

# Housing Affordability – Hayden Homes Overview

Build in OR, WA & ID -- 2020 we built 1800 homes:

- Single family, cottage & cluster developments
- Small multi-family units
- Farm worker and work force housing

Oregon: 650 homes in 30 cities and 12 counties

- Almost exclusively in secondary and rural markets

Business model: Providing homes attainable by middle market families.

We study the **Area Median Income** (AMI or MFI):

- Goal to bring homes to market for households earning 100–120% AMI
- *Without* the assistance of subsidies (**affordable by design**)

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# Housing Affordability— Land Use



# Housing Affordability—Condo vs. HOA



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# Housing Affordability – Fee Simple



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# Homeownership vs. For-Rent



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# Housing Affordability



# Housing Affordability – Flexibility



600SF home with 12x20 garage (adds 240SF)

Flexibility allows for more diverse & equitable housing options

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# Housing Affordability & Expanded Homeownership

- Simple land division process results in:
  - Homeownership gains:
    - Speed to market
    - Preserves perception of property values in surrounding community
    - Protects and enhances diversity & inclusion
    - Requires no subsidies (Middle Market Supply)
  - Affordability:
    - Uses land already within the UGB
    - Lower average lot cost
    - Consistent process across 49 cities
    - Reduced barriers-to-entry to incentivize new small owner/builders
    - Makes challenging parcels more buildable

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