



*** NEWS RELEASE ***

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Proud Ground Adds 100th Home & Celebrates 10 years

The housing nonprofit now has 100 forever- affordable homes throughout Portland

October 21, 2009 – Portland, OR – Proud Ground, a nonprofit organization dedicated to creating affordable homeownership opportunities for low- and moderate-income first-time homebuyers, has added the 100th home to its portfolio of permanently affordable homes.

Proud Ground was founded in 1999 by a coalition of community housing advocates and the Portland Housing Bureau to fulfill a role that the market could not – providing low and moderate-income households with opportunities to buy homes at affordable prices. Proud Ground's founders recognized that Portland's livability would be severely compromised if only the well-off were homeowners.

“These housing pioneers essentially prevented Portland from becoming another Vail, CO, or even Ashland, OR – places where the average household, the average worker, cannot afford to own a home,” says Beason.

The program has proven to be successful, with more than 100 new homeowners created, and the 100th home added to the organization's portfolio of permanently affordable homes.

Further, in a period of deep economic decline marked by a steep foreclosure rate, not one Proud Ground homeowner was foreclosed on. In fact, the nonprofit boasts a 0% foreclosure rate among its homeowners.

That, explains Proud Ground Executive Director Jesse Beason, is because a core feature of Proud Ground's program is post-purchase support of homeowners, helping to ensure that Proud Ground families don't lose their homes. And while many working Americans cannot afford homes even at current prices, Proud Ground continues to identify new homeowners.

“Even in the current market, homeownership is less accessible than it has ever been,” Beason says. “Today's generation is facing an average sales price that is more than twice that of our parents and grandparents. We are able to make home ownership a reality for many who thought they'd never participate in that aspect of the American Dream.

“Adding the 100th home to Proud Ground's portfolio means Portland now has 100 homes that are affordable today, and will remain affordable tomorrow and for generations to come. And we plan

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to continue adding to Portland's stock of forever-affordable homes for a good long time," Beason says.

Proud Ground serves first-time, low and moderate-income homebuyers. The staff work closely with households as they learn about homeownership, buy their first home, and manage the modest payments that Proud Ground is able to offer.

"It's not just about affordable homes," Beason says. "Affordable homes, with reasonable monthly loan payments – payments that are often less than what our homeowners were paying in rent – contribute to successful, stable homeowners. And Proud Ground's homeowners are successful, as evidenced by Proud Ground homeowners' 0% foreclosure rate."

Cheryl Lohrmann bought Proud Ground's 100th home in September, after four years on the organization's wait list, waiting for just the right time and home. Cheryl has a stable job that she loves, with the local nonprofit organization Oregon Wild. She had long dreamed of having her own place with a garden, and, as an avid bike-commuter, she wanted to live within biking distance of work. However, even though she's been working in her field for many years, Cheryl just couldn't afford a home on the open market. That's where Proud Ground came in, and now Cheryl has everything she wanted – for just \$143,000.

"This Proud Ground home was a no brainer!" Cheryl exclaims. Now that she's a homeowner, she feels "grounded and relieved. All the hard work and process it took to get to this point makes sense. Now I look forward to relaxing on the front porch with friends and saying hello to neighbors, planting a garden, and having many messy cooking days in the kitchen."

A number of community partners played a role in making Cheryl's dream of homeownership come true – and in adding the 100th home to Proud Ground's portfolio:

Portland Housing Center: Cheryl learned about Proud Ground when she took PHC's Homebuying 101 class; and she saved money for her down payment with the help of PHC's IDA program.

Habitat for Humanity Portland/Metro East: Habitat made this home available to Proud Ground, ensuring its affordability for generations to come.

HomeStreet Bank: A valued Proud Ground partner, HomeStreet Bank has originated 21% of all Proud Ground home loans – including Cheryl's.

Portland Housing Bureau: An overall major organizational supporter.

About Proud Ground

Proud Ground is a nonprofit organization that provides affordable homeownership opportunities for people who work and live in our community. Working with community partners, lenders, builders and others, Proud Ground prepares families and individuals for homeownership; helps them purchase existing homes; builds new affordable homes; offers homeowners tools to be successful; and manages transactions to keep homes affordable for generations to come.

Since 1999, Proud Ground has created 111 new homeowners:

- The median sales price of a Proud Ground home in 2009 is \$150,000, vs. \$250,000 for a market-rate home in Portland today.
- The median price of a Proud Ground home upon resale is \$126,000.

- The median household income of Proud Ground homeowners is \$31,973 / 57% MFI.
- Proud Ground has administered \$6.6 million in subsidy to buy-down the purchase price of homes; to make those same homes affordable today would require approximately \$10 million in subsidy.

More information: www.proudground.org
