

Why Down Payment ResourceSM?

Finding a Homebuyer Assistance program today can be confusing and complicated, here's why:

Programs are highly fragmented

- » No standard definition of regions
- » Overlapping coverage

Lack of standardization

- » No uniform application
- » Programs ask for different information
- » One-of-a-kind eligibility rules
- » Hard-to-automate program descriptions
- » Diverse incentives with complex terms and conditions

The Solution:

Down Payment Resource.

No more searching the Internet and making dozens of phone calls, only to be disappointed.

Down Payment Resource improves the search among Homebuyer Assistance Programs for:

- » Mortgage Lenders
- » REALTORS[®]
- » Home Builders/Developers
- » Housing Finance Agencies

For more information visit:
www.downpaymentresource.com

What is Down Payment ResourceSM?

An easy-to-use, interactive, web-based application that:

- » Tracks and describes all Homebuyer Assistance programs including eligibility guidelines
- » Customizes searches based on homebuyer's unique information
- » Automates the matching of homebuyers to assistance resources
- » Provides consumers, REALTORS[®] and lenders timely and accurate information
- » Captures, educates and informs consumers earlier with consumer-facing portal (optional)
- » Increases volume of affordable home lending

A helpful tool for today's first-time homebuyer market

- » Buyer's market = Too many housing units for sale
- » Credit guidelines tightened = Harder to qualify
- » Bewildering array of assistance = Missed opportunities
- » Assistance programs under-marketed, customers under-served

Down Payment ResourceSM connects home buyers to the incentive/assistance programs that are right for them!

Benefits to REALTORS[®] & Multiple Listing Services

Down Payment Resource's web-based system helps you:

- » Save time identifying options for your customers
- » Expand the pool of qualified homebuyers for your listings
- » Value-added service for home builder and developer accounts
- » Market REO listing inventory
- » Improve customer service by reducing errors
- » Serve more customers, more efficiently

For more information or a live demonstration, please contact:

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