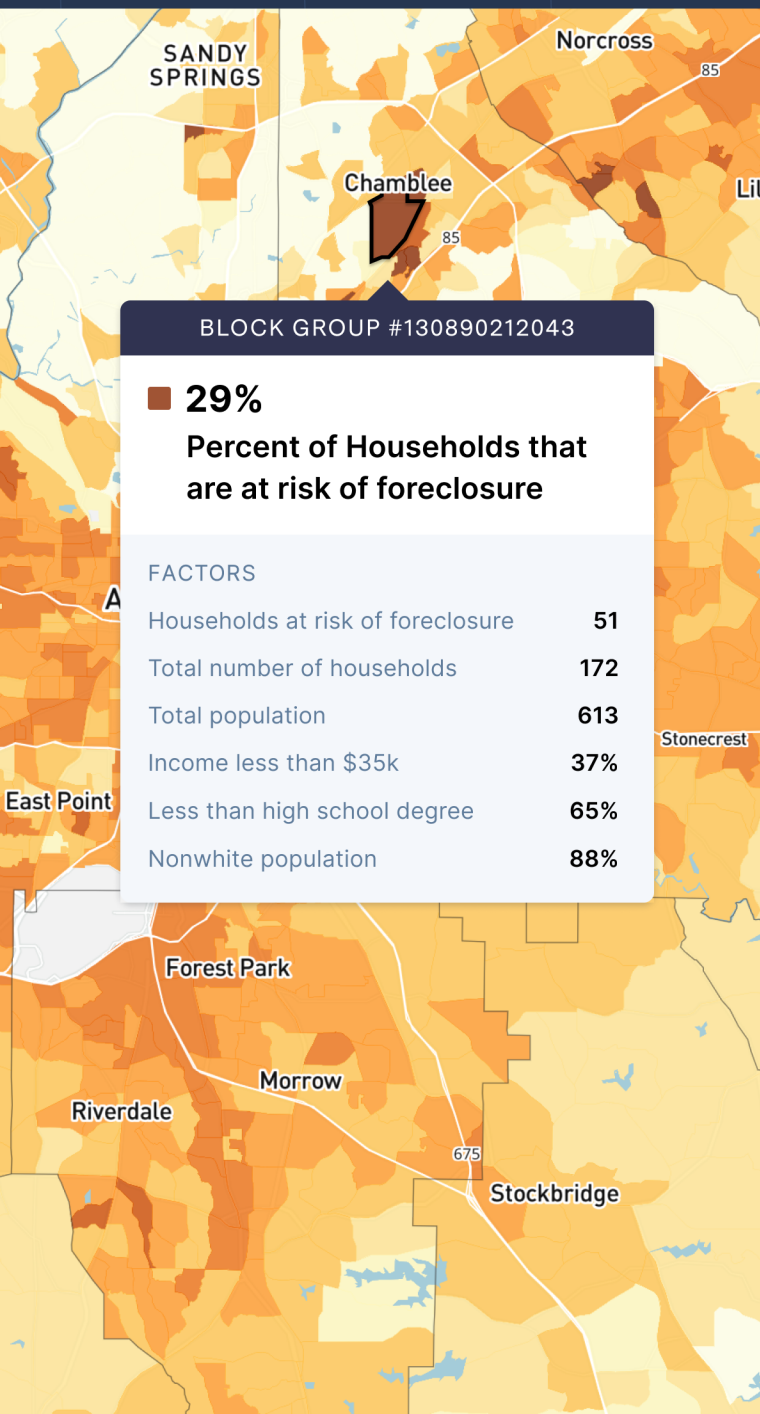


Thousands of Disadvantaged  
Homeowners Risk Foreclosure Everyday.

Reach More of Them with the Mortgage  
Relief They Need.

**UrbanFootprint can help.**



Homeowner assistance can make all the difference to underserved families in danger of losing their homes to foreclosure. But many are unaware of aid and often missed by traditional outreach efforts.

