



MEMORANDUM

TO: Mayor and Council Members

FROM: Rosie Truelove, Director
Neighborhood Housing and Community Development Department

DATE: August 2, 2019

SUBJECT: Update on City Council Resolution No. 20180426-032 Regarding an Educational Campaign about Predatory House Flipping

City Council [Resolution No. 20180426-032](#) directed the City Manager to develop a public outreach and education campaign about predatory house flipping practices and the potential risks of participating in such transactions.

Neighborhood Housing and Community Development (NHCD) staff have held meetings with stakeholders to identify the type of information that should be included in a campaign to educate vulnerable populations at risk for being targeted by house flippers to make the best financial decisions for their families. Much of the discussion identified instances in which homeowners end up selling because they may not be able to afford to keep their homes due to increasing maintenance costs and/or property values and associated property tax assessments. Therefore, the campaign includes information about programs to help residents be able to afford to stay in their homes such as Travis County Tax Assessor/Collector's Office's installment or tax deferral plans for low-income households. Staff have created a website, [Austin Is My Home](#), which contains comprehensive educational information to help homeowners who may be unable to afford to stay in their homes. A campaign to publicize the information will include flyers, media outreach, and a social media and will be launched by Fall 2019.

Should you have questions, please feel free to contact me at (512) 974-3064 or rosie.truelove@austintexas.gov or Erica Leak at (512) 974-9375 or erica.leak@austintexas.gov.

cc: Spencer Cronk, City Manager
J. Rodney Gonzales, Assistant City Manager