
- Various options are available that can be customized to include your personal information



Dashboard Prospective Residents Invite Prospect to Apply Property Submission **Marketing** Favorite Homes Edit Profile Announcements

## Marketing

**Agent Training - Video Tutorial**  
If you are new to the program, click here to learn about the Home Partners program and guidelines through the videos. [View >](#)

**Home Partners Marketing Materials**  
Download Home Partners approved marketing materials. [View >](#)

**FAQs + Home Partners Guidelines**  
Download and view Home Partners Guidelines, frequently asked questions, and other materials. [View >](#)

**Webinars**  
Sign up for webinars and join Home Partners open field presentations. [View >](#)

**Agent Testimonials**  
[View >](#)



**GUIDELINES FOR SEARCHING FOR A HOME TO BE PURCHASED BY HOME PARTNERS**

Once a prospective resident has been approved, they work with you to find a Home Partners qualified home that's right for them. Their future home must meet our basic criteria\*\*.

- Home must reside in an approved community
- Home price must be between \$100,000 and \$450,000\*
- Minimum of two above grade bedrooms on a lot of two acres or less
- Single family home or fee-simple townhome
- No short sales, REO or auctions
- No material deficiencies (i.e. major structural issues, solid aluminum wiring, etc.)

**BASIC REQUIREMENTS OF PROSPECTIVE RESIDENT**

- Annual household income of \$50,000+\*\*
- Stable employment
- No history of eviction or other landlord issues
- No pending bankruptcy
- No disqualifying criminal history

\*Maximum may vary in select markets  
\*\*Subject to change. Visit [www.homepartners.com](http://www.homepartners.com) for more detail/exceptions.

**PHOTO HERE**

First Last Name  
Title of Agency  
Office Name  
Address  
City, State, Zip  
m. 000-000-0000 | o. 000-000-0000  
e. youremail@urladdress.com

**FOR MORE INFORMATION, PLEASE VISIT  
HOMEPARTNERS.COM**

The Lease Purchase Program ("Program") is offered and administered by Home Partners of America, Inc. Resident and property must meet eligibility requirements, which are subject to change. Resident must qualify for a mortgage from a third party lender or pay the purchase price in cash to exercise the right to purchase a home. Home Partners does not provide financing for the resident to purchase a home. Home Partners approved for the resident to lease a home does not mean that the resident will later qualify for a mortgage.

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**Home Partners of America**

**LOGO HERE**

Bi-Fold Brochure  
Direct Mail Postcards  
Agent Flyers  
Door Hangers  
Agent Presentation  
Resident Presentation

Tri-Fold Brochure  
Facebook Materials  
Craigslist Script  
Agent Prospect Plan  
Web Templates  
Sign Rider Templates

*These materials are available in customizable (PPT) and non-customizable (PDF) formats.*

# Marketing Opportunities

## Reactive Opportunities

### Renters

- Rental leads from company/brand website
- Rental leads from other agents in the office who do not handle rentals
- Friends, prior clients, and casual encounters with people looking to rent

### Clients looking for lease options

### Clients who come in initially as buyers, but who may not be ready to purchase at this time

- Whether due to mortgage qualification, need to save for a down payment or any other reason

## Proactive Opportunities

### Social Media

- Craigslist
- Facebook®/Instagram®

### Listings

- Listing Presentations
- Marketing Qualified Listings\*

### Sourcing Relationships

- Loan Officers
- HR Departments
- Property Managers
- Attorneys (Bankruptcy/Divorce)

#### IMAGES:



#### COPY:

1. **TEXT:** Discover a new path to owning.  
**HEADLINE:** Rent It Today, Own It Tomorrow  
**NEWS FEED:** If you're not yet ready to buy a home now, but will be soon, (Broker Name here) and Home Partners of America have a great new option for you.  
**CTA:** Find out more here.

Making homeownership a reality for more people

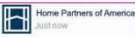


**BROKER AND AGENT**  
Craigslist Scripts


JUNE 2016



#### SAMPLE

**LOGO:** 

**TEXT:** Are you close to being able to buy a home but aren't quite there?

**IMAGE:** 

**HEADLINE:** A New Path to Homeownership.

**NEWS FEED:** Do you need to rent right now but really want to buy a home in a couple of years? Home Partners' Lease with a Right to Purchase Program may be right for you.

**URL/UTM link:** [HOMEPARTNERS.COM](http://HOMEPARTNERS.COM) [Learn More](#) [CALL TO ACTION](#)

#### Option 01

\$\_\_\_\_\_ Rent/Lease with a Right to Purchase

My name is \_\_\_\_\_, and I am a REALTOR with \_\_\_\_\_ in \_\_\_\_\_. My company is working with an amazing Lease with a Right to Purchase program. If you qualify for the program, you get to pick a house that is FOR SALE based on your approved rent, in a community where they purchase and you would get to rent that house. The investment firm purchases the home, and you are only obligated to a 1 YEAR LEASE term at a time, with a right to renew your lease for up to 5 years\*. You can purchase the home at any time for a pre-agreed upon price. I would love to tell you more. If you have a few minutes to reach out today, I can give you more info. I hope we can connect, and your housing search goes smoothly. I look forward to hearing from you!

