

WELCOME!



What is Take Root Milwaukee?



- Take Root Milwaukee is a **membership consortium** that formed in 2009 in response to the foreclosure crisis.
- Members **focus on all areas of housing and homeownership** and work together to **promote sustainable homeownership** in Milwaukee neighborhoods.
- Work is carried forward by **two work groups** throughout the year.
 - ❑ Education & Advocacy
 - ❑ Marketing & Outreach
 - ❑ Coming Soon-Realtor Sub-Workgroup
- **Members include:**
 - HUD Certified Housing Counseling Agencies
 - Financial Institutions and Foundations
 - Realtors
 - Local and State Government
 - Neighborhood Organizations and Nonprofits



Take Root Milwaukee Members



LENDERS

Associated Bank
BMO Harris Bank
Chase
CIBC
Freddie Mac
Great Midwest Bank
North Shore Bank
Johnson Bank
PNC Bank
PyraMax Bank
U.S. Bank
Wells Fargo
WHEDA
Wintrust Mortgage

HOMEOWNERSHIP SPECIALISTS

ACTS Housing
GreenPath Financial Wellness
Housing Resources, Inc.
United Community Center

CITY OF MILWAUKEE

Department of City Development
Department of Neighborhood Services

REALTORS

Armando Talavera, Talavera Gonzalez Realty
Mary Leach-Sumlin, Any House Realty
Monique Simmons, EXIT Realty Horizons
Omar Ortiz, ReThought Real Estate
Anna Flores, Shorewest Realtors
Karen Taylor, Realty Among Friends
Terrance Patterson, Keller Williams-North Shore
George Calaway, G. Calaway Realty
Jesus Rodriguez, Cherry Home Realty
Bonnie Bruno, Monarch Real Estate & Property Mgmt.
Candace Wenig, Century 21 Affiliated Wauwatosa
Maritza Valentin, Vineyard Real Estate

NONPROFIT & COMMUNITY PARTNERS

Clarke Square Neighborhood Initiative
Community First, Inc.
Community Insurance Information Center
Ezekiel Community Development Corp.
Greater Milwaukee Association of REALTORS®
Riverworks Development Corp.
Havenwoods EDC
Legal Aid Society of Milwaukee
Layton Boulevard West Neighbors
Metropolitan Milwaukee Fair Housing Council
Milwaukee Foreclosure Mediation Program
Milwaukee Christian Center
Milwaukee Habitat for Humanity
Near West Side Partners, Inc.
Revitalize Milwaukee
United Methodist Children's Services (UMCS)
WI Partnership for Housing Development



What We Do



We provide Milwaukee homeowners of today and tomorrow with the best way to firmly take root in their homes and neighborhoods.

*We do this **by connecting the community to trusted resources** for people to **Buy, Keep** and **Fix** a home, **maintaining a network of credible members who can guide individuals and families** through all phases of homeownership, and **passionately supporting the vitality and growth of all Milwaukee neighborhoods and residents.***



BENEFITS of Membership



- **Belong to an established network** that can help with referrals, idea-sharing, meeting CRA goals and program/product promotion
- **Receive regular promotion** of your programs, products, and events
- Get **connected to first-time and interested home buyers** through events and direct referrals
- **Receive timely education** through quarterly member meetings and roundtables
- Ability to **table and present** at member-only citywide community outreach and educational events

Find out how to become a member today!



2019 Education Highlights



- Hosted **Quarterly Meetings** that provided members with information and updates on:
 - Housing Market trends (GMAR)
 - Home repair products, utilization trends and gaps
 - Home Mortgage Disclosure Act (HMDA) 2018 data analysis
 - Community Reinvestment Act threats and opportunities (MMFHC)
 - City of Milwaukee's HUD Consolidated 2020-2024 Plan
 - Insurance Industry update from Community Insurance Information Center
 - New purchase/rehab lending product from WHEDA
 - Milwaukee Homeless Veterans Initiative-Ways to get involved



2019 Event Highlights



- TRM members host 2 homeownership fairs

Spring Fair-Harambee Neighborhood

- ✓ 80 attendees looking for homeownership resources
- ✓ 30 potential new homebuyers were educated on credit readiness and the home buying process.
- ✓ 30 of the attendees went on a homes tour of properties that were for sale in the surrounding neighborhoods.

Summer Fair – Clarke Square and Muskego Way Neighborhoods

- ✓ 50 attendees looking for homeownership resources
- ✓ 30 potential new homebuyers were educated on credit readiness and the home buying process.
- ✓ 30 of the attendees went on a homes tour of properties that were for sale in the surrounding neighborhoods.



2019 Event Highlights



2018 Annual Report Highlights



 <p>BUY A HOME</p>	 <p>920+ HOMEOWNERS CREATED</p>	 <p>8,300+ CONSUMERS COUNSELED</p>	 <p>13,600+ LOW-MODERATE INCOME INDIVIDUALS SERVED</p>	 <p>163 FORECLOSED HOMES SOLD</p>
 <p>KEEP A HOME</p>	 <p>396+ INDIVIDUALS RECEIVED POST-PURCHASE COUNSELING</p>	 <p>388+ FORECLOSURES PREVENTED</p>	 <p>\$388,000+ IN PROPERTY TAX REVENUE PRESERVED</p>	
 <p>FIX A HOME</p>	 <p>680+ HOMEOWNERS ASSISTED WITH HOME REPAIRS</p>	<p>\$1.2 MILLION+ DISPERSED IN HOME REPAIR DOLLARS</p>	 <p>\$4 MILLION+ LEVERAGED IN ADDITIONAL HOME REPAIR INVESTMENTS</p>	



	<p>500+ HOTLINE CALLS</p>
<p>4000+ WEBSITE VISITS</p>	



Become a Take Root Milwaukee Member!



Joining is easy!

1. Fill out the short application

Available Here --> [TRM Membership Application](#)

2. Submit for review and approval

by the Take Root Milwaukee Resource & Oversight Committee

3. Start enjoying the network and its benefits!

Call or email, or text Johanna Jimenez (UEDA) with any questions!

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Take Root Milwaukee Hotline: 414-921-4149

Website: www.takerootmilwaukee.com



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