



Homeword

MESSAGING MATTERS

The language traditionally used in our industry feels impersonal, elicits negative connotations and is full of jargon.

When talking with your friends, family, colleagues and legislators about what Homeword does, try using these positive terms and phrases instead.

POSITIVE ALTERNATIVES to *TRIGGER* TERMS

Instead of this...	Try this	...or this!
Affordable	Within their means (not more than 30% of their income)	In their budget (not more than 30% of their income)
Housing, units, apartments	Homes	Rental homes
Affordable housing	Homes people can afford	Safe, healthy homes Montanans can afford
Individuals, households, tenants, at-risk/underserved/specialized populations, clients	People, families, workers, seniors, veterans, children	Montanans, Missoulians, etc.
Area Median Income, AMI	An essential worker living on about \$13.50* per hour	A family of four living on \$40,000* per year
Our community has a shortage of affordable units	Our community's home costs have outpaced incomes	The cost to rent or buy a home is out of reach for local workers and seniors

*<https://www.huduser.gov/portal/datasets/il/il2022/2022summary.odn>

