



# Empowering Homeowners: Post-Purchase Strategies

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# WELCOME AND LOGISTICS

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Welcome to Session One!

Goal: Building Homeownership Success Skills



# HOMEOWNERSHIP HOPES & HURDLES

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Share with your tablemates

- 1) Your First Name
- 2) One Exciting Thing About Homeownership
- 3) One Thing That Is Often Concerning



# HOMEOWNERSHIP HOPES & HURDLES

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## DEBRIEF



# THE POST-PURCHASE REALITY

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“People prepare to get in the home, but they're not preparing to stay in the home.”  
Y. Hall

# WHY POST-PURCHASE MATTERS

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Beyond the Purchase: Staying in the Home

Getting into a Home vs. Staying in a Home

Homeownership is hard, esp. with limited income

Preventing "catastrophic budgeting"

# PREVENTION VS. CRISIS

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## Two Approaches to Homeownership

### PREVENTION MODE:

- Build systems early
- More options, lower costs

### CRISIS MODE:

- Wait for catastrophic problems
- Limited expensive options



# WHY POST-PURCHASE MATTERS

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Take proactive steps to avoid common pitfalls

The value of personal connection and support

# FINANCIAL SURPRISES ARE THE BIGGEST ISSUE

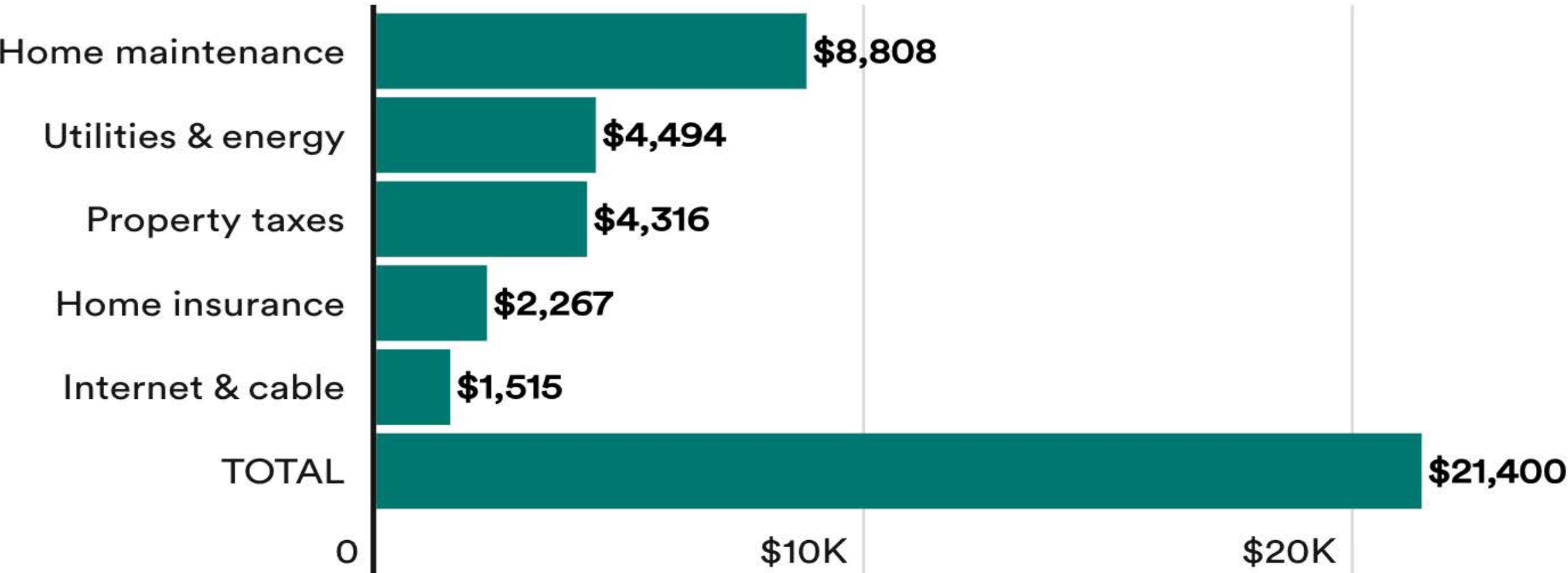
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Average annual cost is 26 percent higher than just four years ago

