

SF Homeownership Fair: Fostering Financial Independence for All

"The 2008 Homeownership Fair provides our city's residents with an important opportunity to learn not only the basic skills necessary to access and build financial assets, but also with the transformative skills that can change their lives – namely by teaching them how to realize the dream of homeownership."

– Jose Cisneros



On Saturday September 6, 2008, Representative Alana Paul from Congresswoman Jackie Speier office, City Treasurer Jose Cisneros, and Doug Shoemaker from the Mayor's Office of Housing, kicked off the Fourth Annual Homeownership Fair at St. Mary's Cathedral with an inaugural address that spoke to the importance of educating San Francisco residents about the financial services available to them.

Mission Economic Development Agency (MEDA) took the lead in bringing together 40 exhibitors that included representatives from the financial services sector, government agencies, consumer groups, local businesses, and non-profit community services. These vendors offered free information and counselling to over 1000 participants interested in learning more about the resources and opportunities available to first time homebuyers and existing homeowners, regardless of their current level of income.



Over 300 participants attended workshops that provided information that ranged from how to qualify for a loan, to special assistance programs for first time homebuyers, to current market considerations. All workshops were conducted in English, Spanish, and Cantonese and were facilitated by homeownership experts from nonprofit and government agencies as well as financial institutions.

The Homeownership Fair is an important part of ensuring that San Francisco's neighborhoods remain vibrant, diverse, proud and forward-thinking communities, where residents own their homes and businesses, and are rooted and actively engaged in the civic and political life of their neighborhoods. When families are able to educate themselves on the financial services available to them, it then becomes possible for them to begin to develop sufficient assets to provide them and future generations with the opportunity to call San Francisco home. As Doug Shoemaker from the Mayor's Office of Housing said:

"This event is truly at the heart of citywide efforts to help all residents develop financial freedom, build a stable future for their families, and promote tangible re-investment into our neighborhoods."

In recognition of their commitment to supporting homeownership education, MEDA extends its gratitude to the following sponsors:

