NEVADA
HOMEOWNER
ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

2025 ANNUAL REPORT

Reporting period: October 1, 2024, through September 30, 2025
Provided to United States Department of the Treasury
This report is a high-level overview of Nevada’s use of HAF funds in response to the pandemic and economic recovery.

Executive Summary

The Nevada Homeowner Assistance Fund (HAF) helps eligible low-to-moderate income homeowners eliminate past-due and forward payment mortgage loan amounts in addition to housing related expenses such as taxes, insurance, association dues, and lot rent. The program was structured to include prioritization and targeted assistance to households based on Area Median Income (AMI) and Socially Disadvantaged Individuals (SDI), which complies with HAF guidance established by the United States Department of the Treasury.

Since inception through September 30, 2025, Nevada has expended approximately $99.4 million in HAF program dollars to homeowners in need, providing direct aid to 3,633 unique households.

Entering its fifth year, the program continues to focus on enhancing operational efficiencies and expanding participation by reducing barriers that may prevent homeowners from accessing assistance. This includes ongoing evaluation of program design, administrative processes, and performance outcomes to ensure alignment with Treasury guidance, program objectives, and established timelines. The wind-down of Nevada HAF began in September 2025, with all remaining funds expected to be fully obligated or expended by February 2026, and no later than September 30, 2026.

Highlights

At A Glance

$99,406,604*

Funded Applications

3633

Homeowners Assisted

88%

AMI/NMI < 100%

15 of 17

Counties Received Benefits

323

Applicants in Pipeline

97%

FHA, VA, USDA or GSE

*Funding period: November 2021 through September 2025.

Community Engagement and Outreach

Nevada maintains strong partnerships with more than 100 mortgage servicers, Legal Aid Center of Southern Nevada, and four Housing Counseling Agencies (HCAs): Chicanos Por La Causa (CPLC), Community Services of Nevada (CSNV), Neighborhood Housing Services of Southern Nevada (NHSSN), and Nevada Partners, Inc. (NPI). These partners drive program awareness and participation through extensive outreach, including in-person events, webinars, and co-marketing initiatives

During this reporting period, HCAs conducted 240 outreach events and workshops, continuing to engage communities with higher concentrations of socially disadvantaged homeowners:

HCA Educational Workshops and Outreach Events

Housing Counseling Agency	Total
Chicanos Por La Causa (CPLC)	53
Community Services of Nevada (CSNV)	73
Neighborhood Housing Services of Southern Nevada (NHSSN)	64
Nevada Partners, Inc. (NPI)	50
Total	**240**

Press releases and informational publications were disseminated to media outlets and homeowners statewide, while updates regarding program modifications were regularly published on social media platforms and the Nevada Homeowner Assistance Fund (HAF) website. With respect to servicer participation, the three mortgage servicers with the highest levels of HAF funding in Nevada during the reporting period were: (1) Mr. Cooper, (2) Freedom Mortgage, and (3) U.S. Bank.

Performance Goals and Program Changes

Nevada continued to assess program performance with a focus on homeowners at risk of losing their homes, using these insights to guide program adjustments. As a result, several program components were updated or implemented.

