



SUCCESS STORY:

TECINA’s Noailles Project Officially Launches to Public Introducing Much Needed Affordable Housing in Haiti



Pictured above is TECINA’s completed model home. Below is picture from the interior of a child’s bedroom. This model is called KANEL and is the smallest of three types of units planned in this 75-unit project. It features two bedrooms, a bathroom, and a combined living, kitchen and dining area as well as a covered terrace. It measures 58 square meters in interior space and is on a 250-square meter lot (624 square feet in a 2,691 square foot lot).

Qualified households will have the opportunity to purchase this home for USD 53,103 which is USD 19,271 less than the normal market price due to HOME’s incentives. TECINA only receives incentive payments for qualifying purchases.



The Haiti Home Ownership and Mortgage Expansion (HOME) program began collaboration with TECINA S.A. in April 2016, supporting the company in developing a business plan, facilitating meetings with commercial banks, and provided funding for a market study to assess the commercial feasibility of constructing the TECINA Noailles development. On March 4, 2018, less than two years later, the housing development officially launched and the sale of homes to the public commenced.

The development, located in Village Noailles, in the town of Croix-des-Bouquets, extends over 3.5 hectares, providing 75 units of 50, 70, and 98 square meters, on plots of 200, 300, and 400 square meters respectively. The TECINA Noailles development aims to address a chronic need for modern and affordable housing in Haiti that is accessible to the Haitian working middle class that currently have limited to no access to mortgages.

To maximize the commercial impact of the project and capture different aspects of unmet market demand, TECINA S.A. has sought to create a mixed-income community. Hence the sales strategy has focused on low-to-middle income households, government employees, and employer-sponsored housing. This is reflected in the pricing of the different units with 44 percent of the units priced at USD 72,400, 47 percent at USD 101,700 and just nine percent at USD 131,000.

Provided that certain criteria are met, households are eligible to purchase these units at an additional discount of up to 20 percent thanks to HOME incentives, which are provided only once the units are sold. However, the incentive is not extra money in the developer’s pocket, it is money provided to them to lower the price point of the units, making the homes accessible to non-traditional clientele in the low-to-middle income classes.

To be eligible for the discount, a household must: 1) be a first time home buyer, 2) be the intended occupant, 3) purchase the home through a mortgage, and 4) be within the proper income range according to the HOME affordability matrix.



Bank Booths setup on launch day. The top four of five commercial banks in Haiti were present: Unibank, Sogebank, BNC, and Capital Bank.



A large poster displays the project layout at the entrance of the site.

This project represents an estimated USD 5.1 million in private investment. Thus far, TECINA S.A. has spent over USD 1.5 million in private capital toward the project in exchange for just USD 200,450 in incentive payments provided by HOME. The incentive is not a direct subsidy as the developer must make improvements to the project in consultation with HOME. Payments are awarded upon the completion of different milestones including securing the site perimeter, construction of a model unit, passing the EDGE certification by building “green” and embracing new environmentally friendly building standards, and through the sale of the housing units.

The new units are made from earthquake-resistant construction materials. This is essential in a country prone to earthquakes, as less than 10 years ago a 7.0 magnitude earthquake killed more than 230,000 people, displaced nearly 1.5 million people, and destroyed over 180,000 homes in Haiti. The homes are also modular so the owner can easily expand the home after purchasing, allowing for future personalized improvement, and they are thermally insulated, naturally lit and ventilated. They are conveniently located 15 minutes from the Port-Au-Prince international airport and 35 minutes from the border with the Dominican Republic.

The project is promoted by a joint venture between the construction company TECINA S.A. and Succession Estimé, heirs of late Haitian President Dumarsais Estimé and owner of the land where this development is being constructed.

The March 4th launch was advertised in Haiti’s largest daily newspaper, Le Nouvelliste, and attracted more than 300 people to see the model home and site of the new development. Actors across the housing value chain also joined the launch. All of the major banks had booths offering various mortgage packages. In addition, companies selling home appliances, internet service, and home décor came to sell their products to the public. Mica Bruno, a Manager at Sogebel, Haiti’s largest mortgage lender, stated, “This is a first for Haiti, we typically don’t go out to set up booths when a project is launching. We are seeing great interest from the public.”

Following the launch, KayXpert, a real estate agent hired to manage the sale of units, reported that banks had collected stated interest from 124 serious clients, 40 of whom had already chosen their lot.

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