

Neighborhood Empowerment  
and Wealth Collective, Inc.



# THE KINGDOM VILLAGE

Empowering Georgia's  
Workforce Through  
Affordable Homeownership



We are redefining the American Dream by ensuring that essential workers and professionals can build wealth and stability through homeownership while living near their workplaces. NEW's approach enables families to invest confidently in their futures, strengthening local economies and supporting the long-term competitiveness of Middle Georgia.

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# Welcome to

## A Vision for Building Futures

On behalf of the Neighborhood Empowerment and Wealth Collective, Inc. (NEW), thank you for taking the time to explore our vision for The Kingdom Village. At NEW, we believe that those who power our communities deserve the chance to put down roots, invest in their futures, and thrive in homes they can truly call their own.

The Kingdom Village isn't just about construction; it's about creating pathways for working families and military households to step confidently into ownership while staying connected to the places they work and love. With flexible childcare, afterschool opportunities, financial coaching, and green spaces for healthy living, The Kingdom Village will be a place where families can grow and build the kind of stability that lasts for generations.

As you learn more about this project, I invite you to picture a future where Georgia's essential workers are able to secure homes that align with their aspirations and contributions. With your partnership, we're not just planning for the future - we're building it, together.

Thank you for your interest and commitment to expanding opportunities for families across Georgia. We look forward to working alongside you to turn these plans into a reality.

Warm regards,

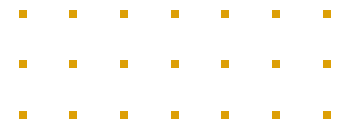
*Charly McCracken*



**Charly McCracken**  
*Founder & CEO*



# About NEW



The Neighborhood Empowerment and Wealth Collective, Inc. (NEW) advances prosperity and regional competitiveness through practical, scalable homeownership solutions. Founded by working families for working families, NEW delivers high-quality, reasonably priced homes that enable essential workers and professionals to live near their workplaces while building wealth and stability.

Our mission expands opportunities for individuals and families seeking to own a home, providing them with the foundation to invest in their future. NEW's approach extends beyond traditional development by partnering with employers, local governments, and investors to directly address employee housing shortages that limit economic growth.

By combining innovative construction strategies with proven homeownership preparation processes, NEW strengthens local economies, supports talent attraction, and ensures that the people who power our region can afford to build and own a home. Through our flagship Kingdom Village project and future developments, NEW sets innovative standards for what employee housing can achieve, creating pathways to ownership while driving measurable regional impact.

## Target Market



NEW serves Middle Georgia's growth by ensuring that essential workers and professionals earning 80% to 150% of the area's median income have clear, actionable paths to homeownership. These individuals—teachers, first responders, healthcare professionals, government employees, and military employees—drive the region's economy yet often face limited options for building wealth through owning a home near their jobs.

By providing high-quality, reasonably priced housing aligned with local employer needs, NEW directly addresses critical constraints on talent attraction and retention in Houston County. Our model ensures that these valued workers can invest in their future while strengthening the local economy, stabilizing neighborhoods, and supporting regional competitiveness.

# The Need

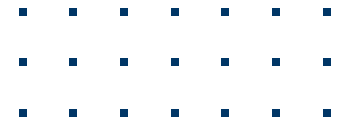


Houston County's growth depends on essential workers and professionals securing accessibly priced homes near their workplaces. Despite steady employment, many workers earning 80% to 150% of the area's median income—including teachers, first responders, healthcare professionals, government employees, and military families—face limited pathways to homeownership due to escalating housing costs and insufficient supply aligned with local incomes.



Approximately 20% of renters in Houston County fall within this target income range, presenting significant opportunity to expand pathways to homeownership and strengthen the local economic base. Addressing this need remains critical to sustaining Middle Georgia's economic momentum. By delivering high-quality, employee-aligned housing, NEW directly responds to this market gap, ensuring that the individuals who power the region's growth can build wealth, stability, and long-term economic security through homeownership.

# NEW is a DIY Workforce Housing Movement



"Built by Us, for Us."