Average annual cost a home is over \$21,000

[Hidden Costs of Homeownership Study | Bankrate](#) [Homeowner Data, Facts And Statistics 2024 | Bankrate](#)

# Hidden homeownership costs



Source: Bankrate’s Hidden Costs of Homeownership Study, June 2025

# FINANCIAL SURPRISES ARE THE BIGGEST ISSUE

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HOME MAINTENANCE alone averages  
\$8,800.00 annually accounting for the  
largest chunk of hidden homeownership costs

[Hidden Costs of Homeownership Study | Bankrate](#)

[Homeowner Data, Facts And Statistics 2024 | Bankrate](#)

# NEW HOMEOWNER FINANCIAL STRESS IS REAL

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59% of new homeowners who purchased in either 2021 or 2022, feel "house rich and cash poor"

56% of new homeowners reported unexpected repairs since moving in and one-third (33%) spent more than \$1,000

[U.S. News 360 Reviews Survey Reveals New Homeowner Stressors, Regrets](#) | [Consumer Insight Studies](#) | [U.S. News](#)

# NEW HOMEOWNER EXPERIENCE

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92% experienced at least one issue in their first year of ownership

[Common problems in recently purchased homes statistics | American Home Shield](#)

86% of buyers said that their inspector identified at least one problem that should be addressed

[Home Inspection Statistics 2025 – Everything You Need to Know](#)

# YOUR MORTGAGE YOUR RESPONSIBILITY

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Understanding NEW Financial Responsibilities

Stay on top of your mortgage

Communicate with your servicer & counselors

Open and review all mail/online statements

# YOUR MORTGAGE YOUR RESPONSIBILITY

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Know your right to receive paper materials

Proactive planning prevents dire situations



# TOTAL COST OF HOMEOWNERSHIP

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Monthly: Mortgage + taxes + insurance + utilities

Annual: Maintenance (1-3% of home value)

Emergency Fund: 3-6 months' total housing costs

# BUDGETING FOR THE FUTURE, NOT JUST TODAY

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Smart Budgeting: Preparing for ALL Home Expenses

Beyond the mortgage payment: maintenance, repairs, utilities, emergencies.

Action Item 1: No new credit items for the first year

Action Item 2: Pay your mortgage on the 1st

# THE #1 FINANCIAL RULE

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Pay Your Mortgage on the FIRST!

- Why not the 15th?
- Late fees: \$65-70+ monthly
- 4-5% of principal balance

# THE MATH OF LATE FEES

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$\$1,500 \text{ payment} \times 4\% = \$60 \text{ late fee}$

$12 \text{ late payments} = \$720 \text{ wasted annually}$

Solution: "Pay yourself first" strategy

# BEWARE OF "WEALTH ROBBERS"

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## Protecting Your Financial Future

Avoid predatory lending: payday loans, car title loans

Beware of "buy now, pay later" for daily expenses 'layaway' for necessities, not for WANTS

"Success is always achievable." Y. Hall



# BUDGETING FOR THE UNEXPECTED

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## Instructions:

At your tables, you have a handout listing various potential unexpected expenses associated with homeownership. As a group, discuss:

1. Which of these expenses should be considered in the initial homeownership budget?
2. Brainstorm 2 proactive strategies for how a homeowner could save for or mitigate the impact of these unexpected costs.

# BUILDING A SUPPORT NETWORK

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They Don't Have to Do This Alone

## PROFESSIONAL SUPPORT:

- Housing counselors, contractors, and financial advisors

## COMMUNITY SUPPORT:

- Neighbors, local resources, and family

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# Teaching Home Maintenance



# GROUP DISCUSSION

Why Teach Home Maintenance?

What is Your Best Home Maintenance Advice or Tip?



# HOMEOWNERSHIP HOPES & HURDLES

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## DEBRIEF



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# HOME INSPECTION PROCESS AND PRODUCT

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Encourage pre-purchase customers to attend the home inspection

Encourage asking questions during the inspection

Use the inspection as a maintenance planning tool

# HOME INSPECTION DATA

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Over 19 percent uncover roofing issues

Over 18 percent uncover electrical issues

Over 18 percent uncover window issues

More than 13 percent uncover plumbing issues

[Most Common Home Inspection Findings - ISN](#)

# MAINTENANCE NEGLECT – A DOCUMENTED PROBLEM

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Nearly 60% of homeowners say they're putting off home repairs because they can't afford them

31% percent of homeowners have \$1,000 or less saved for home emergencies

[Nearly 60% of U.S. Homeowners Are Putting Off Home Repairs Due to Cost, Survey Says \(2025\) | Today's Homeowner](#)

# PREVENTATIVE MAINTENANCE SAVES MONEY

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Avoidance leads to expensive repairs

Examples:

Unclean gutters, unchanged filters

Beyond cost:

Personal health & unit longevity

Simple tasks, big impact

# Prevention Question

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Which costs more?

\$0-50 for gutter cleaning **OR** \$2,000 for roof repair?

\$5 filter **OR** \$3,000 HVAC replacement?

\$20 weatherstripping **OR** \$300+ heating bills?

# The Big Three Maintenance Areas

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## The Big 3

HVAC: Changing air filters (add UV light)

Water: Cleaning gutters

Energy: Caulking (add a programmable thermostat)



# COST OF DEFERRED MAINTENANCE

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Initial Problem	Delay Cost Escalation	Example
Leaky Faucet	\$25 → \$500+	A small leak becomes water damage
Loose Gutter	\$150 → \$3,000+	Foundation damage from water
Minor Roof Leak	\$200 → \$10,000+	Structural rot, mold remediation
Clogged Drain	\$15 → \$1,500+	Sewer backup, flooring replacement

# BEGINNER LEVEL – MONTHLY TASKS

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Task	DIY Cost	Time	Pro Cost	When to Call Pro
Change HVAC Filters	\$5-15	5 min	\$50-80	Never needed
Test Smoke/CO Detectors	\$0	10 min	\$75-120	If hardwired/faulty
Clean Dryer Lint Trap	\$0	2 min	N/A	N/A
Check Faucet Aerators	\$3-8	10 min	\$80-150	If corroded/stuck

# BEGINNER LEVEL QUARTERLY TASKS

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Task	DIY Cost	Time	Pro Cost	When to Call Pro
Deep Clean Appliances	\$10-25	2-3 hrs.	\$150-300	For warranty maintenance
Inspect Weather Stripping	\$15-50	1 hr.	\$200-400	Complex door/window issues
Clean Range Hood Filter	\$5-12	30 min	\$100-200	If built-in/complex system
Test Circuit Breakers	\$0	15 min	\$150-250	If any don't reset properly

# SEMI-ANNUAL TASKS

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Task	DIY Cost	Time	Pro Cost	When to Call Pro
Replace Weather Stripping	\$25-75	2-4 hrs.	\$300-600	Multi-story or specialty windows
Clean Windows (Interior)	\$15-30	3-4 hrs.	\$200-500	Exterior upper floors
Organize Storage Areas	\$50-150	4-6 hrs.	\$300-800	Professional organizing
Clean Light Fixtures	\$10-25	2-3 hrs.	\$150-350	High ceilings/chandeliers

# LICENSED PROFESSIONALS ONLY

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Repair Type	Why Professional Required	Typical Cost Range	Consequences of DIY
Gas Line Repairs	Explosion/carbon monoxide risk	\$300-1,500	Death, property destruction
Electrical Panel Work	Electrocution/fire hazard	\$500-2,000	Death, house fire
Structural Damage	Building collapse risk	\$1,000-15,000+	Injury, total loss
Major Plumbing	Code violations/flooding	\$500-5,000+	Water damage, legal issues
HVAC System Repairs	Safety/warranty concerns	\$300-3,000+	Carbon monoxide, voided warranty

# WHO CAN TEACH HOME MAINTENANCE

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- ☐ Emergency Services & Safety
- ☐ Healthcare & Child Safety
- ☐ Licensed Trades & Contractors
- ☐ Retail & Hardware Specialists
- ☐ Utility & Service Companies
- ☐ Insurance & Real Estate
- ☐ Community Organizations
- ☐ Specialty Service Providers
- ☐ Experienced Volunteers

