

Employer Action Guide:

Supporting Affordable Housing for Your Workforce

Brought to you by Front Porch Investments — a catalyst for innovative, community-centered housing solutions.

Why Housing Matters to Business

Affordable housing is essential to a strong workforce. When employees can live near where they work, recruitment improves, turnover drops, and productivity rises. Employers who engage in housing solutions strengthen their talent pipeline and demonstrate community leadership—key factors in long-term regional competitiveness.

How Employers Can Get Involved

1. Help Your Employees Directly

Simple programs can make a major impact on retention and satisfaction. Options include:

- ✓ **Down Payment or Closing Cost Assistance** – Grants or forgivable loans.
- ✓ **Secondary (Gap) Financing** – Low or zero-interest loans for employees.
- ✓ **Rental Assistance or Guarantees** – Direct rent subsidies or guarantee leases.
- ✓ **Homebuyer Education and Counseling** – Partner with local nonprofits for services.
- ✓ **Relocation Support** – Moving costs, deposits, or short-term housing for recruits.

2. Increase the Supply of Affordable Housing

For employers with capital or land, investment in housing supply can strengthen the workforce pipeline. Options include:

- ✓ **Land Donation or Lease** – Contribute underused parcels for housing near worksites.
- ✓ **Co-Investment or Grants** – Provide below-market financing or equity to projects.
- ✓ **Tax Credit Partnerships** – Invest in Low-Income Housing Tax Credit (LIHTC) projects.
- ✓ **Employer-Developed Housing** – Build or sponsor mixed-income units for employees.

Getting Started

1. Assess Employee Needs

Start by understanding your employees' housing challenges. A short, confidential survey can reveal key insights—commute distances, affordability barriers, and what types of support would make the biggest difference.

2. Choose a Model That Fits

Start with practical, high-impact options such as relocation support, rental assistance, or homebuyer education. As capacity grows, explore deeper investments—like matched savings, down payment programs, or partnerships to develop or preserve workforce housing.

3. Connect with Resources

Learn from proven models and national best practices. These guides offer examples, tools, and step-by-step approaches for employer-assisted housing:

- Employer-Assisted Housing Resource Guide – Overview of options from [Virginia Housing](#)
- Working to Home – Toolkit and case studies from the [National Housing Conference](#)
- Homes for Working Families – Employer-assisted housing guide from the [Hawaii Housing Alliance](#)
- [Local Housing Solutions](#) – Database of policies, case studies, and implementation tools

Ways to Partner Next Steps

Front Porch Investments partners with employers ready to take a tangible role in addressing our region's housing challenges. Employers interested in exploring these options can connect with FPI.

- ☐ **Invest or Co-Invest in Housing Solutions:** Contribute recoverable capital or equity to FPI's Development & Preservation Fund or participate directly in blended development deals.
- ☐ **Activate Underused Assets:** Donate or repurpose land and buildings for workforce or mixed-income housing.
- ☐ **Shape Policy Change:** Endorse policy initiatives that expand local housing tools and incentives.

 hello@frontporchinvestments.org

 <https://frontporchinvestments.org/get-involved/where-do-you-fit/employer.html>

 Follow *Front Porch Investments* on LinkedIn for updates and opportunities