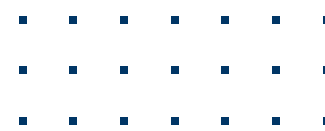


The Kingdom Village is a powerful example of how Georgia's workforce is taking housing challenges into their own hands. Our community-driven, DIY approach is a demonstration of the strength and determination of working families. We aren't waiting for solutions—we are creating our own. The Kingdom Village project empowers workers to build affordable homes for themselves and their peers, fostering a deep sense of ownership and pride in both the construction process and the final product. This DIY attitude showcases our commitment to building better futures for our families and our communities.





# Key Features of The Kingdom Village



## 1 A Practical Pathway to Ownership

The Kingdom Village is NEW's flagship development, offering a clear and practical pathway for working families and essential professionals to secure ownership while staying close to their workplaces. By aligning pricing with local market conditions and employer needs, The Kingdom Village helps families build stability and invest confidently in their futures.

## 2 Flexible Housing Options

The project includes a mix of single-family homes and step-up duplex units designed to meet the unique and changing needs of Georgia's workforce. Families can begin in well-maintained, reasonably priced rental units while participating in financial readiness programs, easing the transition from renting to ownership without unnecessary disruption.

## 3 Efficient, Responsive Development

NEW leverages modular construction and streamlined site development to reduce build times and control costs without compromising on quality or durability. This approach allows us to respond quickly to housing demand, maintain pricing that aligns with workforce incomes, and ensure timely delivery.

## 4 Replicable Model for Regional Impact

The Kingdom Village demonstrates how workforce housing can drive local economic growth, support talent retention, and strengthen neighborhoods across Middle Georgia. With a scalable and replicable model, NEW is ready to partner with employers, cities, and investors to expand this impact, one community at a time.

# Positive Outcomes . . . . .

## Can You Imagine...

Imagine a place where the people who teach our children, care for our health, protect our neighborhoods, and power our local industries can live in homes they own, close to where they work, while building wealth for the future. The Kingdom Village is designed to make that vision real. With partnerships and a little ingenuity, we are doing it one family, one home, one neighborhood at a time.

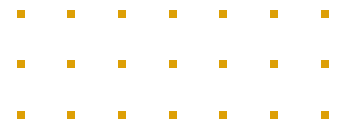
By transforming the path to ownership for Georgia's workforce, this project creates stability for families, supports a reliable workforce for local employers, and drives the kind of economic growth that benefits everyone in the community. This is a place where opportunity, stability, and regional prosperity come together, setting a new benchmark for what's possible when practical solutions meet the dedication of a region ready to invest in its future.

The Kingdom Village delivers measurable positive outcomes that strengthen Middle Georgia overall.



# Positive Outcomes

## Families and Beyond



### Family Wealth & Stability

Homeownership provides proven pathways to financial growth, allowing families to build prosperity, stabilize their housing costs, and invest in their futures while supporting regional talent retention.

### Children's Educational Success

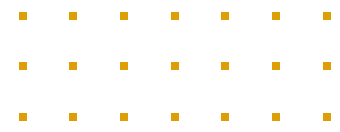
Stable housing near schools and workplaces enables children to thrive academically, benefiting local school systems and employers by fostering more stable and prepared future talent pools.





# Positive Outcomes

## Families and Beyond (cont.)



### Driving Economic Growth

Homeownership increases local spending, supports small business vitality, and grows the local tax base, generating ripple effects of economic activity that benefit the broader region.



### Well Cared for Neighborhoods

By encouraging ownership and accountability, The Kingdom Village contributes to stable, attractive neighborhoods, aligning with employer and city goals for talent attraction and development.

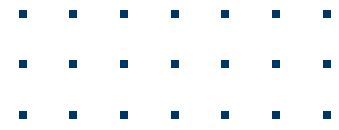


### Long-Term Efficiency

Through energy-efficient, cost-controlled construction and smart technology integration, The Kingdom Village helps families manage monthly expenses while supporting resource-efficient living, aligning with market demand for long-term cost management without compromising quality.



# Funding & Financial Strategy



## Funding & Financial Strategy



The Kingdom Village operates through a disciplined, multi-channel funding strategy designed to accelerate delivery, maintain cost efficiency, and produce measurable outcomes. NEW leverages strategic blends of private investment, development-focused low-interest financing, structured capital campaigns, and public partnerships to drive timely development of employee housing.

