



## NEWS RELEASE

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### **Down Payment Resource Announces Tamara De La Cruz as HFA Relationship Manager**

**Atlanta, GA, March 17, 2020** – Atlanta-based Down Payment Resource (DPR), the nation's leader in providing homebuyers and professionals with information on down payment assistance programs, announced the recent addition of Tamara De La Cruz as HFA Relationship Manager. De La Cruz is responsible for furthering DPR's relationships with Housing Finance Agencies (HFAs) and other affordable housing program providers.



De La Cruz has more than 20 years of experience in real estate and mortgage lending, with a focus on loan processing and managing and implementing affordable lending and bond programs. Most recently, De La Cruz was the DPA Product Development Manager for Planet Home Lending where she was the subject matter expert for all HFA loan products.

"I'm pleased to welcome Tamara De La Cruz to our talented team. Her passion and expertise in affordable homeownership brings tremendous value to the HFAs and program administrators we serve, as well as our business partners," said Rob Chrane, CEO of Down Payment Resource.

Over the past 11 years, Down Payment Resource has become the industry authority for the most current information about affordable lending programs. The company's solutions automate the process of matching buyers and properties to available programs, improve lender participation and increase consumer awareness.

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The company tracks the unique characteristics of approximately 2,400 programs, helping lenders overcome uncertainty about eligibility requirements, repayment terms, benefits and funding status. Down Payment Resource was recognized as one of the industry's most innovative technology companies by HousingWire TECH100™ and Inman News as “Most Innovative New Technology.”

**About Down Payment Resource**

Down Payment Resource (DPR) helps its business partners connect buyers to the down payment help they need through its award-winning technology. The company tracks funding status, eligibility rules, benefits and more for approximately 2,400 down payment assistance and affordable lending programs. DPR was 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. DPR's subscription based service, Down Payment Connect, helps agents and loan officers match buyers to available programs. For more information, please visit [DownPaymentResource.com](http://DownPaymentResource.com) and on Twitter at [@DwnPmtResource](https://twitter.com/DwnPmtResource).

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