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North Carolina Mountains MLS Launches Down Payment Resource
New tool bridges down payment gap for homebuyers by connecting to assistance programs and eligible homes

ASHEVILLE, NC, October 7, 2011. North Carolina Mountains MLS (NCMMLS) and Atlanta-based [Workforce Resource](#)® announced the launch of Down Payment ResourceSM (DPR) to NCMMLS' more than 2,200 REALTOR® subscribers and potential homebuyers throughout western North Carolina. DPR, linked with NCMMLS property listing database, will expand the awareness and reach of local down payment assistance programs available to homebuyers.

DPR is a web based tool that connects eligible homebuyers and eligible properties with government-funded programs for down payment assistance, affordable mortgages, and rehab loans. As Inman News' 2011 Most Innovative New Technology+award winner, DPR is the industry's first product to aggregate down payment assistance information into one, online platform and integrate the information into Multiple Listing Service (MLS) listing data for homes currently on the market. The tool helps bridge the down payment gap for homebuyers, as well as move real estate transactions forward in a difficult lending environment.

With hundreds of millions of dollars in down payment assistance programs available throughout the country, it is challenging for housing industry participants and homebuyers to understand and be aware of the requirements and benefits of multiple programs in each market. DPR uses today's technology to simplify that process for all involved.

"At North Carolina Mountains MLS, we value solutions that benefit everyone -- homebuyers, sellers and REALTORS®. We believe we've found that in Down Payment Resource," said Douglas Kenny, executive director of North Carolina Mountains MLS. "This is the first tool we have seen that we believe will actually stimulate home sales. In today's tough real estate market, we were encouraged to learn that more than 51 percent of our residential properties may qualify for a loan assistance program. We expect Down Payment Resource to really help our members and the community identify eligible homes. It is now a core service provided to our subscribers."

As real estate professionals and homebuyers search for properties on the NCMMLS website, www.ncmmls.com, they will find a DPR icon displayed on any property listing that is eligible for one or more down payment assistance programs. REALTORS® can search and suggest properties to their clients, quickly view details about available assistance programs, as well as integrate DPR into their existing websites. In addition, homebuyers can click on the DPR icon to answer eight simple questions to determine if they may also meet the qualifications for the assistance program.

More than 51 percent of residential listings may be eligible for one or more of the 20 down payment assistance programs that DPR is tracking in the western North Carolina market.



Consumers still report that securing a down payment is the biggest challenge in buying a home today. With Down Payment Resource, NCMMLS is providing a unique way to help its members and the community find affordable homes and assistance options," said Rob Chrane, president and founder of Workforce Resource.

About NCMMLS

The North Carolina Mountains MLS covers a large portion of western North Carolina with active real estate listing in fifteen counties. About 2,200 REALTORS® participate as subscribers to this service. The goal of the service is to provide subscribers and the general public with the best in local real estate information and other attendant services to facilitate real estate transactions. For more information, please visit www.ncmmls.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; suburban New York; central Florida; northern Illinois; southern Wisconsin; Tucson, Arizona; and western North Carolina, with contracts to expand in areas such as Reno, Nevada and northern New England. The product's assistance program information is expanding rapidly for nationwide coverage.

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

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