

SOUTH FLORIDA BUSINESS JOURNAL



BEST PLACES TO WORK

Get to know this year's champions
of employee engagement

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MENTORING MONDAY

Flight path: Meet the mentors
who are helping careers take
flight in South Florida.

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Habitat
for Humanity®
of Broward



2025 CEO Build

Uniting Business Leaders for a Cause

Housing affordability remains one of the most pressing issues across the United States. Habitat Broward's CEO Build initiative brings together top business leaders to address this challenge by actively participating in home construction projects. The 2025 CEO Build draws executives from various industries, reinforcing corporate leadership's role in creating stronger communities.



“ Building alongside these determined families is a powerful reminder of what’s possible when a community comes together. Access to affordable homeownership can transform lives, and we’re proud to support Habitat for Humanity in making it a reality for more hard-working families. We encourage other companies to get involved — because together, we can create stronger futures.”

- Brent Burns
Board of Directors, JM Family Enterprises



CEO Build Goal

The CEO Build provides an opportunity for C-suite executives and industry leaders to step out of their boardrooms and onto construction sites, working side-by-side with future homeowners. This initiative not only raises awareness about the housing crisis but also generates vital support for Habitat Broward's mission of affordable workforce housing for all. By engaging in this hands-on experience, business leaders gain a deeper understanding of the barriers these families overcome on their path to homeownership.



WHY Affordable Workforce Housing Matters

Affordable housing is not just a social issue, it drives economic growth, social mobility, and equity. High housing costs limit disposable income for necessities and local spending, negatively impacting communities. They also affect educational outcomes, with cost-burdened families having fewer resources for their children's learning, leading to lower academic performance and higher dropout risks. Additionally, housing affordability influences health, as families often choose between healthcare and housing expenses.

High costs threaten local talent retention and economic sustainability, while income insecurity increases public expenses. Thus, local governments must prioritize sustainable, affordable housing strategies.

Building strength, stability and self-reliance
through affordable workforce housing.

The Habitat Model

Habitat Broward is not a hand-out, it is a hand up for hard-working families seeking the American dream of homeownership. The path to Habitat homeownership is not easy, but those who persevere are rewarded with an affordable mortgage and homeownership-proven to dramatically change life outcomes.

Here is how the process works:

- 1 Eligibility

Eligible families exhibit real need and meet income guidelines.
- 2 Application

Families complete a formal application, background check and home visit.
- 3 Education

Applicants attend 12 months of financial literacy and life skills education.
- 4 Sweat Equity

Families work onsite building homes and invest a minimum of 300 hours of sweat equity.
- 5 Down Payment

Future homeowners make a down payment of \$2,000 and stake their claim to their future home.
- 6 Mortgage

Mortgage applications are prepared and processed for approval.
- 7 MOVING DAY

Families close on homes with an AFFORDABLE mortgage kept to 30% of household income, including insurance and taxes.

\$13,322,414



Economic impact
of our investments

\$368,186

Paid in local and state **taxes**



\$1.67

Injected into **Broward economy** for every \$1.00 invested by Habitat



Local Impact

Developments in Progress

BBI Village, FORT LAUDERDALE, FL



CORAL SPRINGS, FL



NORTH LAUDERDALE, FL



habitatbroward.org





Nancy Robin with Board Member, Lisa Rhodes Ryans

“ We’re deeply grateful for the unwavering support of our local business community. Their generosity and hands-on involvement are making a real difference in the lives of hardworking families. Together, we’re building a stronger, more equitable future.”

-Nancy Robin
CEO and Executive Director of
Habitat for Humanity of Broward

Q&A Nancy Robin Habitat Broward CEO and Executive Director

Nancy Robin took the helm at Habitat Broward in 2016 and quickly got to work leading the organization through a rapid period of growth. Habitat Broward’s breakneck pace of home building earned its place among the top 25 largest Habitat home producers in the nation and it now ranks in the top 3% of all of Habitat for Humanity’s 1200 U.S. affiliates.

