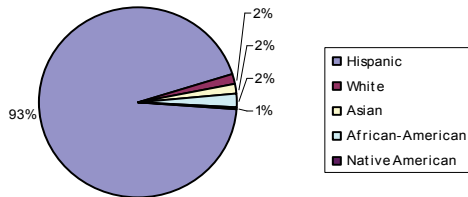


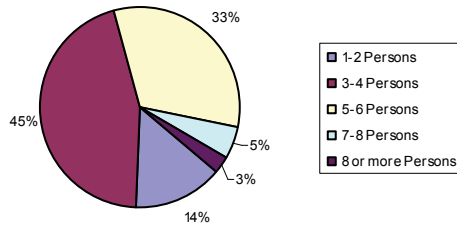
2008 Latino Homebuyers Fair Report

Highlights from the fair

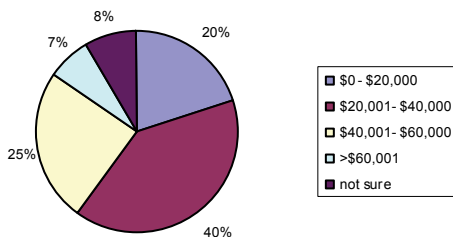
Race or Ethnicity



House Hold Size



Household's Annual Income



Current Living Situation

Owns	28%
Rents	62%
Not Reported	10%

Most Effective Media

Television	50%
Radio	25%

Hacienda Community Development Corporation hosted its 10th Annual Latino Homebuyers Fair on May 18, 2008 at the Oregon Zoo.

The theme for this year's fair was "Mi Propia Casa – Vale la Pena!" – "My own home... It's worth it!" – which captures the spirit of the fair on encouraging the Latino Community to make the wisest possible decision whether they are trying to buy their first home or, if they are already homeowners, how they can keep their home.

At this year's fair we feature more than 30 exhibitors including lenders, real estate companies, non-profit housing agencies, as well as state, federal and international agencies. Attendance to the fair was strong with over 1000 participants and over 180 registered heads of households.

This year's fair was intended to respond to the current housing crisis affecting so many Latino families by providing educational resources that might help them to better navigate the US housing system and prevent foreclosure. Several bilingual industry experts offered free home buying workshops hourly in English and Spanish.

"We are excited to offer this family-centered opportunity to the Latino community to make connections with trusted partners and obtain relevant information to start the path towards homeownership" – said Pietro Ferrari, Executive Director with Hacienda CDC. The fair aims to address the City of Portland's goal to increase minority homeownership.

Assistance Requested

Credit Issues/Qualifying for a loan	25%
Down payment/Closing Cost	12%
Learning about home buying expenses	5%
Understanding Monthly Payment	12%
Homeownership Class	18%
Other	8%
Don't need any assistance	7%
Not reported	13%



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2008 Latino Homebuyers Fair Photo Gallery