

Exhibit H:
Annual Outreach Narrative Reporting Template

FREDDIE MAC

MANUFACTURED HOUSING

2018

OUTREACH

ACTIVITY:

Activity 1 – Support for Manufactured Housing Titled as Real Property; Regulatory Activity.

OBJECTIVE:

Objective C: Increase Homebuyer Access to Education and Resources.

ACTIONS:

Freddie Mac exceeded our goals for this objective in increasing homebuyer access to education and resources. During our Plan development, we repeatedly heard that the manufactured housing (MH) market requires focused homebuyer education to address the unique aspects of the housing type. Freddie Mac has had a positive impact on consumers who previously had limited access to counseling / home buyer education in Kentucky, Tennessee and North Carolina; we provided access to new education and resources specifically focused on the MH consumer.

2018 highlights:

- With our partners, Next Step and eHome America, Freddie Mac has been developing, expanding, and administering the Next Step SmartMHSM pilot program. The Next Step SmartMH program creates an ecosystem of manufacturers, retailers, housing intermediaries, and lenders working together to raise potential homebuyers' awareness of MH options including energy efficiency features, prepare them for the unique aspects of buying and owning manufactured homes, and responsibly increase access to credit to qualified buyers.*
- We continued our successful housing counseling and homebuyer education curricula in Kentucky and expanded the pilot to North Carolina and Tennessee.*
- We trained 11 housing counseling agencies in our pilot states and had them integrate manufactured housing into their overall counseling programs.*
- We hosted two homebuyer fairs, where we engaged with prospective homebuyers and presented a holistic approach to the homebuying process, providing education, outreach, and information on existing housing programs and services to create successful homeowners of manufactured homes.*
- We added six lenders to the pilot—two more than our stated 2018 goal--increasing the number of participating lenders to 18.*
- We helped provide homebuyer education and housing counseling to 371 potential homebuyers, exceeding our Plan goal by 35 percent.*

As a result of our efforts, we extended our network reach, engaging and educating housing intermediaries, lenders, retailers, and potential homebuyers in areas traditionally lacking in homebuyer education and financing options around manufactured housing. In turn, more people are prepared to become, and/or did become, homeowners; the manufactured housing ecosystem grew stronger and larger.

Activity	2018 Actions
<p>1. Expand the homebuyer education pilot beyond the State of Kentucky.</p> <p>a. Expand pilot to 2 additional states.</p> <p>b. Expand the network to include four additional lenders.</p> <p>c. Provide education and counseling to a total of 275 consumers in three states (including Kentucky) and,</p> <p>d. Train any new non-profit partners, and lenders being included on the network.</p>	<ul style="list-style-type: none"> • We expanded pilot to Tennessee and North Carolina; initiated expansion to California • We expanded network to include 6 additional lenders • We provided education and/or counseling to 371 consumers • Trained 11 new non-profit partners • Trained 6 lenders as they were onboarded to the network
<p>2. Provide additional information on available resources -including educational resources on Freddie Mac's website – to support manufactured housing content for potential homebuyers, including promotion of SmartMH. Include a survey that allows people to provide feedback on the usefulness of the manufactured housing information that was provided</p>	<ul style="list-style-type: none"> • We published available resources on Freddie Mac's website: Videos, Executive Blog, FAQs, Manufactured Home Requirements, Manufactured Homes Underwriting Reminders, Construction Conversion and Renovation Mortgages, SmartMHSM, Benefits of SmartMHSM Membership, and provided links to our Freddie Mac Learning resources on Mortgages Secured by Manufactured Homes and Construction Conversion and Renovation Mortgages. • We provided a survey that allows consumers completing the home buyer education to provide feedback on the content and whether they found it useful. 100% of respondents indicated that they either "agreed" or "strongly agreed" that the resources were helpful. Customer satisfaction for the course was high with 65% "strongly agree" and 35% "agree" when asked; "I am satisfied with the course".

SELF-ASSESSMENT RATING OF PROGRESS:

Select the category that best describes progress on this objective for the year.

- Objective met
- Objective exceeded
- Objective partially completed:
 - 75-99% (substantial amount)
 - 50-74% (limited amount)
 - 25-49% (minimal amount)
 - 1-24% (less than a minimal amount)
- No milestones achieved

PARTIAL CREDIT JUSTIFICATION:

If the self-assessment above indicated that the objective was partially completed, briefly explain the basis for the share of the objective that was completed. In the explanation, include a discussion of the level of effort expended for the completed actions compared to the level of effort required to complete the entire objective.

