

FAQs for MLS Partners

You can visit our [blog](#) and [reports](#) pages for the latest in homebuyer program news and updates.

How do I find Down Payment Resource's (DPR's) tools and resources through the MLS?

Login to your MLS, and find the DPR link on your MLS homepage. This will take you to the DPR Dashboard where you will find DPR's complimentary tools and resources, including your personalized Down Payment Connect link.

How many homebuyer programs are available in my state?

We track available programs in each state including, national, state-wide, regional and community specific programs. We also track the funding status of each program so you know what programs currently have funds available. The data we track is dynamic and changes regularly. We publish a Homeownership Program Index twice a year that provides a snapshot of the number of programs in each state. You can [view the latest index](#), which includes state-by-state data.

What kinds of programs are included in DPR's database?

DPR tracks a wide-range of homebuyer programs, including down payment or closing cost assistance, affordable first-mortgages, tax credits, matched savings programs, employer assisted housing programs, Housing Choice Vouchers and more. You can view details about those program types in our latest [Homeownership Program Index](#).

Is there a way I can search for programs for my clients?

Yes! The Client Search tool will allow you to search for programs in your market, save searches, and even share search results with your clients. You can access the tool from the DPR Dashboard.

How do I get my preferred lender displayed in the program details?

DPR provides links (when applicable) to the program provider's participating lender list in the program details. Most of the time, lenders will have to work with the program provider, and meet their approval process requirements, to become a participating lender.

How does a buyer qualify for a homebuyer program?

Much like qualifying for a mortgage, approval will be based on criteria such as household income, credit, debt-to-income ratios, etc. A participating lender will work with the buyer and program provider to get the buyer approved for assistance.

Do buyers have to take a homebuyer education course to be approved for a homebuyer program?

Homebuyer education is required for most programs, especially for first-time buyers. DPR provides a link (when applicable) to the approved homebuyer education providers for each program in the program details.

What are the qualifications needed for a property listing to be eligible for a homebuyer program?

A property may be eligible if it meets a homebuyer program's location and sales price requirements.

How do I add the DPR icon to my listing?

There is nothing additional you need to do. DPR will scan the MLS database nightly and will automatically add the DPR icon to all eligible properties.

What if I wanted to find out which homebuyer programs a property may be eligible for before it's listed?

The DPR Pricing Tool can help you determine pricing for a listing, based on homebuyer program sales price requirements. You can find the tool on the DPR Dashboard.

Down Payment Connect FAQs

Does Down Payment Connect help me generate new leads or provide value to my existing clients?

Both! All homebuyers should be presented with available affordable homeownership options. Prospective homebuyers who are just starting to consider homeownership or are looking for down payment help can be directed to your personal Down Payment Connect landing page.

You can also invite existing clients to complete the form. There are many programs available for repeat buyers. Down Payment Connect can also help kick start conversations with dormant prospects.

How do I generate leads with my Down Payment Connect page?

First, you will want to promote your personalized landing page anywhere you are online. Buyers will then search for programs through your landing page. They will view basic results and complete the contact form to get more details. After a buyer submits the contact form, a lead is delivered to your inbox with the buyer's contact info and details about their results.

How do I manage the leads I get via email? Does DPR provide CRM functionality?

DPR does not currently provide CRM functionality, but your email leads can be stored in an email folder you create for future reference. While not CRM-level storage and access, it's an interim way to keep track of past inquiries.

If you subscribe to a CRM solution from a 3rd party vendor, or if your brokerage provides one, you can inquire with that CRM vendor about posting Down Payment Connect leads to their system. They may already have a simple solution in place.

Can I embed my Down Payment Connect link into my website?

The easiest way to embed your Down Payment Connect link is via an iFrame. An iframe (short for inline frame) is an HTML element that allows an external webpage to be embedded in an HTML document. This allows buyers to perform searches on your DPC page without leaving your website.

Because there are numerous website providers available, we would suggest you consult with your website vendor, webmaster or technical staff at your company with any questions regarding iframes, adding pages to your site, adding navigation, etc.

Where can I use Down Payment Connect?

Your Down Payment Connect link can go anywhere - your email signature, website, blog, social media, and newsletter.

For example:

- Send your Down Payment Connect link to your existing clients and prospects - it provides important market information and builds trust.
- Add your link to a buyer or first-time homebuyer section on your website. Add it as a navigation item at the top of your website, for example "Down Payment Help".
- Enhance your email signature with your Down Payment Connect link.
- Use your link as a call to action in blog posts and e-newsletters.
- Share your link on social media and invite buyers to discover options for their personal situation.
- Make your link the call to action in Facebook ad campaigns.

Do you have marketing resources available to help promote my Down Payment Connect landing page?

Absolutely! When logged in to your MLS, find the link to DPR from your MLS homepage. This will take you to the DPR Dashboard, where you will find your personalized Down Payment Connect link, along with a link to our Marketing Resources.

We have social media graphics, customizable flyers, video tutorials and more.

A quick reminder...when using the graphics provided, make sure to **CLICK** on the image first so it presents in full size, then right click to save as to download or copy to copy/paste. This will help avoid smaller file size and unclear/pixelated images.