



## Consumer Content for Public Facing Sites

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*The below content is for public facing MLS sites with property listing integration.*

### **OPTION ONE:**

#### **Find down payment help.**

The good news is that you don't need 20% down to buy a home. Over 2,000 homebuyer assistance programs are available across the country, but most people don't know where to find them or that they even exist.

Here's how to find down payment assistance as you search for your new home:

1. Click the Down Payment Resource icon on eligible property listings provided by [MLS NAME] to access information about specific programs available.

*[Include your chosen [DPR listing icon\(s\)](#) to show homebuyers what to look for on listings.]*

2. Enter your household information. Details such as military service and your occupation can potentially match you to more opportunities.
3. Review your results to see how many programs and how much in down payment help may be available to you, then contact your [MLS NAME] real estate agent to take the next step toward homeownership.

### **OPTION TWO:**

#### **Homeownership may be closer than you think.**

The number one obstacle for buyers is the down payment. Most homebuyers don't realize there is down payment help available for eligible homebuyers in every community across the country..

You may qualify for a down payment program if you meet the eligibility requirements. At [MLS NAME], we make your search for down payment help easy.

Click on the Down Payment Resource icon on property listings to find programs that may fit your personal situation.

*[Include your chosen [DPR listing icon\(s\)](#) to show homebuyers what to look for on listings.]*

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***The below content is for public facing REALTOR® Association sites without property listing integration:***

### **Find down payment help.**

The good news is that you don't need 20% down to buy a home. Over 2,000 homebuyer assistance programs are available across the country, but most people don't know where to find them or that they even exist.

Down Payment Resource is a free tool provided by **[NAME OF ASSOCIATION]** that helps you find available local, state and national programs.

Get started today.

1. **Find out if you may be eligible.** Enter information about your household and the type of home you are seeking.
2. **Review your results.** Find out how many programs may be a fit for you and connect with a real estate professional to take the next step.