(Character limit: 3,000 characters, including spaces)

IMPACT:

Provide a self-assessment of the level of impact that actions under the objective have accomplished.

- 50 – Substantial Impact
- 40
- 30 – Meaningful Impact
- 20
- 10 – Minimal Impact
- 0 – No Impact

IMPACT EXPLANATION:

Answer the following questions.

1. How and to what extent were actions under this objective impactful in addressing underserved market needs or laying the foundation for future impact in addressing underserved market needs? (Character limit: 3,000 characters, including spaces)

With today's housing inventory challenges and rising home prices, manufactured homes are an affordable alternative to traditional site-built homes and present opportunities for market growth; however, we found that there is a lack education and awareness about this housing option, leading to under-utilization. Freddie Mac conducted strategic outreach to increase education to help potential homebuyers, lenders, and industry participants understand the housing options, as well as navigate the policies and financing opportunities available so that they can make informed decisions regarding manufactured housing. Through our outreach, we assessed perceptions that persist in many people's minds: "manufactured home" often conjures old-fashioned, stereotypical images of "mobile home."

- *Prior to our entry in these 3 states, there was no consumer education that catered to the manufactured home consumer. Our work filled the void by creating opportunities for homebuyers to learn about the unique elements of the home purchase process and financing options when purchasing a manufactured home. We are helping prospective buyers better prepare for the purchase process, understand the benefits of energy efficient features and sustainable homeownership, giving them understanding of financing terms, product options, and consumer protections; being equipped in this way promotes sustainable and responsible homeownership.*
- *We are leading the market by increasing awareness and education about manufactured homes to inspire new creditworthy borrowers to consider manufactured homes as a viable, sustainable, and appealing source of affordable homeownership.*
- *We have devoted a webpage to manufactured housing, developed videos, included content in newsletters, interviews in publications, executive blogs and have presented at multiple conferences to dispel the myths surrounding manufactured housing.*
- *By methodically widening our network, we are engaging a broad slate of stakeholders to help make accessing affordable mortgages easier and reach more homebuyers, promoting manufactured homes as a viable source of safe, secure, and affordable housing. Our pace in this regard is deliberate; we want to ensure that we are taking the necessary time to set our partners up for success, thoroughly integrating them into the program.*
- *The goal was exceeded through our thought leadership and the commitment, investment and creativity of our network members, changing internal processes and procedures to refer consumers to counseling and education. Over 370 consumers who were unable to purchase a manufactured home have enrolled in the program to continue pursuing their dream of homeownership forward.*
- *Continuing to expand our education pilot will play a pivotal role in creating a healthy and sustainable housing ecosystem.*

2. Optional: How do actions under this objective support future actions detailed in the Plan for the underserved market? If there have been any changes in the planned next steps or timeline for work under or related to this objective, describe the changes and provide a brief explanation. (Character limit: 1,500 characters, including spaces)

The SmartMH pilot program has afforded us insight on how to effectively increase our efforts to raise the visibility of manufactured housing as an attractive homeownership solution and to prepare more low- and moderate-income families to become successful owners of manufactured homes. As we move into Plan Year 2, we will apply the knowledge that we have gained to make adjustments to the curriculum and referral processes and expand the pilot to two additional states, four additional lenders and 475 consumers in five states. We will train new non-profit partners and lenders on the benefits of the SmartMH program. We will use the lessons learned from our initial expansion into 2 additional states to apply to the pilot as we expand to additional states. We plan to hold at least 2 homebuyer

fairs to introduce consumers to the pathway to homeownership and resources available to them through counseling and education. The homebuyer fairs held in 2018 provided insight into the structure, content and location of the events. We also expect that the educational foundation will return more purchase ready homebuyers to the market and support our future purchase objectives.

3. Optional: Are there any market factors that adversely impacted the actions under this objective? If so, describe. (Character limit: 3,000 characters, including spaces)

Limited product usage and awareness of conventional financing for manufactured homes has been, and continues to be, a challenge. The "trailer" or mobile home stereotype typically represented by manufactured homes built prior to the 1976 Housing and Urban Development construction and safety standards persists. The latest generation of homes have standard features and finishes similar to site-built homes and are seldom moved after installation. The lack of consumer education designed for the unique characteristics of the manufactured home purchase process and financing options prevent a consumer from having the knowledge to successfully navigate the purchase process and decreases sustainability of homeownership.

