



8TH STREET TOWNHOMES



EMPLOYER OUTREACH TOOLKIT

HELPING YOUR TEAM BUILD ROOTS IN CRAIG



WELCOME & OVERVIEW

Thank you for helping us share this exciting homeownership opportunity with your employees.

The 8th Street Townhomes are brand-new homes designed for working households right here in Craig. They offer a rare chance for employees to own high-quality, move-in-ready homes at an affordable price, with the added support of financial assistance.

Your participation matters. By sharing this information, you can help your employees secure housing that strengthens their connection to the community, improves their quality of life, and supports your retention and recruitment efforts.

This toolkit contains ready-to-use materials to make getting the word out quick and simple. You can forward them by email, post them on your company intranet, place them in breakrooms, or share them in meetings.

8TH STREET TOWNHOMES

📍 WHY THIS MATTERS TO EMPLOYERS

Providing your team with access to affordable homeownership offers multiple benefits:

- **Employee Retention:** Owning a home creates stronger ties to the community, reducing turnover.
- **Recruitment Advantage:** Offering housing assistance makes job offers more attractive.
- **Flexible Partnership Options:** You can contribute directly to down payments or closing costs in exchange for retention agreements.
- **Community Impact:** Supporting workforce housing strengthens the local economy and quality of life for everyone.



📍 PROGRAM HIGHLIGHTS TO SHARE WITH EMPLOYEES

- Brand-new townhomes designed for working households in Craig.
- Pricing is targeted for people earning between \$50,000 and \$90,000 for a one-person household, or \$55,000 to \$120,000 for a family of three to four.
- Move-in ready with quality finishes, efficient layouts, and a central location close to schools, employers, and recreation.
- Financial assistance is available through a soft second mortgage from the Craig Housing Authority, offering assistance toward down payments or closing costs. Other down payment assistance may be available, please contact the Craig Housing Authority staff for more information.
- Employers may choose to provide additional purchase assistance as part of employee retention strategies.
- Inventory is limited, so encourage qualified buyers to act quickly.
- More information is available at discovercraig.com/site-selection/townhomes-at-8th-street

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WHAT'S INSIDE THIS TOOLKIT



1. Buyer Flyer

A one-page, visually appealing flyer you can print or email to your employees. Includes photos, income guidelines, key features, and contact details.



2. Employee FAQ Sheet

Answers common questions about eligibility, financing options, the purchase process, and how to apply.



3. Employer Talking Points

Quick-reference bullet points you can use in meetings, conversations, or internal communications to promote the program.



4. Sample Employee Emails

Three short, ready-to-send email templates for different purposes:

- General Awareness
- Financial Help Highlight
- Limited Availability Reminder



5. Partnership Opportunities

Information on how your organization can go beyond promotion, including options for direct down payment support and public recognition for participating employers.

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HOW TO USE THIS TOOLKIT

- Email the flyer or FAQ sheet to your employees.
- Post printed materials in common areas such as breakrooms or bulletin boards.
- Include a short announcement in team meetings or company newsletters.
- Encourage managers and supervisors to talk directly with employees who may qualify.
- Host an informational session with the Craig Housing Authority for interested staff.

Every action you take to share this information helps keep Craig's workforce strong and connected.



BUYER FLYER

Click on the link to download a one-page flyer that you can print or email to your employees.

>> [DOWNLOAD FLYER](#)



Your Path to Homeownership in Craig

**IDEAL PRICING FOR
WORKING FAMILIES**



8TH STREET TOWNHOMES



SAMPLE EMPLOYEE EMAILS

General Awareness

Subject: New Homeownership Opportunity in Craig – 8th Street Townhomes

If you have been looking for a home in Craig but found prices out of reach, the 8th Street Townhomes may be the answer. These brand-new homes are priced for working households earning between \$50,000 and \$90,000 for a single person, or \$55,000 to \$120,000 for a family of three to four.

The Craig Housing Authority is offering a soft second mortgage to help with down payments or closing costs, making homeownership even more accessible. Other down payment assistance may be available, please contact the Craig Housing Authority staff for more information.

Learn more at discovercraig.com/site-selection/townhomes-at-8th-street

Financial Help Highlight

Subject: Make Homeownership Possible with 8th Street Townhomes

Owning a home in Craig just became easier. The 8th Street Townhomes are move-in ready and priced for working households. The Craig Housing Authority offers a soft second mortgage to help with down payments or closing costs. Other down payment assistance may be available, please contact the Craig Housing Authority staff for more information.

If you have been ready to buy but needed a boost, this could be the opportunity you have been waiting for.

Full details at discovercraig.com/site-selection/townhomes-at-8th-street

Limited Availability Reminder

Subject: Limited Opportunity – Brand-New Homes in Craig

The 8th Street Townhomes are available now for qualified working households. With working family pricing, quality finishes, and a location close to schools and recreation, they are designed for people who live and work here.

Financial help is available through the Craig Housing Authority soft second mortgage program, but inventory is limited. Act quickly to learn more and secure your spot.

Details at discovercraig.com/site-selection/townhomes-at-8th-street



8TH STREET TOWNHOMES - EMPLOYER TOOLKIT FAQs

Q: What are the 8th Street Townhomes?

A: They are brand-new homes in Craig, built for working households. The development offers high-quality finishes, efficient layouts, and a location close to schools, employers, and recreation.

Q: Who can buy one of these homes?

A: They are available to qualified buyers who meet income requirements. For a single person, the income range is \$50,000 to \$90,000. For a family of three to four, the range is \$55,000 to \$120,000.

Q: What financial help is available?

A: The Craig Housing Authority offers a soft second mortgage to eligible buyers to help with down payments or closing costs. Some local employers may also provide purchase assistance in exchange for employee retention commitments. Other down payment assistance may be available, please contact the Craig Housing Authority staff for more information.

Q: Why are these homes important for Craig?

A: They support the local workforce, help retain skilled employees, and give residents an affordable path to homeownership. Strong housing options strengthen the community and the local economy.

Q: Is there a deadline to apply?

A: There is no set deadline, but availability is limited. Buyers should act quickly to secure their home.

Q: Where can I learn more?

A: Full details are available at:
discovercraig.com/site-selection/townhomes-at-8th-street

8TH STREET TOWNHOMES



8TH STREET TOWNHOMES - EMPLOYER TALKING POINTS

Use these in conversations, emails, or meetings with employees.

- The 8th Street Townhomes are move-in ready and priced for working households in Craig.
- They are designed for people who live and work here, with quality finishes and a convenient location.
- Income guidelines are \$50,000–\$90,000 for a single person, and \$55,000–\$120,000 for a family of three to four.
- The Craig Housing Authority offers a soft second mortgage for eligible buyers for down payments or closing costs. Other down payment assistance may be available, please contact the Craig Housing Authority staff for more information.
- Employers may choose to contribute purchase assistance as part of a retention strategy.
- Homeownership creates stronger ties to the community and can reduce turnover.
- Limited availability means qualified buyers should act quickly.
- More information is available at:
discovercraig.com/site-selection/townhomes-at-8th-street



LEARN MORE AT:

www.discovercraig.com/site-selection/townhomes-at-8th-street



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