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Shir, LHOME, revitalize underserved markets



Amy Shir

Amy Shir has been named executive director of The Louisville Housing Opportunities and Micro-Enterprise Community Development Loan Fund, Inc. (LHOME), an emerging community development financial institution that provides credit and financial services to underserved markets and populations.

A nonprofit organization launched in 2012 by Jewish Family & Career Services (JFCS) and the Metropolitan Housing Coalition, Inc., LHOME helps to revitalize low-income communities in Louisville through affordable housing loans.

Together with JFCS' Navigate Enterprise Center, it provides low-interest micro-loans to local refugees. One recent recipient from Somalia purchased a lift-equipped minivan to provide non-emergency medical transportation for Medicaid-reimbursable trips.

LHOME also provides products and services not currently offered at scale in Louisville, such as first and second mortgages, down-payment assistance and closing cost mortgage loans, property tax mortgage loans, home repair, renovation mortgage loans and business micro-loans and credit builder loans.

Shir has been working in the economic empowerment field for 18 years. She was a senior municipal bond analyst at Moody's Investors Service in New York and a senior vice president of marketing at NationsBank in Atlanta.

Shir also directed the marketing efforts of Security First Network Bank, the world's first internet bank. She started up an international internet bank marketing consulting business in 1997, spoke at conferences around the world, and helped banks worldwide launch internet banking services.

In 2000, Shir launched the refugee matched savings program for the Jewish Family and Vocational Service in Louisville. In 2003, she became the director of economic development at the Institute for Social and Economic Development, where she served as the leading provider nationwide of training and technical assistance for refugee economic development programs.

She launched the Kentucky Asset Building Coalition and chaired the Kentucky Coalition for Responsible Lending.

Shir also serves on the executive committee for Bank on Louisville and the Louisville Asset Building Coalition and sits on the city's Resilience Steering Committee. A graduate of Syracuse University and Wesleyan University, Shir lives in Louisville with her husband, Ron, and two teenagers, Miriam and Gabriel.