



NEWS RELEASE

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NorthstarMLS Brings Affordability and Down Payment Assistance Search Together

Minneapolis, MN, September 12, 2016 – TLCengine, a lifestyle home search based on affordability factors, and Atlanta-based Down Payment Resource, the nationwide databank for homeownership programs, are now available to NorthstarMLS members through an integrated search. When agents search for a home based on their buyers' 100 different lifestyle factors, they can also view available down payment programs that can help buyers save on their home loan.

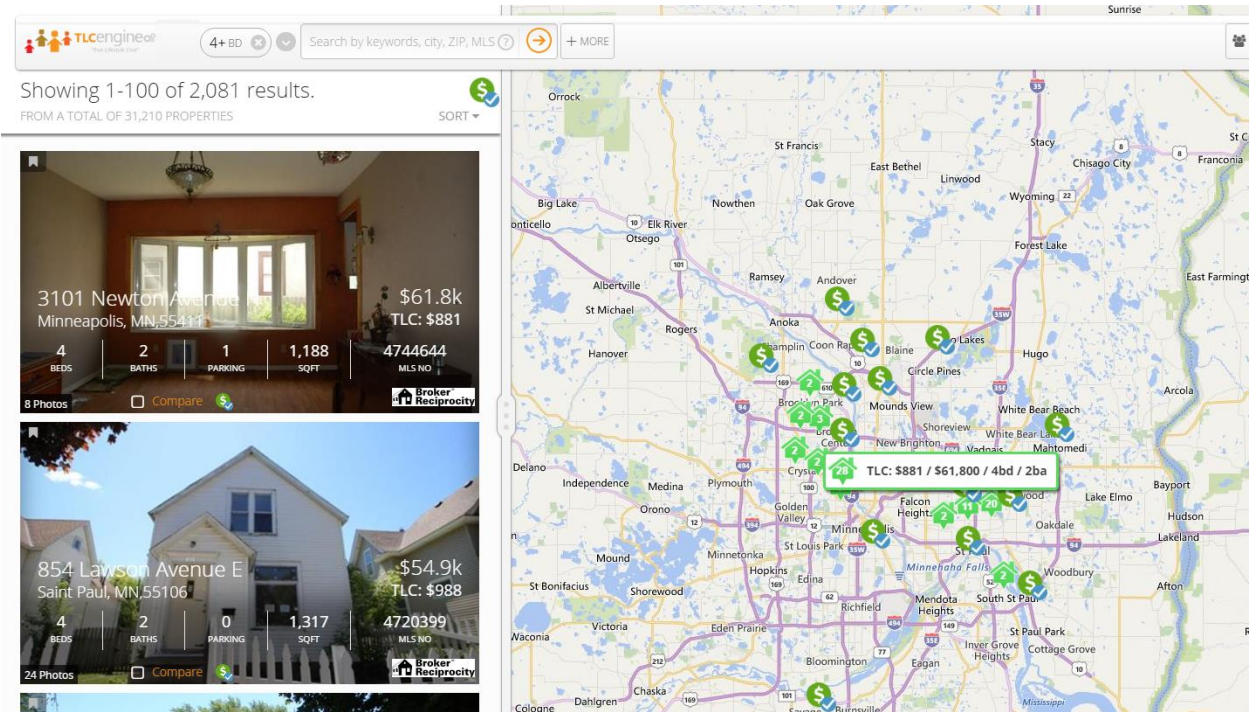
"TLCengine helps consumers understand the three largest costs of home ownership: Mortgage, Utilities, Commute—together these contribute to a more accurate understanding of True Lifestyle Cost (TLC)," said John Mosey, CEO of NorthstarMLS. "Down Payment Resource helps buyers find down payment assistance programs. And now, TLCengine has fully integrated Down Payment Resource into its MLS OS platform. When you search for a home based on the buyer's purchasing and carrying cost capability across TLC's 100 lifestyle factors, you can also find homeownership programs that may help buyers make a more informed and truly cost-conscious buying decision."

According to Consumer Reports, almost three-quarters of Americans between 18 and 34 say they'd like to buy their own home. But high rental costs and student debt make it difficult to save for a down payment. Plus, many buyers overestimate the down payment required, keeping them on the sidelines longer than necessary.

"Affordability is a key concern among today's homebuyers," said Rob Chrane, CEO of Down Payment Resource. "Buyers want to understand the true cost of their home purchase as well as ways they can save. We're pleased to work with TLCengine to integrate our homeownership program data into the search experience, helping build more confident homebuyers."

In Minnesota, there are 69 different homeownership programs that can help homebuyers save on their home financing. Now, NorthstarMLS members can find the Down Payment Resource icon on eligible properties and, without leaving TLC Engine, can enter more information to narrow programs for their personal situation and then view available programs.

“Homebuyers want to know how much home they can afford and that should include more factors than simply income and home price,” said Krishna Malyala, CEO of TLCengine. “The True Lifestyle Cost search creates informed agents and buyers, ultimately helping make their search more precise. By including Down Payment Resource in our platform, we help buyers uncover resources to make their home purchase that much more affordable.”



About NorthstarMLS

NorthstarMLS® supports close to 16,000 REALTORS® and appraisers in Minnesota and Western Wisconsin, providing participating real estate brokers and agents with fast and reliable information services and resources that makes local property markets perform efficiently and effectively for both buyers and sellers. NorthstarMLS® facilitated more than 66,000 real estate transactions valued at \$15.23 billion in 2014 and provided access for real estate professionals to more than 50,000 active listings, more than 1.5 million comparable and sold properties, and millions of property records from all Minnesota and Wisconsin counties. NorthstarMLS® is owned and operated by the Regional Multiple Listing Service of Minnesota, Inc. (RMLS). RMLS is owned by the REALTOR® shareholder associations of Minneapolis and St. Paul, and provides services and support to the Western Wisconsin REALTORS® Association, St. Cloud Area Association of REALTORS® and the Greater Lakes Association of REALTORS®.

About TLCengine

TLCengine - TLC (True Lifestyle Cost) engine use AI to take into account your three largest costs of homeownership: Mortgage + Commute + Utilities. TLCengine that takes into account 100 different lifestyle cost variables, helping real estate agents for the first time provide consumers with the "true costs" of home ownership. Local real estate agents help home shoppers use this technology to compare the real "cost to own" among homes in different neighborhoods and cities. Founded by Krishna Malyala, a Keller Williams agent and former technology VP at Citigroup and White House presidential innovation fellow, TLCengine launched in 2013 at Real Estate Connect in San Francisco, the industry's leading technology conference, and was featured in Wall Street Journal. For more information, please visit www.tlengine.com and on Twitter at [@tlengine](https://twitter.com/tlengine).

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 nearly 2,500 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 and on Twitter at [@DwnPmtResource](https://twitter.com/DwnPmtResource).

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