

Title: HOPE NOW: Connectivity, Clarity and Education
Faith Schwartz, Executive Director HOPE NOW

What is HOPE NOW

- **HOPE NOW** is an alliance between counselors, servicers, investors, and other mortgage market participants to prevent foreclosures through outreach to delinquent borrowers, counseling, and loan workouts based on the borrower's ability to repay.
- 1 of 2 people in foreclosures have no contact with servicer.
- HOPE NOW will:
 - Reach Homeowners in need
 - Counsel Homeowners in Need
 - Assist Homeowners in Need
 - Improve communication between servicers and counselors

Efforts towards Industry Connectivity

- Unprecedented effort to work with available industry resources.
- Free counseling for homeowners is available at the Homeowner's HOPE Hotline, 888-995-HOPE.
- When a homeowner calls 888-995-HOPE, they are connected to one of 450 counselors from one of 10 non-profit counseling agencies- like Novadebt- who are all HUD-approved.
- The Hotline receives 4,500 calls each day and has counseled over 205,000 homeowners to date.
- WWW.HOPENOW.COM

Efforts towards Clarity

- Port of entry
- Commitment to share data on a monthly basis.
- Ancillary projects:

Efforts towards Public Education

- Direct Mail:
- Early Contact:
- Ad Council Campaign:
- Homeownership Forums:
- Congressional Testimonies:

Closing Comments