



COALITION FOR  
HOME EQUITY  
PARTNERSHIP

# A home for innovative organizations empowering today's homeowners

Participate in the positive impacts of CHEP membership

CHEP is a national non-profit association representing a collective of financial services companies that offer flexible ways to tap home equity. CHEP was founded in 2024 by industry leaders Unlock Technologies, Inc., Point Digital Finance, Inc. and Hometap Equity Partners, LLC. Our members share a commitment to upholding our organization's guiding mission:

The Coalition for Home Equity Partnership (CHEP) is dedicated to the protection and promotion of the shared equity product industry, with a focus on education, advocacy and marketplace innovation that improves homeowners' financial lives.

Our members believe in the power of shared equity products (SEPs) to help homeowners access the equity that they have built up in their homes. Simultaneously, we believe that a distinct regulatory framework is necessary to protect consumers and provide clear rules of the road for industry. These beliefs shape CHEP's vision:

***We seek to position CHEP as the authority on shared equity products, working to bring these valuable solutions into the financial mainstream and championing best practices for consumer protection.***

Together as a united community, we work to foster professional development within the industry, ensuring members can improve their service and enhance their businesses; defend and promote the home equity industry; and deliver positive consumer outcomes.



## Educate with Inclusivity.

CHEP recognizes the immense importance of and opportunity for sharing information about the function and value of SEPs. We provide educational resources to stakeholders, including consumers, the media, and state and federal legislators and regulators.



## Advocate with Conviction.

As the leading voice for shared equity products, CHEP proactively and strategically advocates for the betterment of our industry and for consumer protection standards that promote fairness, transparency and access.



## Innovate with Purpose.

CHEP members are pioneering a new category of home equity solutions designed for today's homeowners. We seek to grow the SEP marketplace and provide competitive products that empower consumers with greater financial flexibility and choice.

As today's consumers face a variety of financial and economic uncertainties, homeowners are increasingly seeking access to alternative financial products, particularly ones that don't add to their monthly payment burden. CHEP uses its engagement with members, industry stakeholders, policymakers and other strategic partners to effectively position SEPs as a flexible and accessible solution for homeowners in all financial positions, including those who may find traditional financing options out of reach. We play a vital role in the ongoing success of those we serve.

## MEMBERSHIP TIERS

### ★ EXECUTIVE BOARD MEMBER

This class is for SEP originators and is limited to five member companies. The member company is allowed to appoint one person to serve on the Executive Board of Directors, which has the voting authority to elect officers, amend the bylaws, determine regulatory, legislative, and legal positions, form committees, appoint and remove committee members, approve and remove association members, and oversee the business, property and affairs of CHEP.

### ★ PREMIER INDUSTRY MEMBER

This class is for all SEP industry stakeholder companies (originators, capital partners, law firms, settlement companies, etc.). These members may meet with the Executive Board of Directors four times a year to provide strategic advice and recommendations on matters related to the mission of CHEP and may be appointed to serve on advisory committees.

### ★ BUSINESS PARTNER MEMBER

This class is for all B2B and B2C SEP supporting partner companies, not including originators. These members may meet with the Executive Board of Directors once a year to share thought leadership ideas and may be invited as guests to committee meetings.

#### ***Members at all levels can enjoy a host of benefits, including:***

- Inclusiveness & Collaboration
- Membership Badge for Credibility & Promotion
- CHEP Website Company Directory Listing
- Robust Government Relations & Regulatory Team
- Government Affairs Reports
- Committee Participation
- Exclusive Email Updates & Alerts
- Weekly Media Summaries
- Virtual Roundtables
- Resource Documents & Education
- CHEP Conference Discount
- Priority Sponsorship Opportunities
- Networking Events

**Join CHEP today to shape the future of the shared equity product industry!**

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