



# Turning More Homeownership Dreams Into Reality





**Mountain West Financial turns more  
homeownership dreams into reality with  
Down Payment Resource's affordable lending tools.**

*Helping You Make Homeownership a Reality*

[www.mwfinc.com](http://www.mwfinc.com)



**Founded in 1990, Mountain West Financial, Inc. (Mountain West Financial) is a mortgage lender headquartered in Redlands, California, serving retail and consumer-direct clients in 11 states.**

With 82 licensed retail mortgage advisors, Mountain West Financial offers a wide variety of loan services including Federal Housing Administration (FHA) loans, Veterans Administration (VA) loans, conventional loans, United States Department of Agriculture (USDA) loans and many down payment assistance programs. Mountain West Financial attributes its success over the past 30 years to its goal of offering sustainable homeownership solutions, doing right by its clients and referral partners and continuously expanding its program offerings, systems and tools. In order to accomplish these goals, Mountain West Financial constantly analyzes and improves its internal processes to provide a top-tier customer experience that creates lifelong clients.



# Opportunity Knocked

**In the years following the 2008 housing crisis, countless Americans were left feeling unsure of the long-term efficacy of homeownership and dubious of financial institutions.**

In the early 2010s, leaders at Mountain West Financial were looking for new loan products and programs to uphold the company's reputation as an industry leader in affordable housing solutions. However, with hundreds of organizations offering countless programs directed toward a wide variety of consumers, information overload quickly proved to be an issue.

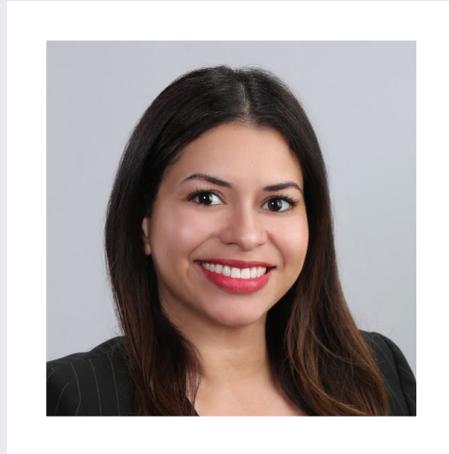
Mountain West Financial determined that a digital solution would be the best way to help its mortgage advisors and customers efficiently identify homeownership assistance programs in their area. With that in mind, they began searching until they came across the most comprehensive solution for their problem.

# The Solution Was Clear

Down Payment Resource's DOWN PAYMENT RESOURCE® directory is a nationwide, comprehensive database of down payment assistance and affordable lending programs that automatically tracks funding status, eligibility rules, benefits and more for more than 2,000 programs in 11 categories. Licensed to Multiple Listing Services, REALTOR® associations, lenders and housing counselors across the country, Down Payment Resource's award-winning technology helps mortgage professionals match more homebuyers to the down payment and homeownership support they need.

In 2013, Mountain West Financial began piloting the Down Payment Resource directory among its retail lending division, which accounts for 53% of the company's loan volume, in an effort to reach underserved and low- to moderate-income (LMI) communities who were hit hardest by the financial crash. The boost to lead generation and conversion that Mountain West Financial saw after launching the Down Payment Resource directory across its retail division prompted leadership to expand the offering to its wholesale lending division in 2018.





I BELIEVE HELPING HISTORICALLY  
UNDERSERVED COMMUNITIES IS A GOAL  
ALL LENDERS SHOULD HAVE INGRAINED  
IN OUR DAY-TO-DAY BUSINESS PRACTICES.



*Nancy Obando*

Senior Vice President,  
Strategic Products & Affordable Lending  
for Mountain West Financial

**With nearly 20 years' experience in the banking industry, specifically working with Community Reinvestment Act (CRA) purchase loans that provide affordable mortgages to LMI borrowers, Nancy Obando is a learned advocate for expanding homeownership accessibility.**

