



Jennifer Deaver <jennifer.deaver@como.gov>

Application for Real Estate Professional Role with Columbia Community Land Trust (CCLT)

1 message

Jennifer Austin <jenniferaustin@mattsmithrealestategroup.com>
 To: housingprograms@como.gov

Thu, Dec 19, 2024 at 5:25 PM

Hello! My name is Jennifer Austin, a dedicated Realtor with a strong background in residential sales, community outreach, and client advocacy. I have been working in the Mid Missouri Real Estate market for nearly four years, specializing in helping individuals and families achieve homeownership. I am passionate about creating equitable housing opportunities and believe in the power of homeownership to transform lives. I am excited about the opportunity to collaborate with the CCLT to further its mission of building a stronger, more inclusive community.

1. Why are you interested in working with the CCLT?

As a real estate professional deeply committed to community development, I am passionate about ensuring that homeownership is accessible to all income levels. The CCLT's mission of creating permanently affordable housing aligns with my values of equity, fairness, and sustainable community growth. Having worked extensively in real estate throughout central, Missouri, I believe that my local expertise and dedication can contribute meaningfully to CCLT's goals.

2. How familiar are you with the land trust model?

I am familiar with the land trust model and its role in preserving long-term housing affordability. Through community stewardship, the model ensures that homeownership remains within financial reach for low-to-moderate income families by separating land ownership from homeownership. I understand how the resale restrictions help maintain affordability while still allowing homeowners to build equity over time.

3. Why are you interested in working with low-to-moderate income buyers?

I believe that everyone deserves a safe and stable place to call home. Working with low-to-moderate income buyers allows me to make a tangible difference in people's lives by helping them achieve homeownership, something that can transform entire families and communities. I enjoy providing education and guidance throughout the home-buying process to ensure clients feel empowered and supported.

4. How would you market potential properties in our community?

My marketing strategy would involve a multi-channel approach:

- Local Outreach: Partnering with community organizations, local businesses, and neighborhood associations to spread the word.
- Digital Marketing: Utilizing social media platforms, targeted online ads, and community-focused websites to reach a broad audience.
- Traditional Marketing: Hosting community open houses, distributing flyers, and leveraging local newspapers and radio stations.
- Educational Workshops: Offering free homebuyer education events to inform potential buyers about available properties and the land trust model.

5. What realtor charges/fees would be charged for these transactions?

I am willing to offer a reduced commission structure in alignment with CCLT's mission of promoting affordable housing. My standard commission is negotiable based on the services provided, including property marketing, buyer representation, and transaction coordination. I am committed to working within a fee structure that balances sustainability for my business with CCLT's affordability goals. Also please note that my buyers pay nothing for my representation, the sellers pay my commission fee.

Thank you for considering my application. I am excited about the possibility of collaborating with CCLT to create lasting housing solutions in Columbia, Missouri. Please let me know when a decision will be made and I look forward to this wonderful opportunity.

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Best Wishes,
Jennifer Austin
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