



Landed has partnered with more than 260 school districts, colleges and universities, hospitals and health networks, and government institutions, and helped over 800 essential professionals purchase homes.

Case Study: University of California - San Francisco

The Challenge:

UCSF is a major center of medical research and teaching with over 20 locations and roughly 25,000 employees. It aims to develop new and improved service and patient experiences; forge strategic partnerships with cutting-edge startups and technology companies; and help create a culture of innovation across the organization. Recognizing that the high cost of housing in the Bay Area was impacting their ability to recruit and retain the most talented staff, UCSF turned to Landed.

Landed Solution:

UCSF launched a partnership with Landed in October, 2020. Founded in 2015, Landed helps employers in education, government, and healthcare better recruit and retain employees by providing homebuying support and education. Landed's down payment program helps essential professionals such as physicians, nurses and staff, afford a home in high cost metro areas with the goal of reaching a 20% down payment and co-investing in their home. The program is financed by nonprofit foundations and impact investors. UCSF pays nothing to Landed and maintains no financial or legal responsibility for the program.

The down payment assistance is not a loan. There is no interest or monthly payment. It is an equity-share arrangement whereby Landed's investors share in the gain on the home when the employee chooses to sell the home, refinance, or otherwise end the arrangement. No fee is charged to access the down payment program when using a Landed network real estate agent. As co-investors, Landed provides resources and guidance to help ensure that employees are financially ready to purchase a home and exit the program when it makes sense for them.

Results & Impact (first 16 months):

1,600+ UCSF inquiries received by Landed
700+ remain active in the homebuying process
50 closed homebuyers

Of the post-purchase surveys received:

- o 100% would recommend Landed (87% Extremely Likely)
- o 61% self-identified as a person of color
- o 70% plan to stay with employer 10+ years

UCSF Partner Testimonial:

"Until recently, only UCSF faculty with academic senate appointments and senior management staff had access to home purchase programs. Thanks to Landed, UCSF staff now has access to funds and resources to help them become homeowners as well. The Bay Area has some of the highest priced homes in the United States, making it difficult for many employees to accrue enough of a down payment to purchase a home. With Landed's down payment support, chances have improved that an employee can enter the market. Having the Landed option has also boosted UCSF's efforts to ensure the wellbeing of its talented workforce and to attract additional talent to UCSF's campuses.

A key goal in connecting UCSF employees with Landed is to help underrepresented minority staff gain access to home equity over time. It is widely documented that homeownership is essential to closing the generational wealth gap between Caucasians and Asians who are more likely to own a home in California than Blacks and Latinx. To that end, UCSF is committed to lowering barriers and making equity in housing a reality by connecting employees with Landed. Several recent UCSF homebuyers who have used Landed have reported back high degrees of satisfaction with Landed. They have also thanked UCSF for making homeownership a reality for them."

- Clare Shinnerl, Senior Associate Vice Chancellor

UCSF Customer Feedback:

"Professional, timely communication. Very clear explanation of the agreement in both written and audio/visual formats. It was nice knowing another set of professional eyes were reviewing the documents."

- Nurse Practitioner

"My buying coach, Vero, did an excellent job explaining the process and clarifying areas of confusion. Also, getting feedback about recommendations for maintenance and upkeep of property "as if we were family" are very helpful. So much gratitude!"

- Clinical Nurse

"Landed was great and very informative throughout the whole process. We really appreciated how communicative and prompt our Lead was. Very useful to know we had someone reading all the fine print. We had a great experience with the lender."

- Clinical Nurse

"Landed took away a lot of the home buying stress, I felt confident I was working with a great group of professionals."

- Administration Manager

"The initial webinar was very well done and easy to follow. Everyone was super helpful and next steps were clearly laid out throughout the whole process."

- Utilization Management Manager

"Very thorough and attentive. Always felt very supported throughout the whole process!"

- Clinical Nurse

