



FOR IMMEDIATE RELEASE

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Nevada Rural Housing and Nevada Housing Coalition Launch “Keys to the Missing Middle” Homeownership Education Program

Connecting homebuyer education with pathways to financial assistance

Nevada Rural Housing (NRH), in partnership with the Nevada Housing Coalition, is announcing its Keys to the Missing Middle Homeownership Education Program, a statewide initiative designed to help Nevada households prepare for and sustain successful homeownership.

Made possible by the Federal Home Loan Bank of San Francisco, the program expands access to high-quality, Nevada-specific homeownership education for rural, tribal, and working households navigating today’s housing market.

“Homeownership education is a critical piece of housing stability, especially for working households and communities that are often left out of traditional systems,” said Maurice Page, Executive Director of the Nevada Housing Coalition. “Keys to the Missing Middle brings trusted partners together to deliver practical, Nevada-focused education that helps families move toward homeownership with confidence and stay housed for the long term.”

Through NRH’s established homebuyer education platform, participants will access education online, through live webinars, and at in-person workshops hosted across Nevada. Coursework covers topics including financial readiness, understanding mortgages, down-payment assistance programs, rural market navigation, and post-purchase homeownership stability.

Beyond education, the program serves as a direct pathway to homeownership resources. Nevada Rural Housing has recently surpassed \$25 million in loans through its Launchpad program, demonstrating the growing demand for education-driven homeownership pathways. Separately, eligible rural homebuyers may qualify for up to \$20,000 per borrower through NRH’s Rural Rocks program. Program details are available at BuyRuralNV.org.

“This program is about more than learning the process, it is about being ready for it,” said Katie Coleman, NRH Communications Director. “Homebuyer education helps families understand what’s possible and connects them to programs like Launchpad and Rural Rocks, which support different stages of the homeownership journey across rural Nevada.”

The Keys to the Missing Middle education program officially launches February 1, 2026. Participation is open to aspiring homebuyers and existing homeowners seeking education and long-term stability.

For more information about the education program, visit NVRural.org/keys.