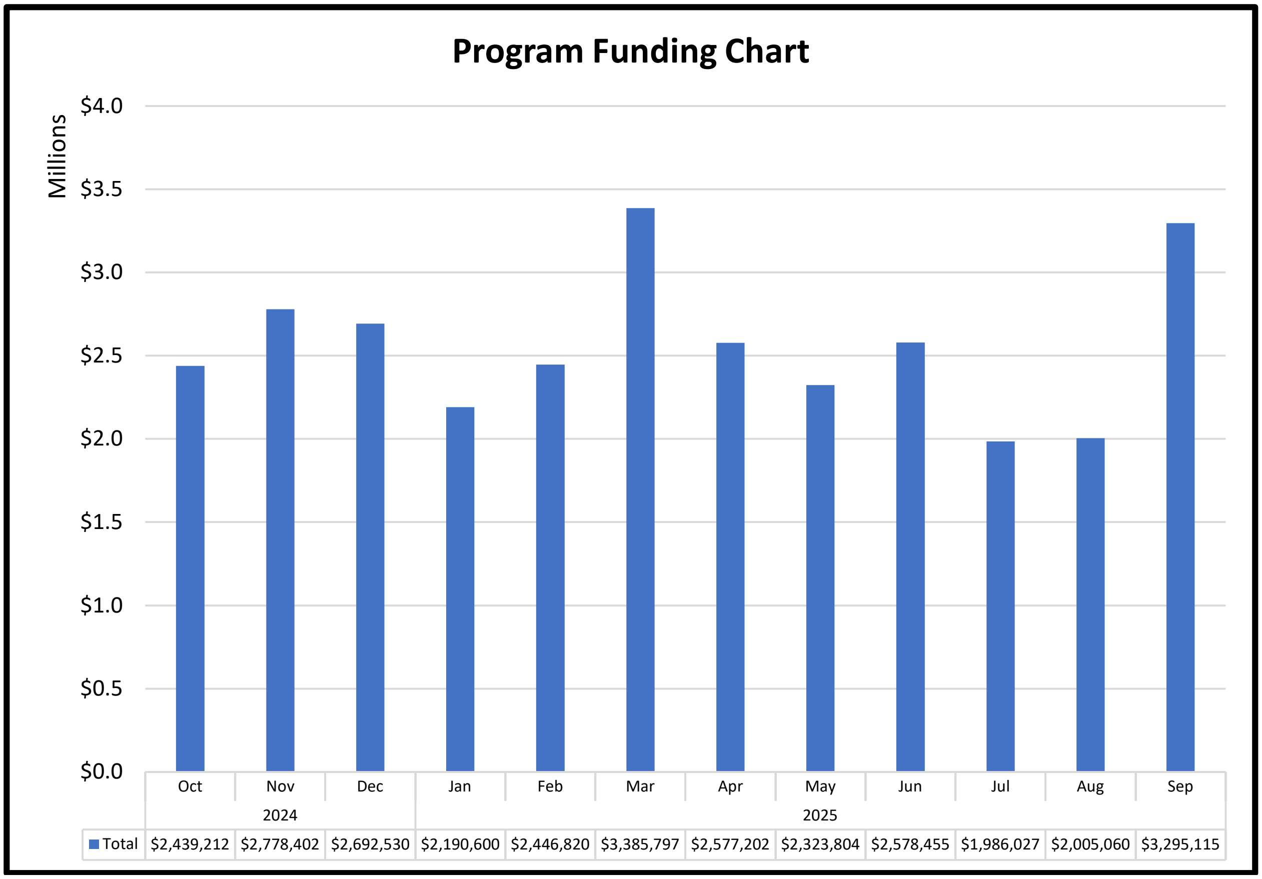
- **September 26, 2024:** After attending meetings chaired by the Nevada Real Estate Division Ombudsman-who oversees Common-Interest Communities and Condominium Hotels, including homeowners association (HOAs))-and consulting with HOA leaders, Nevada made changes to the Unemployment Mortgage Assistance (UMA) program. The changes bundled HOA payments into a single lump sum to simplify the payment process and reduce confusion when HOA management companies changed.

- **December 11, 2024:** Further updates were made to provide qualified homeowners living on tribal land with assistance in the form of a grant in lieu of a three-year lien.

- **February 6, 2025:** The Mortgage Reinstatement Assistance Program (MRAP) was enhanced with a coordinated reinstatement component, allowing assistance on delinquent loans that exceeded the program maximum when the homeowner contributed additional funds. Verification of such funds was required to approve the application.

- **July 1, 2025**: In preparation for program wind-down, Nevada discontinued the UMA program. However, unemployed homeowners remained eligible to apply for the Mortgage Reinstatement Assistance Program (MRAP), ensuring continued support for those facing mortgage delinquency.

As depicted in the following chart, the average monthly funding reached approximately $2.6 million, with a total of $30.7 million in program funds distributed to homeowners as displayed in the following chart. While slightly lower than the previous period, this reflects continued progress in assisting households and the efficient, timely deployment of program resources.



The tables below provide detailed information regarding the use of HAF dollars during this reporting period.

Table 1 includes the total benefits provided to eligible homeowners based on program types and concentrations of household AMI/NMI and socially disadvantaged individuals.

HAF Program Details by Program Type - Non-Unique Homeowner Transactions				
Program Name	# Homeowners Assisted	$ Amount	AMI<100%	Socially Disadvantaged
Unemployment Mortgage Assistance	922	8,904,049	852	857
Mortgage Reinstatement	1902	21,794,975	1701	1766
Total	**2824**	**30,699,024**	**2553**	**2623**

Table 2 includes the total benefits provided to eligible homeowners by County based on program types and concentrations of household AMI/NMI and socially disadvantaged individuals.

