



Santa Fe REALTORS® Produce Affordable Housing Guide as Resource for Policymakers, Housing Providers & Public—August 2014

As the state capital, and with its abundance of high-end second homes, Santa Fe tends to be a relatively high-cost housing market, according to Donna Reynolds, Government Affairs Director of the 690-member Santa Fe Association of REALTORS® (SFAR). Using a \$5,000 Housing Opportunity Grant from the NATIONAL ASSOCIATION OF REALTORS®, SFAR recently helped balance the scales by producing the *2013 Affordable Housing in Santa Fe* report, a comprehensive resource shared with policymakers, affordable housing providers and the public.

The 48-page report, an update of a prior report from 2011, presents current information about the local economy, homeownership, rental housing, homelessness, housing trends, funding, and new affordable housing programs. It also examines policy recommendations to increase affordable housing options in Santa Fe. "The process, and the resulting report, have given us a valuable new take on market developments in the past few years," says Reynolds. "This is the kind of solid data that the city needs to have as it makes decisions about affordable housing."

The city of Santa Fe had just produced a five-year housing study of its own, so the timing of SFAR's report was good, notes Reynolds. "We were able to take key elements of the city's data, and incorporate them in to our more useful tool." Because the layout and structure were in place from the existing report, SFAR was able to focus on collecting and updating information, which kept project costs down. It hired a consultant to provide what Reynolds calls "the big picture," and worked with its fellow members of the Santa Fe Affordable Housing Roundtable -- other housing advocates and community stakeholders -- to share the burden of research and writing. "It was a real collaborative effort, with lots of time and energy committed from our partners," says Reynolds, who is the report's lead author. Having established this successful collaborative process, she hopes that the group will be able to produce future reports without much, if any, grant assistance.

"Where I *would* like to spend some graphic design money, is on re-packaging aspects of the report for various target audiences," says Reynolds. "For example, we'd like to attract more emergency workers to live closer to where they work here in Santa Fe, so we could package and distribute the report to make it as easy as possible for our firefighters, the police force, and ambulance personnel to learn about these programs." She also envisions it, slightly re-designed, as a valuable resource for REALTOR® members to customize with their own branding, and provide to their clients.

The *2013 Affordable Housing in Santa Fe* report is available on the SFAR website, and has received some positive local news coverage. It has also attracted the interest of the city's new mayor, who has a background in real estate. "He actually asked me to send him the study," says Reynolds. "I've been doing this for decades, and it was the first time I've ever been asked for the results of a study. Now, we're getting somewhere!"



For more information on how Santa Fe REALTORS® are strengthening their role as champions of affordable housing, contact Donna Reynolds, Government Affairs Director of the Santa Fe Association of REALTORS®, at donna@sfar.com or 505.982.8385.



Affordable Housing in Santa Fe

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Housing Providers in
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NATIONAL ASSOCIATION OF REALTORS®

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