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DOWN PAYMENT RESOURCE WINS 2011 INMAN INNOVATOR “MOST INNOVATIVE NEW TECHNOLOGY” AWARD

ATLANTA, GA, August 3, 2011 . Inman News (Inman) named Down Payment ResourceSM, a proprietary Web tool created by Atlanta-based Workforce Resource, LLC, the winner of the 2011 Inman Innovator "[Most Innovative New Technology](#)" award at the [Real Estate Connect](#) conference. Down Payment Resource (DPR) was recognized for its ability to efficiently connect eligible homebuyers and eligible properties with government-funded programs for down payment assistance. The product helps bridge the down payment gap for homebuyers and move real estate transactions forward in a difficult lending environment.

Inman's annual Innovator Awards, created in 1997, honor companies that use technology and innovation to enhance the real estate transaction process and improve the experience for consumers and real estate professionals.

"We are thrilled with this new honor," said Rob Chrane, founder and president of Workforce Resource. "We hope the recognition of Down Payment Resource will bring more attention to the importance and need for awareness of assistance funds across the country."

DPR was one of eight finalists in the Most Innovative New Technology category including industry leaders Trulia and WSJ. The category's finalists featured two new iPhone apps, a mobile agent search tool, a home design iPad app, a Web-based interactive floor plan, a broker/agent marketing system, and a quality assurance system.

DPR is the industry's first product to aggregate down payment assistance program information into one online platform and integrate the detail into Multiple Listing Services(MLS) listing data for homes currently on the market. The tool allows the agent or homebuyer to view an icon on a listing when the property qualifies for a program. Homebuyers can click on the icon and answer eight simple questions to determine if they may also be eligible. In addition, agents can quickly view details about the assistance programs.

While helping to solve the industry's long-term issue of efficiently identifying both qualified homes and buyers for assistance programs, the complete housing supply chain benefits: DPR helps to generate new leads for REALTORS[®], maximize local programs and dollars, stabilize communities, and put responsible borrowers into homes.

In 2010, Minnesota's NorthstarMLS became the first MLS to launch a trial of the product, and the MLS's board has since voted to continue its integration of DPR. Several other MLSs have signed on to bring DPR to its members, including: Midwest Real Estate Data, Empire Access Multiple Listing Service, Northern Nevada Regional MLS, My Florida Regional MLS, Tucson Association of Realtors MLS Inc., and Northern New England Real Estate Network.



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About the Inman News Innovator Awards

Inman News, a leading source of independent real estate news, information, advice, research, opinion and commentary for industry professionals and consumers, created the Inman Innovator Awards in 1997 to recognize real estate technology and innovation.

Dozens of companies, products, and services are nominated the following categories:

- Most Innovative New Technology
- Most Innovative Brokerage or Franchise
- Most Innovative Real Estate Website or Web Service
- Most Innovative MLS or Real Estate Trade Association
- Most Innovative Real Estate Startup
- Most Innovative Mobile App
- Most Innovative Real Estate Social Site or Social Service or blog

After a nomination process, the Inman News review team considered the full list of nominees and selected the list of finalists -- finalists include nominees as well as other candidates selected by the Inman News review team. The review team then chooses the winners from the list of finalists, and the winners were announced during the Real Estate Connect conference, held July 27-29, 2011 in San Francisco.

For more information on all the awards and winners, please view Inman's [press release](#) or www.inman.com.

About Workforce Resource

Founded in 2008, [Workforce Resource](#)® is a web-based software company with a mission to connect people with hard-to-find financial resources for better living. In 2010, the company launched Down Payment Resource to help turn potential home buyers into qualified buyers by connecting them to down payment assistance funding that they may not have otherwise known existed. DPR, winner of the 2011 Inman News Innovator "Most Innovative New Technology" award, is made available through Multiple Listing Services and is available in markets including, Minneapolis, western Wisconsin, and suburban New York with contracts to expand in areas such as northern Illinois; southern Wisconsin; Reno, NV; Tucson, AZ; central Florida; and northern New England. The product's assistance program information is expanding rapidly for future nationwide coverage.

For more information, please visit, www.workforce-resource.com.

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