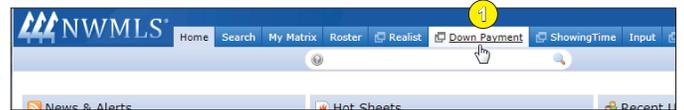


Down Payment Resource User Guide

DOWN PAYMENT CONNECT

Down Payment Resource provides your own personal lead generation page (Down Payment Connect) that allows your prospective clients to search for homeownership assistance programs. Once buyers complete the form and request details, an email is delivered to you with their contact information.

1 Click the blue "Down Payment" tab in Matrix.

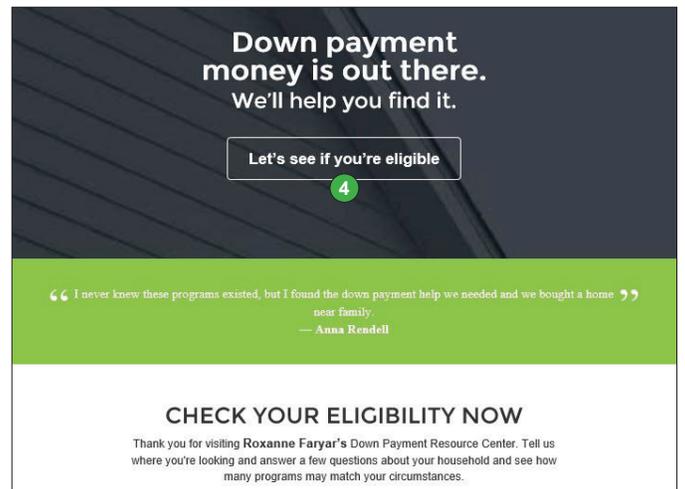


2 This will take you to your personal Down Payment Resource dashboard.

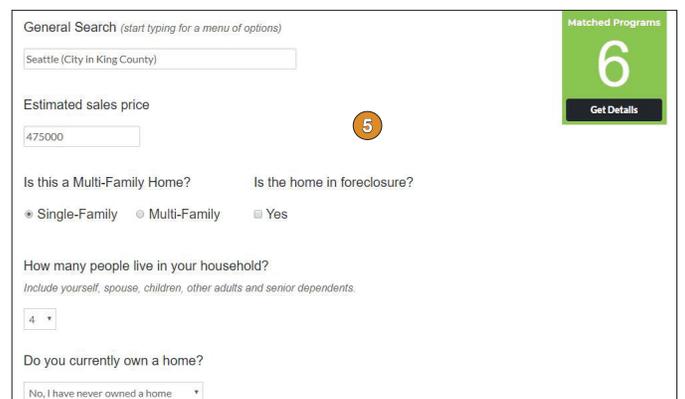


3 The dashboard includes a number of tools, including a link to your personalized "Down Payment Connect" page. Copy the link provided to share it via email, on social media, or on your website.

4 When someone clicks your link they will be directed to your own personal lead generating landing page that allows them to access Down Payment Resource information.



5 Your client simply enters their information on the form provided to help determine eligibility for various down payment assistance programs.



Down Payment Resource User Guide

DOWN PAYMENT CONNECT

- 6 Before they are able to access this information, they will be prompted to enter contact information. This contact information is then sent to you in a prospect email.

YOU MAY BE ELIGIBLE FOR 6 PROGRAMS AND UP TO \$75,000 IN DOWN PAYMENT HELP.

Please enter your contact information below to receive the results by email. A real estate agent will contact you with details about the matched programs.

First Name * Last Name *

6 Email Address * Phone Number

I prefer to be contacted by: Email Phone I am currently working with a real estate agent: Yes No

By continuing I acknowledge that I have read your [Privacy Policy](#), [Disclaimer](#) and [Terms Of Use](#).

Get Program Details

- 7 You can also access marketing resources to promote your Down Payment Connect page. Click the green "Marketing Resources" button on the dashboard.



- 8 The "Down Payment Connect Marketing Resources" page will open where you can select resources such as graphics, social media ready images and customizable flyers.