Robin’s passion for economic empowerment has been evident throughout her career, which included leading South Florida financial institutions with billion dollar portfolios, including two decades as President of BankAtlantic.

Q: How does the current South Florida housing ecosystem impact the region’s economic growth, workforce retention, and long-term community sustainability?

A: Skyrocketing housing costs strain household budgets, reducing disposable income for local spending, which affects small businesses and the broader economy. High costs also make it challenging to attract and retain talent, as workers, especially in essential sectors like healthcare, education, and public safety, struggle to afford living near their workplaces. This leads to longer commutes, decreased productivity, and workforce shortages. Additionally, housing instability undermines community cohesion, educational outcomes, and health, threatening the region’s long-term sustainability. Addressing these challenges requires strategic investments in affordable workforce housing to create resilient, thriving communities.

Q: Who are the key actors in the housing ecosystem, and how does Habitat for Humanity of Broward uniquely contribute to addressing housing challenges within this landscape?

A: The housing ecosystem includes government agencies, developers, financial institutions, nonprofits, community organizations,

employers, and philanthropic foundations, each playing a role in shaping housing availability and affordability. Habitat for Humanity of Broward uniquely addresses these challenges by not only building affordable homes but also equipping families with financial literacy, advocating for housing affordability, and creating pathways to homeownership for our community. Its focus on long-term stability through affordable mortgages and community partnerships helps break the cycle of poverty and fosters generational wealth, making a lasting impact beyond housing alone.

Q: What is your call to action for the business community in South Florida?

A: My call to action for the business community in South Florida is clear: I invite all business leaders to support our vision to make homeownership possible for all families. You and your teams can support us in so many ways, including home sponsorships and team builds to name a few. There are also opportunities to name some of our developments in the different cities where we currently build and will be building soon. I invite each of you to be part of our transformative partnership where we bring more homes to people who need a hand up to achieve their dreams of homeownership and to secure generational wealth.

“Family to me means... loved ones that share the same goals, values and have long term commitments to each other”

-Meucine

Meet the Jean Family

The Jean family is excited about the opportunity to become homeowners. Meucine is a devoted mother to her five children: Kaedon, Kelis, Khloey, Kaylee, and Karter. She dreams of providing them with a stable home where they can grow and thrive. Currently, Meucine's rising cost of rent has made it increasingly difficult to manage. Each year, her rent increases by \$200, now consuming more than 50% of her income. For Meucine, homeownership represents emotional and financial strength. "Owning a home builds generational wealth, enhances life satisfaction, and provides security," she says. Her greatest hope is to own a home and instill in her children the values of respect and empathy.



“The CEO Build is a powerful reminder of what can be achieved when leaders unite for a common purpose. It's more than building homes—it's about building hope and a foundation for families to thrive. Seeing the pride and gratitude of families taking a step closer to their dream of homeownership is a moment that stays with you. It's a privilege to be part of something that creates such lasting impact in our community.”

-Keith Koenig
Chairman of CITY Furniture

Affordable Housing Initiatives
like CEO Builds
CONTRIBUTE to
LOCAL ECONOMIES
Creating Jobs and
Stabilizing Communities

over
150
CEOs
Participated in the
CEO BUILD

Executives &
their Employees
VOLUNTEERED
over
2,000 HOURS

The 2025 CEO Build is more than an event —it's a movement.

By bringing together business leaders, Habitat for Humanity continues its mission to create affordable workforce housing and strengthen communities nationwide. With every home built, another family gains the foundation they need to thrive.

GET INVOLVED

Habitat Broward offers CEOs and corporate leaders multiple ways to get involved:

- ♥ **SPONSOR** a Habitat home to provide a long-term housing solution.
- ♥ **PARTICIPATE** in community development as a community sponsor.
- ♥ **ENCOURAGE** employee participation in corporate team builds.

For more information on how you get involved please contact:
Carolina Veira, VP of Development at carolina@habitatbroward.org

habitatbroward.org

