



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: Government of Washington DC

The Challenge:

The DC Government employs over 36,000 people annually, and the DC area is consistently ranked as one of the most expensive metros for housing. In 2019, the Deputy Mayor of Education's office sought out solutions to their teacher housing challenges. They turned to Landed that summer for help in providing homebuying support and education.

Landed Solution:

Recognizing that high cost of housing was impacting their ability to recruit and retain highly-qualified diversified talent, DC Public Schools (DCPS) launched a partnership with Landed in November 2019. Following the success of DCPS' launch, in spring 2021 the Mayor's office expanded Landed to serve all city employees in coordination with the Deputy Mayor for Planning and Economic Development. Landed's down payment program helps professionals in healthcare, government, and education 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. The DC Government 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 real estate network 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 27 months):

- 4,000+ inquiries received by Landed
- 1,200+ remain active in the homebuying process
- 44 closed homebuyers, supporting \$17+ million in home value

Of the post-purchase surveys received:

- 100% would recommend Landed (75% Extremely Likely)
- 50% self-identified as a person of color
- 83% plan to stay with employer 10+ years

Government of Washington DC Partner Testimonial:

"The reality of homeownership is that it remains the greatest opportunity for multigenerational wealth building, but the dream of homeownership is out of reach for too many. That's why Mayor Bowser has enhanced the government's tools to enable residents and employees to realize the dream and even reached out to innovative companies like Landed to provide even more tools. Landed has connected District Government employees with previously unattainable access to capital that matches their down payment to maximize purchase power and enhance their family's trajectory for their lifetime and beyond."

- John Falcicchio, Deputy Mayor for Planning and Economic Development

Homebuyer Feedback:



"I felt like the Landed team did a great job of keeping me updated on processes. They were also incredible about reaching out to people on my behalf so that I didn't need to feel like I was bothering anyone."

- Resolution Specialist

"The help with the downpayment made my home purchase possible. The people at Landed were friendly, informative, and easy to work with."

- Teacher,
Elementary School

"Communication was clear, friendly and professional, and everything seemed to run smoothly behind the scenes! Our Landed-matched real estate agent also did a great job."

- Teacher, Spanish

"Our homebuying lead, communicated with us quickly and gave us the information we needed. There were many times we had potential issues, and getting a response quickly from her put us at ease."

- Occupational Therapist

"Great ongoing support and keeping me in the loop on what was needed."

- Attorney,
Office of the Attorney General

"Constant communication. They remained in contact and available from beginning to end. Landed put me in contact with an agent and lender. Having people from preferred entities allowed for cohesiveness in the process. I felt like I had support all around from beginning to end."

- Librarian

"I appreciate the mission of the organization and the desire to support teachers in homebuying."

- Reading Recovery and Literacy Support