



MEMORANDUM

TO: Mayor and Council Members

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

DATE: April 25, 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) has 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, some of the possible information to promote could include programs to help residents be able to afford to stay in their homes, similar to programs like Travis County Tax Assessor/Collector's Office's installment or tax deferral plans for low-income households. The campaign will include flyers, an informational website, media outreach, and a social media effort to educate the public about these options.

Due to the broader issues being addressed, the department expects to finalize the content for the educational campaign by summer 2019, and to engage news media and launch the campaign soon thereafter. At that time, staff will provide an update on the campaign.

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

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