



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 Colorado

### The Challenge:

The University of Colorado (CU) system includes campuses in Boulder, Denver, Colorado Springs, and Anschutz Medical in Aurora. Recognizing that high cost of housing in these regions was impacting their ability to recruit and retain the most highly-qualified diversified talent, CU turned to Landed.

### Landed Solution:

CU launched a partnership with Landed in February 2020. 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, including CU's faculty 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. CU 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 24 months):

1,300+ CU inquiries received by Landed

500+ remain active in the homebuying process

80 closed homebuyers

Of the post-purchase surveys received:

- 100% would recommend Landed (66% Extremely Likely)
- 37% self-identified as a person of color
- 97% plan to stay with employer at least 4 years

## CU Partner Testimonial:

"Since 2002, the University of Colorado had offered a housing assistance program for faculty and tenure track faculty. For some time, the idea of expanding the program to support all staff was considered but not supported due to the cost. The solution offered from Landed opened the door for a down payment assistance program that everyone could use. The high cost of housing in Boulder, Denver Metro, and in Colorado Springs has been a barrier to homeownership.

Homeownership leads to a more stable work force. We were happy to partner with Landed to make this happen. I was impressed by the education process Landed has to inform participants about not only what they offer but homebuying in general. I think all employees going through this process benefit from learning about what it takes to purchase a home. Landed has been great to work with and provided good communication to CU leadership. We implemented the program right before COVID hit and shut down in-person meetings. Despite that challenge, we are delighted about the number of families that have been helped through the program. "

- Dan Wilson, Treasurer & Chief Investments Officer (Retired)

## CU Customer Feedback:



"I was confident in the decision making because I had a co-investor who has the bandwidth and depth of expertise to analyze the home under consideration. The whole process was smooth from start to end."

- Director, Core Facilities & Shared Instrumentation

It helped us to have thoughtful and considerate people who showed empathy throughout the process. We are forever grateful to Landed.

- Academic Learning Specialist

"Landed was very helpful with making us understand all of the requirements and future obligations."

- Assistant Coach, Football

"I loved how easy the whole program and how I made a personal connection with a Landed representative. Emily was super helpful and was always there with me every step of the way. It was honestly like a 5 star service."

- Human Resources Coordinator

"You are amazing Landed!! Besides downpayment assistance, the referral to lender and agent were very much helpful, as well as the property review notes. Thank you from the bottom of our hearts. Landed was my trusted team who answered my questions and gave me support always. I loved to work with Landed. Thank you guys!"

- Postdoctoral Researcher

"As a first time homebuyer and single person, I really appreciated the handholding and support at every step! Also loved the realtor and loan officer that were recommended to me."

- Researcher, School of Medicine