



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.

At the Cleveland Housing Network, counseling in financial literacy usually precedes homebuyer education. Between the two, CHN educates 1,200 people a year. They've been using the Framework course since 2012 and recommend it to all clients with homeownership goals. Once clients finish it, CHN follows up with an offer of one-on-one counseling. CHN is also widely known for its Lease Purchase Program, which is now being replicated across the country.

THE DECISION

"Framework was the first course we actually liked"

CHN had been trying to figure out how to make its own educational materials accessible as a webinar when Framework came along, says Jeanne Morton, director of community resources at CHN. "We wanted to use online education, because we knew it was an issue for some people to get here for a class, and to make time for it. But we didn't have the capacity to develop something ourselves. Why reinvent the wheel?"

"We'd looked at other online courses," she says, "but Framework's was the first course we actually liked. Most others required quite a bit of reading. We knew our clients probably weren't going to choose to learn that way. When we saw how interactive Framework was, we knew they would feel more comfortable with it."

THE TRANSITION

"We had no problem getting started"

"We had no problem whatsoever getting started," Morton says. "It was pretty easy. I'm not an IT person at all, and I didn't think it was that complicated. The interface for the staff wasn't complicated either. I don't remember anything giving us a hard time. It's been three years, and we've never had any real issues."

A NEW AUDIENCE

"Framework is enhancing our customer base"

"We all kind of took a step back at first and thought about whether Framework was infringing on our customer base," says Morton. "But we figured there was an audience out there that wasn't going to use us at all for homebuyer education. They were more likely to just go online and see what they could find out."

And what happened? After people finish the course, she says, "we call the homebuyer and ask if they have any questions. Most of the time they have questions about individual credit and things like that, and they do want to talk to a counselor. They didn't realize how much they didn't know, and now they know what to ask. They might never have taken the time to meet with us before. Framework is actually enhancing our customer base."

[Read the full story](#) from Jeanne Morton 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.