HAF Program Details by Program Type and County - Non-Unique Homeowner Transactions					
Property County	Program Name	# Homeowners Assisted	$ Amount	AMI<100%	Socially Disadvantaged
Carson City	Mortgage Reinstatement	10	108,092	9	10
Churchill	Mortgage Reinstatement	5	52,902	3	5
Clark	Mortgage Reinstatement	1685	18,902,796	1516	1685
Douglas	Mortgage Reinstatement	3	15,302	3	3
Elko	Mortgage Reinstatement	11	169,216	8	11
Lyon	Mortgage Reinstatement	33	521,385	24	33
Mineral	Mortgage Reinstatement	3	17,686	3	3
Nye	Mortgage Reinstatement	34	436,055	31	34
Pershing	Mortgage Reinstatement	1	4,638	1	1
Storey	Mortgage Reinstatement	2	19,951	2	2
Washoe	Mortgage Reinstatement	110	1,497,394	96	110
White Pine	Mortgage Reinstatement	5	49,558	5	5
Carson City	Unemployment Mortgage Assistance	4	57,352	3	4
Churchill	Unemployment Mortgage Assistance	1	6,887	1	1
Clark	Unemployment Mortgage Assistance	825	7,835,833	771	825
Douglas	Unemployment Mortgage Assistance	4	8,467	4	4
Elko	Unemployment Mortgage Assistance	1	6,554	1	1
Lincoln	Unemployment Mortgage Assistance	1	7,151	1	1
Lyon	Unemployment Mortgage Assistance	14	157,299	12	14
Mineral	Unemployment Mortgage Assistance	1	35,470	1	1
Nye	Unemployment Mortgage Assistance	11	110,118	9	11
Pershing	Unemployment Mortgage Assistance	1	9,086	1	1
Storey	Unemployment Mortgage Assistance	1	10,212	1	1
Washoe	Unemployment Mortgage Assistance	56	653,585	45	56
White Pine	Unemployment Mortgage Assistance	2	6,035	2	2
	Total	**2824**	**30,699,024**	**2553**	**2824**

Table 3 includes total benefits provided to eligible homeowners based on mortgage type, such as FHA, VA, USDA, GSE, and other.

HAF Program Details by Mortgage Type				
Loan: Mortgage Type	# Homeowners	# Socially Disadvantaged Homeowners	% Socially Disadvantaged Homeowners	$ Amount Funded
FHA	794	749	94%	16,063,373
VA	168	155	92%	3,335,063
USDA	11	10	91%	138,794
GSE	518	481	93%	10,261,009
Other	60	51	81%	900,784
Total	**1551**	**1446**	**90%**	**30,699,023**

Table 4 includes the benefits provided to unique homeowners by SDI type.

Unique Socially Disadvantaged Type	# Unique Homeowners
Race and Ethnicity	1019
English Not Primary Language	9
Majority-Minority Census Tract	418
Total	**1446**

Methods for Targeting HAF Funding

The Nevada HAF's comprehensive marketing and public relations plan was enhanced to effectively communicate program changes by utilizing multiple media platforms, including television, radio, and streaming services, to reach eligible homeowners. In addition, social media outreach efforts featured homeowner testimonials that highlighted the positive impacts of HAF. Marketing initiatives specifically targeted socially disadvantaged individuals (SDIs) and homeowners with household incomes at or below the greater of 100 percent of the Area Median Income (AMI) or 100 percent of the United States National Median Income (NMI).

- Approximately 90 percent of homeowners served either live in a majority-minority census tract and/or have self-identified as socially disadvantaged.
- Approximately 88 percent of the applications had household income that met Treasury's targeted requirement of earning less than 100 percent of the AMI/NMI.
- Approximately 63 percent of homeowners assisted had FHA, VA or USDA mortgage loans.
- Homeowners in 15 of 17 Nevada counties received benefits.

Media campaigns were in English, Spanish, and Tagalog, which are the most-common languages spoken as primary languages in households in Nevada according to the United States Census Bureau.[1]

Expanded marketing activities included a robust digital and social media presence. Nevada's digital marketing efforts generated over 2.8 million impressions (number of times content is displayed to users on an application) and more than 2,122 user clicks during the reporting period. By leveraging homeownership, income, and loan-to-value (LTV) data, along with search behavior related to housing assistance, Nevada successfully reached a highly relevant audience through Google Ads. The campaign achieved a click-through rate (CTR) of 16.15 percent, significantly exceeding the industry benchmark of 2.5 percent, demonstrating engagement levels more than six times the national average.

Digital display campaigns generated 592,386 impressions with a CTR of 0.17 percent, reflecting a broad reach across target audience segments. Pre-roll video advertisements achieved 187,799 impressions, a CTR of 0.06 percent, and more than 130,000 completed video views, indicating consistent viewer engagement.

Nevada's multi-channel marketing strategy effectively engaged a highly targeted audience of homeowners seeking assistance. By maintaining a consistent presence across video, digital display, and search platforms, the state ensured that eligible homeowners were continuously informed of HAF resources and guided toward actionable steps to obtain support.