# WHO CAN TEACH HOME MAINTENANCE - SAFELY

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## POTENTIAL PARTNERSHIP OPPORTUNITIES

**Local Fire/Police Stations**

**Hardware/Home Improvement Stores**

**Utility Companies**

**Trade Associations**

**Community Centers**

**Social media**

**Libraries**



# ACTIVITY: YOUR PERSONAL MAINTENANCE ACTION PLAN

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Each person identify:

- 1) One task you can do this month
- 2) One tool/resource needed
- 3) One task for professionals



# MAINTENANCE VS REPAIRS

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Preventative Maintenance = Preventing problems  
(cleaning, inspecting, replacing filters)

VS

Repairs = Fixing issues  
(broken fixtures, damaged systems, worn-out parts  
or components)

# HOME EQUITY PROTECTION

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Preventative Maintenance +  
Timely Repairs =  
Home Equity Protection and  
Preservation



# BASIC TOOLS FOR HOME MAINTENANCE

Know Your Tools:

Hammer, screwdrivers, wrench, caulk gun, level, tape, etc.



Which prevents expensive problems?

All of them!

# ACTIITY: TOOL GAME

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## INSTRUCTIONS:

- 1.Look at your list of tools.
- 2.Find the matching image for each tool.
- 3.Write the **image number** next to each **tool name**.

# ESSENTIAL TOOL KITS AND COSTS

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Beginner Tool Kit - \$100 - \$200

Intermediate Tool Kit - \$300 - \$600

Advanced Tool Kit - \$600 - \$1500

# THDA DISASTER MANAGEMENT RESOURCES

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# SESSION ONE RE-CAP

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## Financial Foundation:

- Pay on the 1st

- Budget total costs

- Avoid debt traps

## Maintenance Foundation:

- Small actions prevent big expenses

- Use available partners and resources

# SESSION TWO OVERVIEW

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Today's Topics:

Community Engagement

Marketing & Program Design

Local Resources & Feedback

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# Community Engagement

What Does Community  
Mean to You?

## The Communities YOU Serve:

- What do they look like
- What are some shared values
- How do they come together

# BUILDING A COMMUNITY

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## GROUP SHARE



The Communities YOU Serve:

- What do they look like
- What are some shared values
- How do they come together

# THE VALUE OF A WAVE

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True Story: Simple wave → grocery store chats → gardening mentorship

Lesson: Someone has to make the first move  
“We stay in our own lane too much” – LM


**How many of you are waiting for someone to wave first?**

# WHO DO YOU KNOW ACTIVITY



# INDIVIDUAL ACTIVITY: WHO'S YOUR NEIGHBOR?" CHALLENGE

## Draw and Label A 9 Square Grid

A B C	A B C	A B C
A B C	 YOUR HOME	A B C
A B C	A B C	A B C

## GROUP ACTIVITY: WHO'S YOUR NEIGHBOR?" CHALLENGE

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- A) How many of your neighbors do you know by name?
- B) Note any facts from speaking directly.
- C) Record in-depth info (career, plans, dreams, etc.).

# WHO'S YOUR NEIGHBOR?" CHALLENGE

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Front? Behind? Sides? Across the street?

Most people: Connected to very few neighbors.

Good news: It is never too late to start.

# WHO DO WE KNOW?

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Don't worry - hardly anyone knows their neighbors,  
The goal is to see the opportunity.

10% can complete line A

3% can complete line B

1% can complete line C

# TABLE DISCUSSION AND GROUP SHARE

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Think of a neighbor that  
you would like to  
connect with.

Why?

We Will Group Share



# MAKING CONNECTIONS WORK

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Start Small:

Wave at people

Work in the front yard

Walk instead of driving



Get Involved:

HOAs, PTAs, local meetings

# WHY COMMUNITY ENGAGEMENT MATTERS

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Property Values: Better cared for and maintained neighborhoods

Safety: Neighbors look out for each other

Resources: Tool lending, gardening tips

Personal: Reduced isolation, belonging

# VALUE OF ENGAGING IN THE COMMUNITY

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Emphasize to your customers.