NAME  
REALTOR  
COMPANY NAME

# Listings

## Opportunities

### Incorporate Home Partners in Your Listing Presentations

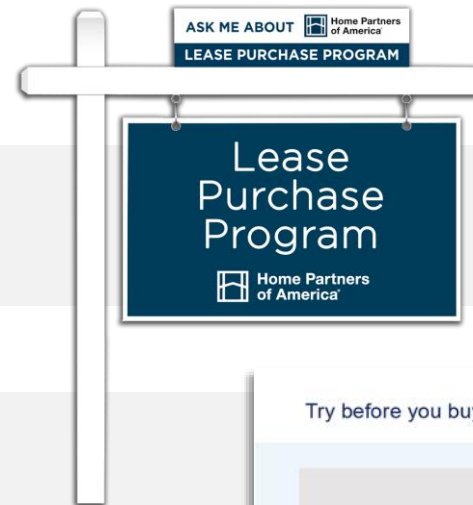
- Broaden your base of potential clients
- Competitive offer on a qualified home
- Cash buyer, no appraisal and quick close


### Marketing Listings as a Lease Purchase

- Your listing or a fellow agent's listing\*
- Potentially provides seller with a strong cash buyer
- Generate additional leads
- Incorporate Lease Purchase marketing materials at open houses
- Facebook ads or mailers inviting prospects to open house or to call to learn more

## Tools

- Sign Riders
- Address Checker
  - Ensure the property is in an approved community
- Home Partners Bi-fold
- Property Qualification Criteria
  - Found in the FAQ section of your Agent Portal
  - Make sure home meets Home Partners' property standards (e.g., free of negative impairments, move in ready, etc.)



Try before you buy 

CONTACT ME TODAY to learn more

PHOTO HERE

INSERT HOME PHOTO HERE

**LIST PRICE: \$000,000**

The estimated rent and Right to Purchase Price are outlined below and assume that Home Partners buys this home and rents it to an approved resident.

Home Partners Monthly Rent:	\$0,000 / month
Year 1 Rent: \$0.000	Year 1 RTP: \$000.000
Year 2 Rent: \$0.000	Year 2 RTP: \$000.000
Year 3 Rent: \$0.000	Year 3 RTP: \$000.000
Year 4 Rent: \$0.000	Year 4 RTP: \$000.000
Year 5 Rent: \$0.000	Year 5 RTP: \$000.000

Contact me today to learn more

PHOTO HERE

Sarah Marshall (sales assoc.)  
Title of Agency here  
Office name:  
Address:  
City, State, Zip:  
m. 000.000.0000  
a. 000.000.0000  
e. name@ufaddress.com

Home Partners Address Checker

Please input then select the address...

Look Up Address

\*Please note that even if an address lies within a Home Partners-approved area, Home Partners is not obligated to buy the property. The property must still undergo a full evaluation and must meet our other eligibility criteria. For a list of property qualification criteria, please [click here](#) \*



# Sourcing Relationships

## Potential Lead Sources

### Loan Officers

- Alternative path for prospective households who may not be mortgage ready
- Quality referral
- Build a pipeline

### Property Management Firms

- More quality applications than units to rent
- Potential referral fee

### HR Departments

- Transferees wanting to rent
- Lack of rental inventory – choice of MLS Inventory
- Flexibility and control

### Attorneys

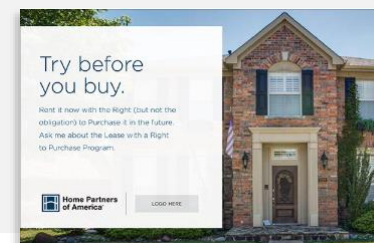
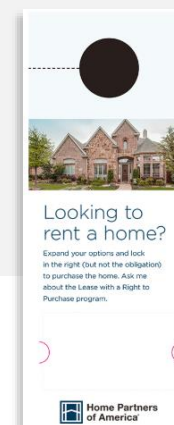
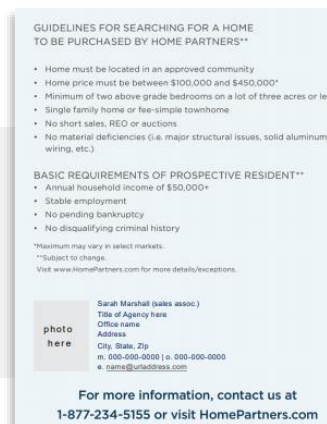
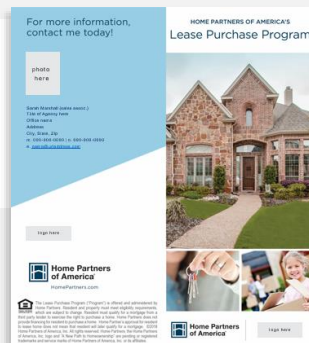
- Bankruptcy Attorney
- Divorce Attorney

## Customizable Materials

### Brochures

- Bi-Fold
- Tri-fold

A selection of materials with targeted messaging



# Marketing Funnel



## SCRIPT SUGGESTIONS

I work with a company who offers an Innovative Rental / Lease Purchase Program. They will allow us to work together to find a great home currently for sale that meets their property criteria. Once we find your dream home, the company will work with the seller to buy the home. If successful, you will move in as their resident and the company will offer you a Right to Purchase. Does that sound interesting to you?