This approach ensures financial sustainability while aligning with employer and municipal goals to expand employee housing that supports talent attraction, retention, and regional competitiveness. By combining innovative construction practices with tight cost controls, NEW delivers quality homes at reasonable price points while providing partners with confidence in a replicable, results-driven model.



## Generating Revenue

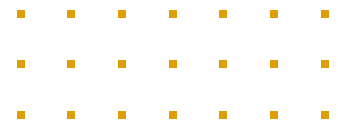


The Kingdom Village maintains financial sustainability while delivering measurable value to partners and the broader region. Revenue streams include market-aligned home sales designed to remain accessible to essential workers, transitional rental income that supports families preparing for homeownership, and earned income from services within the development.

This revenue model allows NEW to reinvest in additional employee housing projects, ensuring continued regional impact while providing partners and investors with clear, measurable returns on investment. By aligning these revenue streams with local economic development goals, The Kingdom Village contributes to tax base expansion, increased local spending, and a stable, prepared workforce residing near employment centers.

# Our Team

## Board of Directors



**Kemuel Kimbrough, Esq.**  
President and Chairman



**Martresa Graves**  
Vice Chairwoman



**Jennifer Beane, MPH**  
Treasurer



**John Davis**  
Director of Training  
& Education



**Kimberly Brazier**  
Director of Financial  
Strategic Initiatives

## Kingdom Village Family Volunteers

Carla Morgan

Dr. Debbie Green

Dr. Folajimi Fadahunsi

Martresa Graves

Shanice Harris

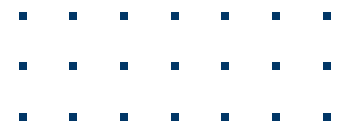
**Housing Developer Mentor**

Robert L. Davis



# Kingdom Village

## An Ideal Partner



At NEW, we believe that strong communities are built on a foundation of practical opportunity, steady leadership, and shared commitment. The Kingdom Village a chance to invest in the people who keep our region moving forward while strengthening local economies and neighborhoods. For partners seeking to align their investments with measurable impact and real-world outcomes, NEW offers a clear, disciplined approach rooted in respect for the families we serve and the communities we call home.

### 1 Practical Answer to Workforce Housing

The Kingdom Village responds to a clear need in Middle Georgia: homes that allow essential workers and professionals to live close to where they contribute most. Investors and civic partners looking to foster strong local economies will find in this project a grounded, achievable solution that respects both family goals and market realities.

### 2 Building Stability that Benefits All

Homeownership creates steady households, and steady households build steady communities. By focusing on ownership opportunities, The Kingdom Village supports families in building personal security while adding value to the broader economy. This steady foundation benefits employers, schools, and neighborhoods alike.

### 3 Designed for People, Guided by Insight

The Kingdom Village was designed with the day-to-day realities of working families in mind. From offering clear pathways to ownership to ensuring access to practical supports like financial coaching and childcare, this project puts people at the center while maintaining the discipline needed for successful development.

### 4 A Partner You Can Count On

NEW brings a track record of thoughtful execution and genuine commitment to every project. With experienced leadership and a clear plan, we manage development with transparency and care, allowing investors and partners to engage with confidence and clarity. Choosing NEW means choosing a partner focused on delivering results that matter for families and the community.

## Contact Information

☎ (404) 704-2197

✉ [charly@new-collective.org](mailto:charly@new-collective.org)

🏠 Peachtree Corners, GA

🌐 <https://new-collective.org>



## Research Data Sources

**Houston County Development Authority:**

<https://houstoncountyga.net/>

**Data USA - Houston County, GA Profile:**

<https://datausa.io/profile/geo/houston-county-ga>

**Point2 Houston County Housing Data:**

<https://www.point2homes.com/US/Neighborhood/GA/Houston-County-Demographics.html>

**GA Department of Community Affairs:**

<https://www.dca.ga.gov/safe-affordable-housing/statewide-housing-needs-assessment>

**Living Wage:**

<https://livingwage.mit.edu/counties/13153>

**Atlanta Regional Commission:**

<https://33n.atlantaregional.com/monday-mapday/the-income-incidence-of-a-cost-crisis-in-housing>

