

Connecting Your Employees to Housing Resources!

Helping Employees Call the North Country Home!



Stable housing supports a strong, productive, and happy team! In addition to providing resources to new employees, your current employees may also need assistance with finding or securing housing during their employment with you.

Here are some steps and ideas for sharing local housing resources.

Include Housing Info in Onboarding or Orientation Packet

Welcome your employees with the resources they need! Add housing information to your employee orientation or onboarding packet — it's a simple way to show that you care.

Here are some additional resources that might help employees get oriented:

- AHEAD – Affordable Housing, Education & Development: <https://www.homesahead.org>
- NeighborWorks: <https://www.neighborworks.org>
- NH Housing: <https://www.nhhfa.org>
- Bank of New Hampshire: <https://www.banknh.com>
- Bangor Savings Bank: <https://www.bangor.com>
- Bar Harbor Bank & Trust: <https://www.barharbor.bank>
- Mascoma Bank: <https://www.mascomabank.com>
- Meredith Village Savings Bank: <https://www.mvsb.com>
- Passumpsic Bank: <https://www.passumpsicbank.com>
- Service Credit Union: <https://servicecu.org>
- Union Bank: <https://www.ublocal.com>
- NH Banking Department: <https://www.banking.nh.gov>

Ask What Your Team Needs

Use a quick staff housing survey to learn what the needs are and how you can help!

- Are they trying to find a house and need First-Time Homebuyers' assistance?
- Are they trying to save for a house and need help with budgeting?
- Do they need help with a mortgage to build an Accessory Dwelling Unit to create more income or house a relative?

We've started the survey for you!

*Find the customizable **Housing Needs Survey Template** here: (insert link or upload document)*

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🏠 Keep Housing in the Conversation

Incorporate housing into your regular workplace communication! Once you understand what your employees need, you can weave housing resource updates and opportunities into your regular business operations. Using staff meetings, employee newsletters, morning announcements, guest speaker luncheons, breakroom host, and paycheck memos are great ways to share housing information.

- Add a short **agenda item** to staff meetings to share new resources.
- Post information on the office **bulletin board**.
- Invite an expert, like **AHEAD**, to lead a short presentation or training.
- Share the Housing Resource **Flyer**

Consider allowing employees a little flex time to review materials during work hours – think of it as an investment in their stability and well-being.

🏠 Create a Housing Ambassador Program

A Housing Ambassador Program assists individuals with housing needs by providing information, resources, and support. In a company setting, the ambassador serves as a liaison, helping employees navigate policies, rental applications, and available services to find and maintain suitable housing.

Want to get started?

*A **step-by-step guide** to creating your own Housing Ambassador Program can be found [here](#):*

🔗 Stay Connected to Housing Resources

There are many housing resources available across your community, the region, and the state. We have summarized a number of them in the **Housing Resources for Employees Flyer** to help you and your employees find the support that best fits your needs.

Tip: Not all resources are linked to websites—some, such as community Facebook groups or local bulletin boards, are shared through informal networks.

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Be Part of the Solution

Businesses play a vital role in addressing the housing challenges facing New Hampshire's North Country – and need to be at the table when addressing these challenges and discussing solutions. By staying involved through advocacy, partnerships, committee participation, or direct investment, employers can help ensure a supply of quality housing that supports their employees, attracts new talent, and sustains the region's long-term economic health.

The following ideas were identified through conversations with North Country employers and are listed by level of investment and potential cost to the company. They are not exhaustive, but they do represent strategies to being part of a solution. *If you would like to explore these further, please reach out – we would love to connect!*

Comprehensive Economic Development Strategy Committee

Join the North Country Comprehensive Economic Development Strategy (CEDS) Committee.

The North Country CEDS Committee brings together businesses, educators, non-profits, and regional leaders to develop and update the region's Comprehensive Economic Development Strategy.

This collaborative group works to create a unified economic vision, guide local projects that foster job creation, and strengthen regional economic resiliency.

Employers who join the committee gain:

- Direct access to regional partnerships and economic development opportunities
- Influence in shaping strategies that drive local and regional growth
- Networking connections with key leaders and organizations
- Opportunities to support policies that encourage innovation and sustainability

One of the group's current priorities is addressing the impact of housing on economic development in the North Country.

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Work with Your Municipal Planning Board to Support Housing

Your local Planning Board is responsible for recommending changes to zoning ordinances and site plan regulations. These regulations govern the development, location, and quantity of housing in a community. By connecting with the Board, businesses can collaborate on zoning or regulatory updates that make it easier to develop a diverse housing supply.

Engaging early allows employers to share workforce housing needs, help identify barriers, and build support for changes that align with both business and community goals. This collaboration can also streamline project approvals and build trust among local stakeholders.

Volunteer for or Help Create a Local Housing Commission

A **Housing Commission**, authorized under RSA 674:44-h, can be established as a municipal advisory board for the recognition, promotion, enhancement, encouragement, and development of a balanced and diverse supply of housing to meet the economic, social, and physical needs of the municipality and its residents.

Volunteering for, or helping establish, a commission allows businesses to directly influence local housing solutions that affect workforce and community vitality. Participation strengthens partnerships with municipalities and regional agencies, ensuring that housing solutions reflect the real needs of the workforce.

Create Incentives for Employees to Become Homebuyers

Employers can make homeownership more attainable by offering practical incentives such as:

- Flex time for employees to attend showings, closings, or meetings with real estate professionals
- Payment or hosting of **First-Time Homebuyer Courses**
- Create a **Down-Payment Match Program** (functions like a 401(k), where matched savings at a set ratio)
- Create or partner with **financial assistance programs** that support down-payment or closing costs, through 0% interest loans or grants

***Example:** Rocket Careers offers employees the Rocket Home Grant, providing up to \$10,000 toward a down payment or closing costs for first-time homebuyers. [Learn more here.](#)*

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Invest in Housing — Purchase or Build Units

Some businesses are taking a direct approach by purchasing or constructing housing for their workforce. This may include acquiring existing properties, developing new units, or partnering with developers and municipalities. Attending local tax lien auctions, monitoring MLS, or creating partnerships can assist in keeping the cost low while still resulting in property that is affordable and reliable housing for your employees.

Investing in workforce housing can help:

- Provide affordable, reliable housing for employees
- Reduce commute times and increase reliability
- Strengthen loyalty and community connections
- Serve as a long-term partner that appreciates in value while supporting workforce stability and business continuity

In rural or resort communities, employer-owned housing can make a meaningful difference in workforce retention and local economic vitality.