COMMUNITY LAND TRUST BUSINESS PLANNING ASSUMPTIONS WORKSHEET

Organization: __________________________________________

Target Market
- Who will be eligible to live in our CLT’s homes?

- What is the range of incomes that will be served?

- What is the maximum income ‘ceiling’ for eligibility for our CLT’s homes?

- What is the monthly amount these households can afford to pay for their homes?

- Are/will there be other threshold eligibility requirements? If so, what?

- Will there be preferences for selecting who will live our CLT’s homes? If so, what might these priorities be?

Housing Type and Tenure
What kind(s) of housing will our CLT make available and affordable to the households we intend to serve?

- Ownership?
  - Single-family?
  - Detached?
  - Attached (e.g., duplex; 4-plex; townhome; row house)?
Market Demand
- Where is our CLT’s target clientele currently living? And what are they paying for this housing?
- What, if any, other options are currently (or soon will be) available to the households we intend to serve?

Affordability
- How deeply must market rate housing be subsidized in order to make it affordable enough for the households the CLT is intending to serve?
- What resources might be available to make our CLT’s homes affordable to those you intend to serve?
  - Land
  - Existing buildings
  - Grants
  - Loans
  - Governmental actions
  - Other (Please specify)
- Where might these resources for our CLT’s affordable homes come from?
• How likely is it that the organization(s) that have these resources will be willing to provide them to our CLT?

• What might it take to persuade them to make these resources available?

**Production/Development**
What role(s) might our CLT (or the organization that operates the CLT) play in actually producing the affordable homes to be brought into its portfolio?

- Acquiring land or buildings
- Securing affordability subsidies
- Arranging project financing
- Securing mortgage financing for homebuyers (if homeownership)
- Arranging necessary governmental approvals
- Constructing (or rehabbing) the homes
- Marketing the homes
- Coordinating pre-occupancy education, counseling, and orientation
- Other? (Please specify)
- All of the above?

Explain (or list questions):

**Partners & Competitors**

• Who are potential partners and supporters of our CLT? (Please list)
  - Public sector?
  - Private sector?
  - Community-based?

• What specific skills, services, resources, or other capacity might they bring to our CLT effort?
• Will they provide resources to the CLT for free? at a reduced rate? or at full cost?

• Who else is – or is trying to – provide affordable housing for the households you are hoping the CLT will serve?
  • What are these organizations doing – or planning to do?
  • What will our CLT offer or provide that is unique, different and/or better than what these organizations do?

• Who are potential (or actual) competitors to our CLT and its mission and work?

• Who are potential (or actual) opponents?
  • Who could/will get upset about the existence and work of our CLT?
  • What might be their concerns?

**Service Area**
Community land trusts are place-based organizations. What is – or what are we planning to be – the geographic area to be served by our CLT? (Please specify)
  - Single neighborhood?
  - Multiple neighborhoods? Or borough?
  - Municipal city boundary?
  - County boundary?
  - Larger geography?

Why have we defined your CLTs service area this way?

Could we see your CLT’s service area expanding at some point in the future?