



New York State Association of REALTORS®, Inc.

NEWS RELEASE

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New York State Association of REALTORS® Brings Down Payment Resource to Members

Atlanta, GA, April 25, 2017 – Atlanta-based Down Payment Resource (DPR), the nationwide databank for homebuyer programs, and the New York State Association of REALTORS® (NYSAR) today announced a new down payment program search tool for NYSAR members. The online resource will allow New York State’s REALTORS® to search and review eligibility and benefit details of all homeownership programs in New York, helping connect their buyers with available programs.

Down Payment Resource, recently named one of 2017’s most innovative technology companies by HousingWire [TECH100™](#), is licensed in various configurations to REALTOR® associations, Multiple Listing Services, REALTORS®, lenders and housing counselors.

Down Payment Resource’s database uses a proprietary rules engine that automates the process of matching eligible borrowers with affordable lending programs, including down payment assistance, grants, Mortgage Credit Certificates and more. DPR tracks 2,400 programs nationwide, including 100 programs spanning New York City to central and western New York.

Today’s buyers are motivated, but the down payment is cited as a primary challenge. In a recent [DPR survey of future homebuyers](#), more than 90 percent said they wanted information about down payment and closing cost programs from their agent or lender. Now, NYSAR members can connect local homebuyers to programs that may help them buy sooner and save on their down payment.

“Every day New York’s REALTORS® educate and help guide first-time buyers through the process of purchasing their first home,” said Duncan R. MacKenzie, CEO of the New York State Association of REALTORS®. “The Down Payment Resource search tool will help our members connect more consumers to programs that will help them make homeownership a reality.”

“Many renters remain on the sidelines because they over estimate their down payment and think they can’t buy yet. Information about homeownership programs can help start a conversation with a buyer and motivate them to evaluate their options,” said Rob Chrane, CEO of Down Payment Resource. “We’re pleased to partner with NYSAR to shine the light on these valuable programs for homebuyers.”

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 Down Payment Resource

Down Payment Resource

Down Payment Resource is a free tool that connects you and your buyers to available homeownership programs that can help with the down payment, closings costs and tax credits.

You can search by neighborhood, city or county or by a specific property address. Make the search even more precise by entering household and professional information. Share the program results and next steps with your buyers.

[Down Payment Resource Reports](#)
 View reports such as the Homeownership Program Index (HPI), which measures the availability and characteristics of down payment programs in the DPR database. As well as the monthly Down Payment Report that brings together the latest data on down payments across a variety of sources.

[Customizable Flyers and Social Media Images](#)
 Down Payment Resource has designed customizable flyers for use by REALTORS to show their buyers how you can help them find their down payment. Also, feature your own Personal Marketing Tool on social media! These images were designed for your use on Facebook, Twitter and LinkedIn.

Property Information Household Information Special Circumstances

Enter the Street Address and Zip Code of a specific property
 – OR –
 Start typing in the General Search field and pick a neighborhood, city or county from the menu.

Street Address (e.g. 123 Main Street) Zip Code

General Search (start typing for a menu of options)

Estimated sales price

Is this a Multi-Family Home? Is the home in foreclosure?

Single-Family Multi-Family Yes No

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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 more than 2,400 homebuyer programs through its housing finance agency partners. DPR has been recognized by Inman News as “Most Innovative New Technology” and the HousingWire Tech100™. 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).

About NYSAR

The New York State Association of REALTORS® is a not-for-profit trade organization representing more than 53,000 of New York State’s real estate professionals. The term REALTOR® is a registered trademark, which identifies real estate professionals who subscribe to a strict code of ethics as members of the National Association of REALTORS®. These REALTORS® are also members of the New York State Association of REALTORS® as well as their local board or association of REALTORS®.

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