

Housing Affordability – Hayden Homes Overview

Build in OR, WA & ID -- 2020 we built 1800 homes:

- Single family, cottage & cluster developments
- Small multi-family units
- Farm worker and work force housing

Oregon: 650 homes in 30 cities and 12 counties

- Almost exclusively in secondary and rural markets

Business model: Providing homes attainable by middle market families.

We study the **Area Median Income** (AMI or MFI):

- Goal to bring homes to market for households earning 100–120% AMI
- *Without* the assistance of subsidies (**affordable by design**)

Give as you go

Housing Affordability– Land Use



Housing Affordability– Condo vs. HOA



Live as you go

Housing Affordability – Fee Simple



Give as you go

Homeownership vs. For-Rent



live as you go

Housing Affordability



Housing Affordability – Flexibility



600SF home with 12x20
garage (adds 240SF)

Flexibility allows for more diverse
& equitable housing options

Give as you go

Housing Affordability & Expanded Homeownership

- Simple land division process results in:
 - Homeownership gains:
 - Speed to market
 - Preserves perception of property values in surrounding community
 - Protects and enhances diversity & inclusion
 - Requires no subsidies (Middle Market Supply)
 - Affordability:
 - Uses land already within the UGB
 - Lower average lot cost
 - Consistent process across 49 cities
 - Reduced barriers-to-entry to incentivize new small owner/builders
 - Makes challenging parcels more buildable

Give as you go