



For Immediate Release: November 10, 2020

## ***Housing Policy Council and Coalition Launch COVID-19 Mortgage Help Campaign***

**Washington, D.C.** – The Housing Policy Council (HPC) is helping launch a new consumer awareness campaign to support homeowners affected by COVID-19. The national campaign urges those who are experiencing financial hardship as a result of the national pandemic and who need mortgage payment relief to contact their servicer or a housing counseling agency for assistance. HPC released the following statement on the launch:

*The collaborative effort of the broad set of Coalition members is intended to send a consistent and powerful message to struggling homeowners that help is available. The tagline – Not ok? That’s ok. – conveys that help is available and struggling homeowners should not wait. Those who are affected by the national pandemic should immediately contact their servicer or a housing counseling agency. Coalition participants will use outreach materials with common images and messaging as well as a link to the Consumer Financial Protection Bureau’s website to create a continuous, uniform call to action for homeowners in need of assistance.*

*The campaign supplements the ongoing outreach efforts of HPC members. Since the beginning of the COVID-19 emergency, HPC and its member firms have partnered with housing counseling organizations, consumer advocacy and civil rights groups, think tanks, and government agencies to address the needs of homeowners facing economic challenges, offering relief through various mortgage payment assistance programs. The CARES Act set the terms for payment forbearance in government-related programs but HPC members have been actively providing relief more broadly.*

*Many have been hit hard by the pandemic. Some borrowers who are delinquent on their mortgages have not requested assistance, despite outreach from their mortgage servicers. Many others are reaching the end of an initial six-month forbearance term and may need additional help. This outreach campaign encourages these borrowers to contact their mortgage servicers or housing counseling agencies to seek assistance.*

For more information on the campaign, please visit [covidhelpforhome.org](https://covidhelpforhome.org).

###

**About HPC**

The Housing Policy Council is a trade association comprised of the leading national mortgage lenders and servicers, mortgage and title insurers, and technology and data companies. HPC advocates for the mortgage and housing marketplace interests of its members in legislative, regulatory, and judicial forums. The association's interest is in the safety and soundness of the housing finance system, the equitable and consistent regulatory treatment of all market participants, and the promotion of lending practices that create sustainable homeownership opportunities in support of vibrant communities and long-term wealth-building for families.

Contact: [Media.Inquiries@housingpolicycouncil.org](mailto:Media.Inquiries@housingpolicycouncil.org)