4. Optional: How did the actions under this objective contribute to increased or future loan purchases for the underserved market? (Character limit: 1,500 characters, including spaces)

Comprehensive homebuyer education and credit counseling that include manufactured housing as part of the curricula are rarely available. Broadening the reach of our education platform: increases the awareness of the benefits and low costs of manufactured housing and the benefits of financing options; educates the consumer on quality home selection- including energy efficiencies that can lower the overall cost of homeownership; develops homebuyers who are mortgage ready; and provides post-purchase counseling and education to increase the sustainability of homeownership. Increasing lender participation will ultimately result in increased growth in this market. In the 3 program states, our comprehensive homebuyer education program has broken down a major barrier to homeownership. This program is making a difference not only for people just starting on the path toward homeownership, but also for those who previously were turned down for mortgages.

Attach the information detailed in the list of documentation specific to the objective that was provided by FHFA.

Exhibit D:
Second Quarter Outreach Narrative Reporting Template

FREDDIE MAC
 MANUFACTURED HOUSING
 Q2: JANUARY THROUGH JUNE 2018
 OUTREACH

ACTIVITY:

Activity 1 – Support for Manufactured Housing Titled as Real Property: Regulatory Activity.

OBJECTIVE:

Objective C: Increase Homebuyer Access to Education and Resources.

ACTIONS:

Freddie Mac has partnered with Next Step and eHome America to develop an online homebuyer education curriculum that is inclusive of manufactured housing and tailored to prospective buyers of manufactured homes in Kentucky. The pilot is called the Next Step SmartMH program, and it aims to expand sustainable homeownership by educating consumers about the benefits of energy efficient manufactured homes.

The pilot launched in 2017 in the State of Kentucky and was expanded in January of 2018 to two additional states, North Carolina and Tennessee. In the first half of 2018, we have added one new lender, bringing current lender participation to 13. Additional lenders will be joining in the second half of 2018. We also added one additional non-profit counseling partner to the pilot. The new lender and counseling partner have been on-boarded with training for the Smart MH homebuyer curriculum.

A lender and retailer participating in the pilot hosted a home buyer fair on June 16. An additional homebuyer fair is planned in Kentucky with an independent retailer 3Q2018. Additional homebuyer fairs are in the planning stages for the pilot markets.

Through first half of 2018, 178 consumers have enrolled in the home buying education and counseling program. We are on target to provide education/counseling to 275 consumers in 2018.

The SmartMH Task Force met in May 2018 to discuss progress with the SmartMH network, to brainstorm on strategy and ideas to increase the amount of consumer referrals to homebuyer education and counseling, and to discuss opportunities on Freddie Mac’s conventional product offering.

Freddie Mac is in the process of designing a manufactured home webpage to house manufactured home information and resources available for potential homebuyers. This webpage will include information for consumers on the SmartMH homebuyer education curriculum as well as how to enroll in the program.

Activity	Action Reference – Activity 1; Objective C	Status
Expand the homebuyer education pilot beyond the State of Kentucky	Action 1	<ul style="list-style-type: none"> • Expand pilot to at least two additional states – <i>Completed</i> • Expand network to include four additional lenders – <i>In Progress</i> • Provide education and/or counseling to 275 consumers in three states (including KY) – <i>In Progress</i> • Train any new non-profit partners, and lenders being included in the network – <i>Completed and ongoing with new participants</i>
Publish additional information on available resources related to manufactured housing	Action 2	<ul style="list-style-type: none"> • Publish available resources on Freddie Mac’s website - <i>In Progress</i>

		<ul style="list-style-type: none">• Include a survey that allows for a feedback process on whether the content was useful - <i>In Progress</i>
--	--	--------------------------------------------------------------------------------------------------------------------------------------------------------------

SELF-ASSESSMENT RATING OF PROGRESS:

Select the category that best describes progress on this objective for the reporting period.

- On-target to meet or exceed the objective
- Progress delayed and/or partial completion of the objective expected
- Unlikely to achieve any milestones of the objective

ADDITIONAL INFORMATION (IF APPLICABLE):

If the Enterprise is not on target to meet or exceed the objective, briefly explain why. (Character limit: 1,000 characters, including spaces)