

**Emerging Community Land Trusts Initiative  
Start-Up Capacity Building Program**

**COMMUNITY LAND TRUST BUSINESS PLANNING ASSUMPTIONS  
WORKSHEET**

Organization: \_\_\_\_\_

**Target Market**

- Who will be eligible to live in our CLT's homes?
  
  
  
  
  
  
  
  
  
  
- What is the range of incomes that will be served?
  
  
  
  
  
  
  
  
  
  
- What is the maximum income 'ceiling' for eligibility for our CLT's homes?
  
  
  
  
  
  
  
  
  
  
- What is the monthly amount these households can afford to pay for their homes?
  
  
  
  
  
  
  
  
  
  
- Are/will there be other threshold eligibility requirements? If so, what?
  
  
  
  
  
  
  
  
  
  
- Will there be preferences for selecting who will live our CLT's homes? If so, what might these priorities be?

**Housing Type and Tenure**

What kind(s) of housing will our CLT make available and affordable to the households we intend to serve?

- Ownership?**
  - Single-family?
    - Detached?
    - Attached (e.g., duplex; 4-plex; townhome; row house)?

- Multi-family?
  - Cooperative?
  - Condominium?
- Other?
  - Manufactured home community?
  - Cohousing?
- Rental?**
  - Single-family?
    - Attached?
    - Detached?
  - Multi-family?

### **Market Demand**

- Where is our CLT's target clientele currently living? And what are they paying for this housing?
  
  
  
  
  
  
  
  
  
  
- What, if any, other options are currently (or soon will be) available to the households we intend to serve?

### **Affordability**

- How deeply must market rate housing be subsidized in order to make it affordable enough for the households the CLT is intending to serve?
  
  
  
  
  
  
  
  
  
  
- What resources might be available to make our CLT's homes affordable to those you intend to serve?
  - Land
  - Existing buildings
  - Grants
  - Loans
  - Governmental actions
  - Other (Please specify)
  
  
  
  
  
  
  
  
  
  
- Where might these resources for our CLT's affordable homes come from?

- How likely d it is that the organization(s) that have these resources will be willing to provide them to our CLT?
- What might it take to persuade them to make these resources available?

### **Production/Development**

What role(s) might our CLT (or the organization that operates the CLT) play in actually producing the affordable homes to be brought into its portfolio?

- Acquiring land or buildings
- Securing affordability subsidies
- Arranging project financing
- Securing mortgage financing for homebuyers (if homeownership)
- Arranging necessary governmental approvals
- Constructing (or rehabbing) the homes
- Marketing the homes
- Coordinating pre-occupancy education, counseling, and orientation
- Other? (Please specify)
- All of the above?

Explain (or list questions):

### **Partners & Competitors**

- Who are potential partners and supporters of our CLT? (Please list)
  - Public sector?
  - Private sector?
  - Community-based?
- What specific skills, services, resources, or other capacity might they bring to our CLT effort?

Thursday, January 29

- Will they provide resources to the CLT for free? at a reduced rate? or at full cost?
- Who else is – or is trying to – provide affordable housing for the households you are hoping the CLT will serve?
  - What are these organizations doing – or planning to do?
  - What will our CLT offer or provide that is unique, different and/or better than what these organizations do?
- Who are potential (or actual) competitors to our CLT and its mission and work?
- Who are potential (or actual) opponents?
  - Who could/will get upset about the existence and work of our CLT?
  - What might be their concerns?

### **Service Area**

Community land trusts are place-based organizations. What is – or what are we planning to be – the geographic area to be served by our CLT? (Please specify)

- Single neighborhood?
- Multiple neighborhoods? Or borough?
- Municipal city boundary?
- County boundary?
- Larger geography?

Why have we defined your CLTs service area this way?

Could we see your CLT's service area expanding at some point in the future?