Best Practices and Coordination

Since the nationwide rollout of HAF numerous best practices have been developed and shared through collaborative efforts. Nevada's HAF has benefited from nationwide and interstate collaboration with key stakeholders. For instance, Nevada opted to streamline homeowners association (HOA) payments into a single lump-sum disbursement after meetings with state and HOA leaders. Additionally, Nevada enhanced its Mortgage Reinstatement Assistance Program (MRAP) by introducing a coordinated reinstatement component, enabling support for delinquent loans that exceeded the program maximum when homeowners contributed additional funds. Other best practices implemented include:

[1] https://datausa.io/profile/geo/nevada#demographics

- Collaboration with partners: Engaging more than 100 mortgage servicers, legal aid organizations, and four Housing Counseling Agencies (HCAs) to promote program awareness and provide assistance to homeowners, with a particular emphasis on serving underserved populations. For instance, Legal Aid Center of Southern Nevada was essential in helping homeowners mitigate active bankruptcy as it relates to the HAF program.

- Pre-approval and foreclosure prioritization: Pre-approving applications and prioritizing cases in which foreclosure is imminent. In such cases, files are communicated to mortgage servicers to allow postponement of foreclosure during review. During the reporting period, several foreclosures were successfully reversed with the cooperation of participating servicers, allowing families to remain in their homes.

- Utilization of the Common Data File (CDF): Employing the CDF with all capable servicers and creation of a portal for smaller servicers lacking CDF capabilities. This solution, designed by software developer HOTB, has proven highly effective in facilitating participation.

- Transparency through a public dashboard: Publishing a program dashboard on the Nevada HAF website to provide up-to-date information and promote accountability.

- Ongoing program evaluation: Continuously assessing programs, systems, procedures, and outcomes to ensure maximum productivity, efficiency, and alignment with Treasury guidance and homeowner needs.

- Consulting the Nevada Real Estate Division Ombudsman and HOA leaders to simplify the funding process for HOA payments.

- Project Hand Holding: Providing one-on-one support to homeowners experiencing difficulty completing applications. Partnerships with HCAs enable follow-up and file processing, resulting in a conversion rate of over 40 percent for applicants requiring additional assistance, with more than 67 percent of those applications approved.

Through these coordinated efforts and adaptive practices, Nevada has ensured that HAF resources are effectively targeted, efficiently administered, and accessible to homeowners facing the greatest risk of housing instability.

Conclusion

Ongoing collaboration with mortgage servicers continues to be the leading factor in driving homeowner applications to the HAF program. These strong partnerships have supported a timely and efficient file review process, ensuring minimal backlog and consistent progress in delivering assistance. Throughout this period, the program implemented several robust and meaningful improvements, including the simplification of the funding process for HOA payments. Collectively, these advancements demonstrate continued commitment to operational efficiency, effective partnerships, and timely support for Nevada homeowners.

Nevada expresses its appreciation to the United States Department of the Treasury, the Nevada Department of Business and Industry, the Nevada Housing Division, Nevada Real Estate Division Ombudsman, HCA partners, mortgage servicers, HOTB, and other community stakeholders for their ongoing collaboration. The state remains committed to fostering these partnerships to enhance the effectiveness, accessibility, and long-term impact of Nevada's Homeowner Assistance Fund programs.

Life sometimes throws you curve balls. And you try your best to pull yourself up. Then you have more setbacks and feel you will never catchup. But thanks to NAHAC, I have been able to get back on track.

Words cannot convey the gratitude that I feel. It's a blessing knowing an organization like NAHAC exists...God bless you...for being there in my time of need.

- Esther R.

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I am beyond thankful and feeling blessed. This was not an easy transaction because I was embarassed to ask for help. However when it's all said and done, I can not express how thankful and humbled I am to receive this assistance. Everyone has made this so easy and welcoming from responding to emails, calling me back and answering questions (over and over)...

This wasn't easy to ask for help and I could have lost my home but because of programs like this my kids and I get to stay in our forever home. A family was saved today. THANK YOU!

- Tameka P.

HELP FOR HOME IS HERE.

I am so thankful for this place. They are absolutely the truth. They are so awesome and helpful and they really really helped me 100% and they took care of me for me to start over and get on track...they were so awesome. It's a real program and they really...helped me. So please don't hesitate...they are helping me stay in my home...now my family can stay in our home.

- Shauna W.

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This program has been amazing that has helped me and my family a lot. The staff is amazing. Everyone that works with this program should get a raise...I wanted to thank you so much from the bottom of my heart for helping me and my family to be able to keep the house. I don't know what we would do without this program. Again, thank you for everything...you guys are the best.

- Hien L.

HELP FOR HOME IS HERE.