



The Indianapolis Neighborhood Housing Partnership (INHP) offers a 24-month Homeownership Preparation Program that includes monthly one-on-one counseling and a series of three courses, the last being homeownership education. INHP has offered online education since 2011, switching from eHome America to Framework in 2014. Today, a majority of INHP clients choose the online option.

It's easy to offer Framework

No startup fees

Fees are no way to start a relationship. Training is free too.

No complicated set-up

Simply link to Framework from your website.

Marketing package

We provide marketing language, custom links, and more.

Co-branding

Offer the course as your own, "powered by Framework."

Easy administration

Track clients' progress on the course, follow up post-purchase, and download quarterly 9902 data for HUD.

THE DECISION

"It was about providing the best education"

The hardest part of becoming a Framework partner was making the decision to do so—it took two years, says INHP's Rob Evans, vice president of homeowner and community development.

"We spent many, many hours reviewing Framework and thought it was the best tool for the families we serve," Evans says. "But I'm not an expert on adult learning, so we hired an educational consultant. She said that when it came to adult learning methodologies, interactivity, et cetera, Framework provided a much better learning opportunity and overall better experience."

"In the end, the decision was incredibly easy: it was about providing the best education. Our revenue split is smaller with Framework, but it makes absolutely no sense to me to choose money over the best learning opportunity for our customers."

THE TRANSITION

"There were no major issues at all. It was seamless"

"We had our director of IT and our director of marketing working in concert with Framework," Evans says. "They provided links and had staff for any technical assistance we might need. We were expecting hiccups, we really were. But there were no major issues at all. It was seamless. Our staff found the course very easy to interface with."

Co-branding was a big help in terms of customer confidence, he says. "Framework allows us to present the course as INHP's homebuyer education, powered by Framework. It's a different message than just going to a random website people have never heard of."

BUILDING RELATIONSHIPS

"An opportunity to engage our lender partners"

Evans sees Framework's new relationship with Fannie Mae as an opportunity for INHP. "Most of our lender partners will be using HomeReady. So we're preparing a communication reminding them that HomeReady requires Framework and that we're a local Framework partner. It's an opportunity for us to engage our lender partners in a different way and to strengthen those relationships."

[Read the full story](#) from Rob Evans at the Framework blog.



Partner with us today

Learn more about Framework and check out our brief overview video at www.FrameworkHomeownership.org/video. Questions? Ready to join us? Email partners@FrameworkHomeownership.org.