

Navigating the homeownership product maze



Autumn workshops 2011

The number of low-cost homeownership products has significantly increased recently as a result of the economic downturn. Part of the government's initial response was to introduce a range of new products providing revenue support to assist purchasers to buy homes, and developers to build homes; but these have now been limited to New Build HomeBuy and shared equity based on HomeBuy Direct criteria.

At the same time many housing associations and developers have introduced their own in-house products designed to support home purchase for lower income households and for a newly emerging group of first-time buyers unable to access homeownership because of increasingly complex barriers to purchase, such as availability of finance and lack of a deposit.

This has created increasing confusion for housing professionals about:

- How individual products work
- Which products work best for which market
- How to develop products and implement them into new schemes
- How these products should be managed.

This course addresses these issues in detail and helps you to fully understand how products can support different market groups. It focuses on the practical application of these products and their role in supporting purchase in the current and future market, and how they can support improved economic viability of individual schemes; and considers some of the bespoke products you may be considering.

WHO SHOULD ATTEND?

This course will be invaluable to:

- Sales teams looking to better understand products and introduce new products to support sales
- Development staff of housing associations considering new products for schemes and looking to offer added value in competitions for local authorities
- Planning officers negotiating with developers for new schemes: to understand the products offered and to negotiate alternative deals
- Developers trying to introduce new products for schemes
- Housing strategy officers looking to meet housing need and demand in their local market.

OUR TRAINER

Helen Brzozowski has worked in the social housing sector for 14 years. She has been a consultant and trainer for six years and is a director of arc4. Her expertise lies in the development of products and options to support households to access and move into the tenure of their choice. Her work involves developing new products and evaluating their success, including equity purchase models, rent to purchase models and intermediate rented products. She assists housing associations, local authorities and developers to develop delivery mechanisms and models to create viable schemes and introduce a range and mix of tenures to meet local needs.

Wednesday 14 September 2011 | London

Wednesday 21 September 2011 | Manchester



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How to book

- Online:** For our online booking form, go to: www.hqnetwork.co.uk/forthcoming_events
By post: Complete this form and send it to: HQN Limited, Rockingham House, St Maurice's Road, York YO31 7JA
By fax: Fax us on 0845 4747 006 (a fax transmission will secure a firm booking if places are available)

PLEASE DO NOT SEND ANY PAYMENT! We will confirm your booking and send an invoice to you.

We are considering introducing credit card payments for delegate places - would you be likely to use this option? Yes No

Who are we? HQN Limited is a housing consultancy and training company providing high-quality advice and support to councils, ALMOs, housing associations and other housing providers. Our subscription service, The Housing Quality Network, has around 700 members, who are kept up to date on policy and best practice via briefings, workshops and our electronic information bank. We also run specialist networks for practitioners on a range of housing issues and provide interim and project management services. To find out more, visit our website at www.hqnetwork.co.uk, or call us on 0845 4747 004.

Delegate fees The cost of this event is £250.00 for one delegate (plus VAT at the applicable rate). Discounts are available on multiple bookings – £225.00 per delegate (two bookings) (plus VAT at the applicable rate). £200.00 per delegate (three or more bookings) (plus VAT at the applicable rate). The fee includes refreshments, lunch* and an information pack.

Please state which venue(s) you wish to book for (tick boxes required)

London 14 September Manchester 21 September

		Fee payable (incl. VAT)
Delegate name	Position	£ :
Email address		
Delegate name	Position	£ :
Email address		
Delegate name	Position	£ :
Email address		
To enrol additional delegates, please photocopy this form.		TOTAL £ :

Name of person making booking		Order no.
Organisation		
Job title		
Email address		Tel no.
Invoicing address		
		Postcode

Bookings: Bookings are subject to HQN Limited's conditions dated 23 February 2005, a copy of which can be obtained from our offices, free of charge.

Cancellations and substitutions: A full refund will be given if a cancellation is made 28 calendar days or more prior to the event, and a 50% refund if a cancellation is made 15-27 calendar days prior to the event. We regret that no refund can be given if a cancellation is made 14 calendar days or less before the event. Cancellations must be made in writing, and will be acknowledged by HQN Limited. There is no refund for non-attendance, but delegates may be substituted at any time.

Guarantee: As with all our events, our guarantee is that if a delegate attends this event and for any reason does not find it worthwhile, we will refund their delegate fee in full. To take advantage of this guarantee, the delegate fee must be paid in full prior to the date of the event.

* Please let us know if a delegate has any particular needs, including dietary, and we will do everything possible to meet their requirements.

Booking Form



training