



Housing for Heroes

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January 23, 2025



Why solve one problem when you can solve three?

Housing in Arlington is unaffordable for police, firefighters, teachers, nurses, and active-duty military members

Why solve one problem when you can solve three?

Older homes in our neighborhoods being replaced by McMansions and multi-unit structures



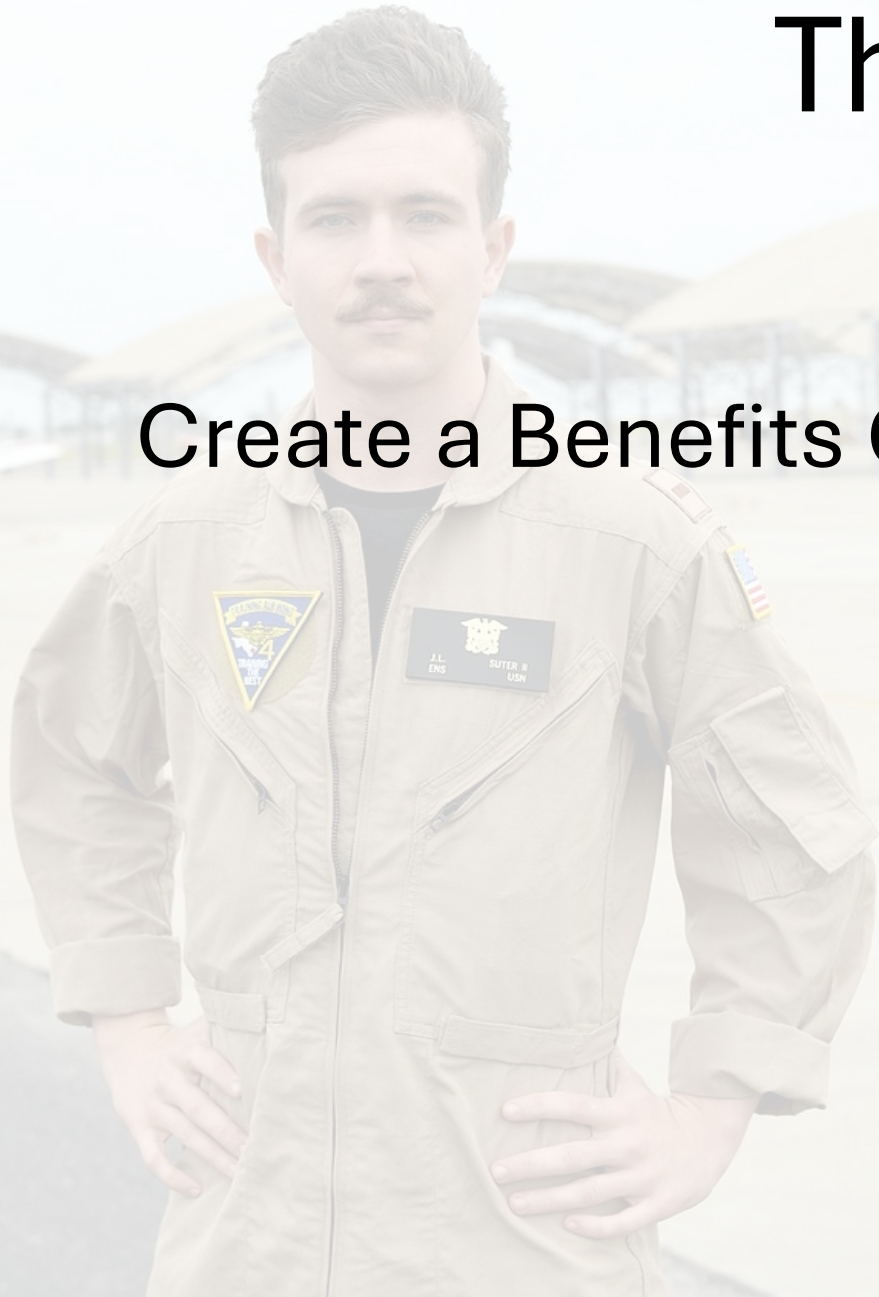
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Why solve one problem when you can solve three?

Environmentally conscious Arlingtonians are concerned about the loss of mature canopy trees and an increase in impervious surfaces

The Solution

Create a Benefits Corporation called Housing for Heroes



A photograph of three healthcare professionals, two women and one man, sitting in a row. They are all wearing blue scrubs and have ID badges around their necks. They are smiling and looking towards the camera. The background is a bright, out-of-focus indoor setting, possibly a hospital or clinic.

The Solution

Housing for Heroes will purchase older homes and create group homes exclusively for "heroes" (police, firefighters, teachers, nurses, active-duty military members, etc.)



The Solution

The heroes will rent rooms in the Housing for Heroes group homes. Their rent will be significantly below market rate

Secondary and tertiary benefits

- Older homes will be saved from the wrecking ball
- Environmental benefits
 - Mature trees will be saved
 - Stormwater runoff will be reduced
- Living in a communal homes will help heroes
- Economic diversity in SFH neighborhoods will increase
- Reduced housing costs will help Arlington recruit high quality employees
- Homeowners will benefit from having “heroes” in their neighborhoods

What does Housing for Heroes need?



Board of Directors

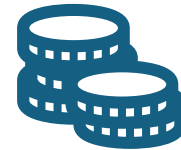


Legal expertise



Investors

\$1M



Renters



Measuring Success

- Number of houses purchased by Housing for Heroes
- Mature trees saved
- Number of renters
- Cash flow
- Positive vibes
 - Heroes
 - Elected Leaders
 - County Staff (Police, Fire, etc.)
 - Media
 - Philanthropic community

Questions
&
Comments

<p><u>Problem</u></p> <ul style="list-style-type: none"> • Housing in Arlington is unaffordable for police, firefighters, teachers, nurses, and active-duty military members • Single family homeowners are concerned about old homes in their neighborhoods being replaced by multi-unit structures and McMansions • Environmentally conscious Arlingtonians are concerned about the loss of mature canopy trees and an increase in impervious surfaces <p><u>Existing Alternatives</u></p> <ul style="list-style-type: none"> • Market rate rental apartments • Market rate group houses 	<p><u>Solution</u></p> <ul style="list-style-type: none"> • Start a nonprofit called Housing for Heroes • Housing for Heroes will purchase older homes in Arlington and create group homes exclusively for "heroes" (police, firefighters, teachers, nurses, active-duty military members, etc.) • The heroes will rent rooms in the Housing for Heroes group homes. The rent paid by heroes will be significantly below market rate 	<p><u>Unique Value Proposition</u></p> <ul style="list-style-type: none"> • Novel concept 	<p><u>Unfair Advantage</u></p> <ul style="list-style-type: none"> • Founder lived in group homes • Founder is a SFH owner in Arlington • Founder has 15 years of active civic engagement • Founder was a hero, is married to a hero, and has a daughter who is a hero 	<p><u>Customer Segments</u></p> <ul style="list-style-type: none"> • Heroes • SFH owners in Arlington • Employers • Environmentalists in Arlington • People who want to help heroes
	<p><u>Key Metrics</u></p> <ul style="list-style-type: none"> • Number of houses purchased by Housing for Heroes • Mature trees saved • Number of renters • Cash flow • Positive vibes 	<p><u>Channels</u></p>		
<p><u>Cost Structure</u></p> <ul style="list-style-type: none"> • Mortgage • Renovation and maintenance • Property management • Advertising • Professional service fees • Admin 	<p><u>Revenue Streams</u></p> <ul style="list-style-type: none"> • Rental Income • One-time donations • Recuring donations • Sale of houses 			