

Free Event Helps Metro Atlanta Residents Unlock Homeownership and Build Generational Wealth

ATLANTA – September 14,, 2026 – The average homeowner’s net worth is roughly \$400,000, compared to just \$10,400 for renters (Aspen Institute, 2024). To help close this gap and make homeownership more accessible, HouseATL is bringing its third annual Dream HOME Expo to Clayton County on **Saturday, Oct. 3**, from **10 a.m. to 3 p.m.** at the **Morrow Center** (1180 Southlake Circle, Morrow, GA 30260). The free event connects residents with down payment grants, home repair resources, credit counselors and local experts who can turn homeownership into an achievable reality.

“Homeownership remains one of the most powerful tools for building generational wealth, but navigating the process can feel overwhelming,” said **Natallie Keiser**, executive director of HouseATL. “Whether you are buying your first house or protecting a family home passed down through generations, this Expo puts the right experts and funding tools in the room to help you succeed.”

With Wells Fargo as the title sponsor, The Expo will offer two tracks to support every stage of homeownership:

Morning Track: Future Homeowners (10 a.m. – 12:30 p.m.)

- First-Time Homebuying and Down Payment Assistance, sponsored by Truist — strategies to secure mortgage financing and access grant funds
- Financial Readiness, sponsored by Wells Fargo — guidance on credit repair, budgeting, savings and closing costs

Afternoon Track: Current Homeowners (12:30 – 3 p.m.)

- Heirs' Property and Tax Challenges, sponsored by Wells Fargo — legal guidance from Atlanta Legal Aid and AAA Probate Resources on protecting family titles and managing property taxes
- Senior Home Modifications and Essential Repairs — guidance on securing grants for home repairs and aging-in-place modifications

“Whether you're preparing to buy your first home or working to protect the one you already own this Expo puts the right people and the right information in the same room at the same time,” said **Eboni Killian**, co-chair of HouseATL's Homeownership Working Group.

“For many families in Atlanta, homeownership is a powerful way to build financial stability and create opportunities for future generations,” said Kelly Lee, executive director of Community Relations for Wells Fargo in Atlanta. “By supporting events like the Dream HOME Expo and working alongside our community partners, we’re helping connect aspiring homeowners with information, resources, and guidance they need to navigate the homebuying journey and achieve their homeownership goals.”

"Clayton County is honored to welcome the Dream HOME Expo and the resources it brings directly to our residents' doorstep," said Chairwoman **Dr. Alieka Anderson-Henry**, Clayton County Board of Commissioners.

Attendees will also have access to a vendor showcase featuring local housing and financial organizations [confirm exhibitor count], door prizes, welcoming remarks from **State Sen. Kenya Wicks** (District 34) and a complimentary lunch.

"We're deeply grateful to our sponsors for helping make today possible," said **Archie Emerson**, co-chair of HouseATL's Homeownership Working Group. "Title sponsor Wells Fargo, platinum sponsor Truist and our supporting sponsors, Renasant Bank, Southern First Bank, Ameris Bank, Silverton Mortgage and Zillow, are investing directly in Clayton County families alongside the volunteers and partners who bring this Expo to life every year."

This free event is open to current and future homeowners. Learn more and register at eventbrite.com/e/dream-home-expo-tickets-1990525691928.

About HouseATL

HouseATL advances equitable housing outcomes for individuals and families in the metro Atlanta region by leading cross-sector collaboration and advocating for affordable housing policies and solutions. HouseATL is a cross-sector membership coalition of civic leaders committed to building the public will for a comprehensive and coordinated housing affordability action plan for Atlanta. Founded in 2018 through the combined efforts of the Urban Land Institute of Atlanta, The Arthur M. Blank Family Foundation, Central Atlanta Progress, the Center for Civic Innovation, and the Metro Atlanta Chamber of Commerce, HouseATL now brings together more than 450 members from over 250 organizations. The coalition works to address the region's housing challenges, develop policy recommendations, and secure funding for affordable housing—envisioning a thriving and diverse region, where people at all income levels have housing choices and can live with dignity, for generations to come.

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