



## NEWS RELEASE

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### **Down Payment Resource grows customer base and expands to serve financial institutions**

*Company unveils new brand and message to better highlight market opportunities*

**Atlanta, GA, July 27, 2015** – Atlanta-based Down Payment Resource, the nation's only databank for homebuyer programs, today announced new partnerships as well as its new brand and messaging. Down Payment Resource is integrated into 22 Multiple Listing Services (MLSs) and Realtor Associations. Most recently, DPR partnered with the [Colorado Association of REALTORS®](#) and [MLS PIN](#). The largest MLS in New England and one of the largest in the nation, MLS PIN launched the web-based tool to its more than 33,000 strong membership.

The company's longstanding customers are also reaching new milestones. In June, [Midwest Real Estate Data \(MRED\)](#) reached one million page views through Down Payment Resource. That means, one million homebuyers and Realtors across Chicagoland have viewed down payment program results.

#### **Expanding to serve financial institutions**

Now that mortgage originations have transitioned to a predominantly purchase money market, lenders are turning to Down Payment Resource to better source and track programs that can help them tap into the next generation of homebuyers. Financial institutions license Down Payment Resource to educate their customers and help mortgage loan officers efficiently match eligible borrowers to available programs.

In March, [Bank of America](#) launched its [new web-based tool](#), powered by Down Payment Resource, to guide consumers to down payment and closing cost assistance programs available in their region. Joining Down Payment Resource's first lending partner, [Mountain West Financial](#), the company also launched new partnerships with [MB Financial Bank](#), [South Pacific Financial Corporation](#) and [On Q Financial](#).

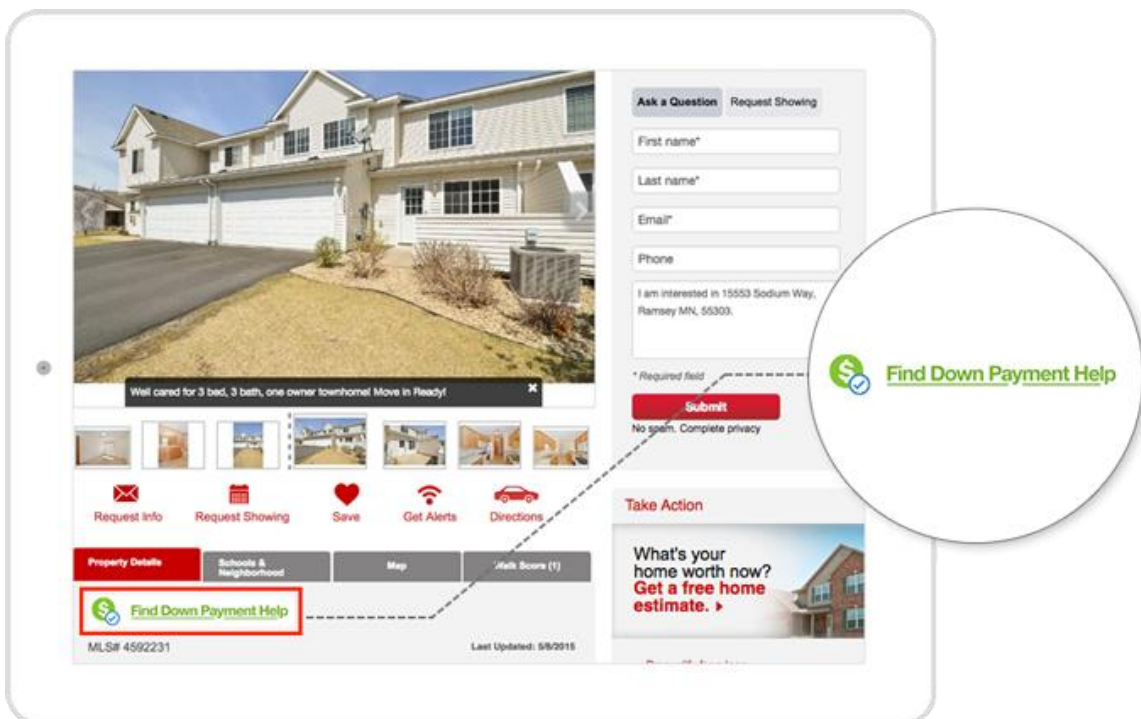
Fannie Mae sources Down Payment Resource’s research in its new [97% LTV Options Consumer Outreach Materials](#) for its lender partners. The flyers and materials, available in both English and Spanish, make it easier for Fannie Mae’s lender partners to educate responsible homebuyers on the availability of low down payment mortgages and down payment help. In addition, Fannie Mae links to Down Payment Resource on its lender and consumer resource webpages.

### New brand and messaging

Down Payment Resource’s new brand and messaging is designed to better communicate the opportunities available to today’s homebuyers. The company worked with marketing and design firm [1000watt](#) to complete the project.

Down Payment Resource anchors its new brand with a visual identity that marries a home and an open door with the message: “*We turn home searchers into homeowners.*” The company creates opportunity for homebuyers, Realtors and lenders by uncovering programs that get people into homes.

Down Payment Resource also launched more intuitive icons and messages that display on eligible listings. In markets where Down Payment Resource is partnered directly with the MLS, real estate professionals see these icons displayed on property listings inside their MLS system that qualify for one or more homeownership programs. Brokers and Realtors within a participating MLS can incorporate this feature into their public-facing home search experience as well. Across participating MLS markets, the new icons and improved search have increased the average clicks-to-leads ratio from 7 percent to an impressive 10 percent.



In addition, homebuyers will find a new results message when they complete a search for programs. It highlights the number of programs and maximum benefit possible based on the information they entered.

The screenshot shows the Down Payment Resource website interface. At the top, the logo is on the left and navigation links (HOW IT WORKS, SUCCESS STORIES, FIND A PROGRAM, EDUCATION, BLOG) are on the right. A large banner in the center reads: "YOU MAY BE ELIGIBLE FOR 11 PROGRAMS AND UP TO \$30,000 IN DOWN PAYMENT HELP." Below this, there are two search results for "Florida Assist Down Payment Assistance (DPA)". The first result shows a maximum amount of \$7,500 and benefits up to \$7,500 in assistance, with a "Learn More" button. The second result is for "Florida Assist Down Payment Assistance (DPA) for Veterans" and also shows a maximum amount. To the right of the search results is an advertisement for eHomeAmerica with the text "Ready to Open the Door to Your Home?" and a "Learn More" button. Below the advertisement is an "Email these results" form with fields for "Email Address (required)", "Full Name (required)", a checkbox for "I would like to subscribe to your newsletter", and a dropdown menu for "I am a ..." with "Homebuyer" selected.

“We continually look for ways to improve our services and better showcase the unique advantage down payment programs provide,” said Down Payment Resource CEO Rob Chrane. “We believe these upgrades will help improve the user experience and conversions, giving real estate professionals a critical online tool to overcome homebuyers’ single greatest barrier to homeownership—help with their down payment.”

### About Down Payment Resource

Down Payment Resource (DPR) creates opportunity for homebuyers, Realtors and lenders by uncovering programs that get people into homes. The company tracks 2,300 homebuyer programs through its housing finance agency partners. Winner of the 2011 Inman News Innovator “Most Innovative New Technology” award, DPR is licensed to Multiple Listing Services, Realtor Associations, lenders and housing counselors across the country. For more information, please visit [www.DownPaymentResource.com](http://www.DownPaymentResource.com) and on Twitter at [@DwnPmtResource](https://twitter.com/DwnPmtResource).

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