This isn't just about being friendly -  
it's also about protecting your  
investment.

# NEIGHBORS

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Share with tablemates:

1. One POSITIVE neighbor interaction
2. One way to connect in the next month with the NEW TO YOU neighbor you identified that you would like to meet
3. Barriers and solutions

# GOOD NEIGHBORS

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## Group Share



# UN-NEIGHBORLYNESS

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Share with tablemates:

1. One NEGATIVE neighbor interaction
2. Your response and solutions

# UN-NEIGHBORLYNESS

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## Group Share





# COMMUNITY LEADERS EMERGE

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Leaders emerge with community issues

Leaders emerge from community engagement education – example of participant success story

- Can serve as a community liaison
- Serve on your Board of Directors

# COMMUNITY PROGRAMMING

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## INCORPORATING A COMMUNITY PROGRAM

Showcase former customers and their story to elicit donations from community businesses

Sponsor and participate in local events

Include your program in neighborhood newsletters, e-blasts, and social media pages

# Marketing & Program Design



# THE CHALLENGE

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"Nobody's offering a class."

"No interest."

"People don't show up."

A Solution: Change "if" to "when."

# SUCCESSFUL MARKETING STRATEGIES

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Front-load the value in pre-purchase classes:

- "When you come back..." (not "if")
- Highlight pitfalls you'll prevent

# SUCCESSFUL MARKETING STRATEGIES

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## Partnerships:

- Home Depot in-store demos
- "Hammers and Heels"  
targeted marketing



# PROGRAM HOOKS

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Lead with problems they recognize:

- . "Avoid 5 expensive mistakes."
- . "Turn maintenance into savings."
- . "Build a protective neighbor network."

Add incentives: Discounts, tools, resources

"Make it about solving their problems,  
not promoting your program."

# PROGRAM WORKSHOP DESIGN ACTIVITY

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Tables Design a Post-Purchase Program:

3-minute pitches per table

- 1.Target audience
- 2.Main problem hook
- 3.One partnership
- 4.One incentive

Looking for:

- Creative partnerships
- Compelling hooks
- Practical incentives

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# Local Resources and Feedback

# ESSENTIAL LOCAL RESOURCES

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Education: Libraries, TN Housing Calendar, TN Extension Offices

Financial: Community development, contractor database

Safety: Angela's Disaster Guide, Red Cross Training

# ESSENTIAL LOCAL RESOURCES

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Two specific examples of THDA's commitment to comprehensive homeowner support

These aren't theoretical - these are real resources being developed specifically for Tennessee

Angela's Disaster Guide

TN Housing Calendar

# SPEAKING OF THE TENNESSEE HOUSING CALENDAR

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## Your Secret Weapon:

- Ace Hardware videos!
- Monthly gardening reminders!
- Maintenance checklists!
- Resource connections!
- And MORE!

# SURVEYING FOR FEEDBACK

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"Feedback is your best friend for program improvement." MG



# SURVEYING FOR FEEDBACK

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Table Discussion – Group Share

How are you collecting feedback?

How are you using the feedback?

What have you changed as a result?



# SURVEY FEEDBACK THAT HELPS

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Make it engaging:

- Positive wording
- Visual elements
- Microsoft Forms

Strategic collection:

- Incentivized surveys
- Referral rewards
- Success stories

# FINAL TABLE DISCUSSION GROUP ACTIVITY

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Identify:

1. One new local resource
2. One new partnership opportunity
3. One engaging feedback question
4. Your next 30-day step

# GROUP DEBRIEF

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Share A Resource Idea

Share A Partnership  
Opportunity

Share One Engaging  
Feedback Question



# KEY TAKEAWAYS

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Community: Someone waves first

Programs: Lead with problems, and use partnerships

Resources: Tennessee has amazing free tools

Feedback: Make it positive and engaging

# CERTIFICATION ACHIEVEMENT!

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You've completed:

- ✓ Financial strategies
- ✓ Maintenance and prevention
- ✓ Community skills
- ✓ Program development
- ✓ Resource knowledge
- ✓ Feedback methods

# THANK YOU

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Thank you for participating!

Remember: Small actions can lead  
to big changes

Questions?