



**HOUSING FINANCE FORUM:
Uganda, July 11-12, 2018**

**Expanding Access to Affordable
and Adequate Housing in
Sub-Saharan Africa**



PRIDE BANK

- Pride in 2013 entered into partnership with Habitat for Humanity international to develop a Housing Loan Product.
- The Product targets all individuals with reliable source of income, Micro, Small, Medium, and upscale entrepreneurs who wish to **make improvements in their homes and obtain decent housing.**



Housing Microfinance Product Features

- Loan Amount between UGX 100,000 – UGX 30,000,000.
- Loan Duration: Up to 36 months for existing clients and up to 12 months for new clients.
- The site of the proposed construction/modification must be at most 50 km from the branch and must be owned by the borrower.
- The guarantor ship either; personal, corporate guarantee.
- Payment Frequency is monthly.



Housing Support Services

- General building information.
- Advice on best building practices.
- Utility connection process and official costs as standardized by the utility providers.
- Assist clients come up with their home improvement schedule.
- Verification visit of the completed improvement or construction stage.
- Take after photo for filing purposes.



Critical Factors for the Success of the Product

- Product development properly aligned to the 8 Ps.
- Pilot handling and pretesting the prototype.
- Having a product champion in place.
- Knowledge sharing forum with the assistance of HABILITAT.
- Capacity and knowledge building by Habitat for Humanity for Pride staff through trainings and continued engagements.



Critical Factors for the Success of the Product

- Purpose suits our clientele given that most of them are low income earners.
- Institutional buy-in (management and staff members).
- Awareness (internal and external clients) through radio and TV adverts.
- Effective communication (HABITAT VS PRIDE)
- Good planning follow-up and follow through.



Challenges

- Little differentiation with other products.
- Capacity of officers (technically advise).
- Habitat objective vs Pride objectives (restriction to residential).
- Partnerships with prequalified institution to technically advise clients on construction.
- Pricing.
- Lack of dedicated officers (to handle only housing).



Key Lessons

- Training is important for all people involved.
- Product needs dedicated officers.
- Knowledge sharing is important with peers.
- Product differentiation is critical in terms of pricing.
- Close monitoring is important.



- Download The Business Case for Housing Microfinance.
- Learn more about the Build Assets, Unlocking Access program.

www.habitat.org/tcis
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