



MEMORANDUM

TO: Mayor and Council Members

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

DATE: April 24, 2020

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

This memorandum serves to update City Council [Resolution No. 20180426-032](#) that 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. Staff have created a website, [Austin Is My Home](#), which contains comprehensive information to help homeowners who are approached by house flippers or are unable to afford to stay in their homes to know their options. Educational flyers are being distributed by Meals on Wheels to their clients in the coming weeks and a multi-faceted education campaign will be launched by Spring 2020.

Neighborhood Housing and Community Development (NHCD) staff have held meetings with stakeholders to identify the type of information that can 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 has developed additional actions to be implemented as a part of this campaign to be finalized late Spring 2020. For questions, please feel free to contact Rosie Truelove, Director, at (512) 974-3064 or rosie.truelove@austintexas.gov.

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