**Close the gap between assistance and need.**

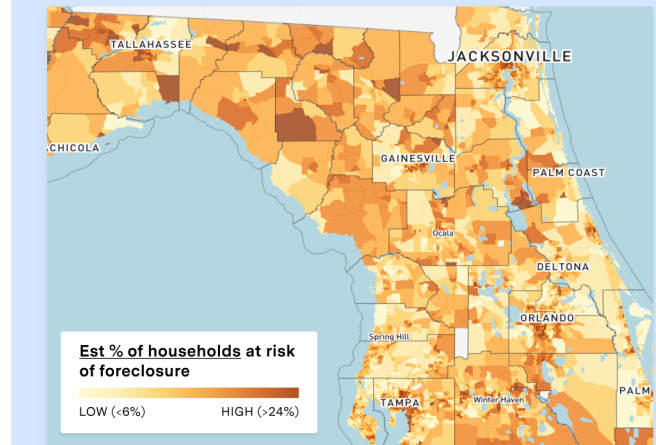
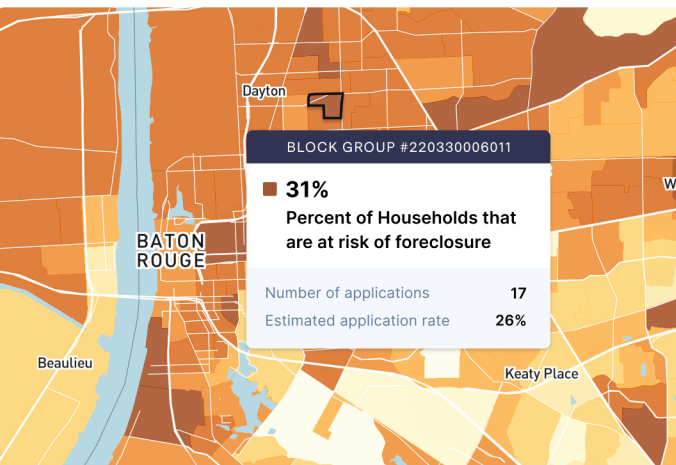
UrbanFootprint Foreclosure Risk Insights dynamically unifies, analyzes, and maps previously isolated datasets — including key demographic variables — for any area in the U.S. It gives you a clear picture of the most current conditions around foreclosure risk, locating not only the lowest-income and hardest-to-reach households, but also quantifying how many are *currently* at risk of displacement. Knowing exactly where and how big the problem is means you can design outreach programs with greater precision and relevance... and help minimize foreclosure.

[LEARN MORE AT URBANFOOTPRINT.COM](https://urbanfootprint.com)

# UrbanFootprint enables you to target mortgage relief to those who need it most.

## Quantify and Map Current Foreclosure Risk

- Pinpoint and measure the number of households at risk of foreclosure in any community, with precision down to the census block group level
- Target neighborhoods and households in greatest need of housing assistance *today* using frequently updated, dynamic data\*



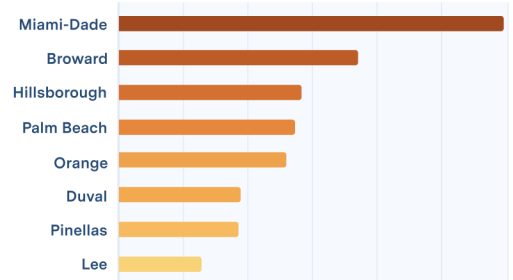
## Target More Households in Need

- Conduct hyper-targeted outreach campaigns to reach the highest-risk households
- Identify communities with the highest concentration of housing assistance fund (HAF) applications, and those with few applications in proportion to their need

## Track and Convey Your Strategic Progress

- Quantify and communicate progress toward your outreach goals with customizable charts and maps
- Engage the public and community stakeholders with visually impactful storytelling

Foreclosure Risk: Top Counties in FL (#HHs)



## How can we help?

We help agencies target resources to those who need it most. We deploy rapidly and can work with any technology and program management vendor. We provide dedicated technical account management and personalized recommendations to help you reach your goals.

Let's get started! Reach out at [assist-better@urbanfootprint.com](mailto:assist-better@urbanfootprint.com).

\*Based on the monthly U.S. Census Bureau's Household Pulse Survey