My client has requirements that include:

1. A minimum annual household income of \$50,000
2. 45 days from date of application to move in
3. Deposit equal to two months' deposit

Do you meet those requirements?

Great! Let's meet at my office tomorrow to tour their website.

In Office Meeting Agenda:

1. Tour of website
2. Explain 5 year\* lease / Right to Purchase
3. Use Prequalification document
4. Assist prospect in completing the application or invite them to apply and follow-up

## SUPPORTING MATERIALS

1. Helpful print and digital materials and tutorials are available in the Marketing section of your Agent Portal
2. Reference the Prequalification Checklist for additional screening questions
3. Be sure to send your custom UTM link provided on your Agent Portal dashboard when inviting prospects to apply

# Resident Resources



## NewRez is committed to serving the needs of Home Partners' residents. We offer:

- Exclusive Pilot Program!
- Zero down payment option including VA and USDA
- Down payment assistance may be available
- Portfolio programs

Now, through the Home Partners Ownership Conversion pilot program\*, your lease security deposit with Home Partners may be used toward your down payment. Plus, your down payment may also include any home price appreciation on the home you lease through Home Partners.

NewRez is the exclusive lender for this pilot program. To learn more call [855-388-8870](tel:855-388-8870) to speak with a licensed Loan Officer of NewRez about converting from a lease to a mortgage. Equal Housing Lender. Corp NMLS#3013

\*Home Partners is pleased to introduce residents to these lenders. However, Home Partners does not require you to obtain a loan from a particular lender. Residents are responsible for evaluating loan products offered by these lenders, and may want to consider other lenders. In order to qualify for discounted lender fees financing must be initiated through this inquiry page, email, or phone call and must utilize your dedicated company benefits team for processing of the loan. Discounted lender fees will be issued as a credit at closing. Capped lender fees include Processing, Underwriting, credit report, flood certification. The Ownership Conversion pilot is for first-time homebuyers who meet Fannie Mae's eligibility requirements. An individual is considered a "first-time home buyer" if he or she (1) is purchasing the home being purchased; (2) will reside in the home being purchased as a principal residence; and (3) had no ownership interest (sole or joint) in a residential property during the three-year period preceding the date of the purchase of the home. In addition, an individual who is a displaced homemaker or single parent also will be considered a first-time home buyer if he or she had no ownership interest in a principal residence (other than a joint ownership interest with a spouse) during the preceding three-year time period.

\*\*Home Partners is pleased to introduce residents to these lenders. However, Home Partners does not require that residents obtain a loan from a particular lender. Residents are responsible for evaluating loan products offered by these lenders, and may want to consider other lenders.



Home Partners has proudly teamed up with GreenPath Financial Wellness to bring you GreenPath, a free financial management program. Through comprehensive education and exceptional service, GreenPath has been assisting individuals for more than 50 years. **As a participant of Home Partners' Lease Purchase Program, you can call GreenPath to receive assistance with:**

- Personal and family budgeting
- Understanding your personal credit report and how to improve your score
- Personal money management
- Debt repayment (fees may apply)
- Avoiding bankruptcy, foreclosure, and repossession



**Citi® offers a variety of mortgage options that can help you make your move from renter to homeowner:**

- First-time home buyer programs with low down payment options
- Fixed-rate and adjustable-rate mortgages at competitive rates
- Financing programs for single-family homes, condos and co-ops



**Home Partners  
of America®**

**Let's Get Social!**



**Don't forget to  
like our Facebook  
page and tag us in  
your social posts!**

**@HomePartners #HomePartners**



HomePartnersofAmerica



@HomePartners



@HomePartners

Home Partners is not a mortgage company, does not have any obligation to provide and does not provide financing and cannot guarantee or in any way assure that a resident will be able to obtain a mortgage if and when he/she wishes to exercise their right to purchase. ©2019 Home Partners of America, Inc. All rights reserved. Home Partners and the Home Partners of America, Inc. logo and "A New Path to Homeownership" are pending or registered trademarks and service marks of Home Partners of America, Inc. or its affiliates.



**For more program information, please contact:**



**LOCATION**

Home Partners of America  
180 N. Stetson Ave., Suite 3650  
Chicago, IL 60601



**PHONE NUMBER**

(877) 234-5155



**EMAIL**

info@homepartners.com



**WEBSITE**

www.homepartners.com