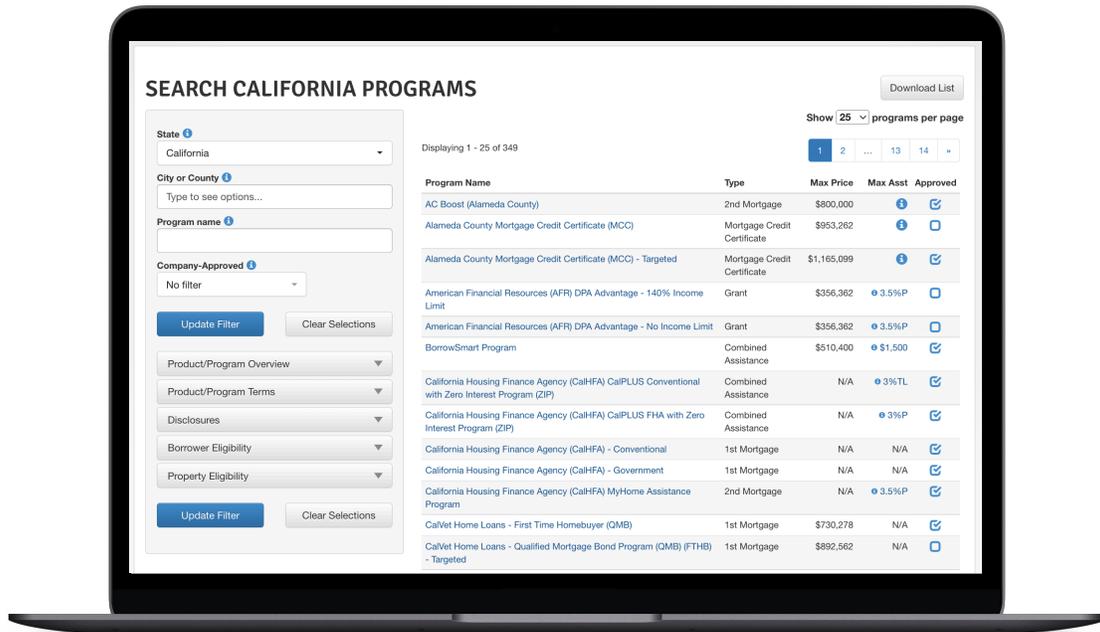
She was named senior vice president of strategic products and affordable housing at Mountain West Financial in 2020 to help the company further expand and promote its affordable lending programs, products and partnerships, including its 7-year relationship with Down Payment Resource.

“As President of the National Association of Hispanic Real Estate Professionals (NAHREP) and a founding member of the National Association of Minority Mortgage Bankers of America (NAMMBA), I believe helping historically underserved communities is a goal all lenders should have ingrained in our day-to-day business practices. In order to do this, we must strive to understand the cultural nuances and diverse needs of these communities,” says Obando. “Even in my senior vice president role, I make it a point to stay connected with the evolving needs of the communities we hope to serve, and I keep those needs top of mind as I develop Mountain West Financial’s affordable housing product strategy.”

Down Payment Resource harnesses the information in its comprehensive directory to create customized portals designed with lender partners and their customers in mind. The loan officer portal lets Mountain West Financial mortgage advisors review authorized homeownership assistance programs that they can present to borrowers in their region. The consumer portal, which is accessible through Mountain West Financial’s website, gives prospects a centralized, easy-to-navigate database of the financial resources available as they consider Mountain West Financial as a loan provider.

Notably, the down payment assistance options that prospective borrowers encounter in the consumer portal are often ones they had never considered or even heard about before.

“Prospects who interact with the Down Payment Resource consumer portal through our website get assigned to a mortgage advisor near their geographical location who understands the community in which they live,” explains Obando. “However, regardless of location, all Mountain West Financial advisors have the same access to information about the affordable housing products available at Mountain West Financial through our Down Payment Resource MLO portal. That way, any advisor can provide exceptional, personalized service and education to any prospect at any time.”



DOWN PAYMENT RESOURCE HARNESSSES  
THE INFORMATION IN ITS COMPREHENSIVE  
DIRECTORY TO CREATE CUSTOMIZED PORTALS  
DESIGNED WITH LENDER PARTNERS AND  
THEIR CUSTOMERS IN MIND.

# Results That Speak for Themselves

Down Payment Resource has helped Mountain West Financial sort through the 718 down payment assistance programs available in the 11 states it serves and narrow those choices down into the 285 authorized programs that Mountain West Financial currently offers. With so many affordable housing products in its repertoire, Mountain West Financial has streamlined its affordable lending processes and increased lead conversion by providing personalized financial support and education to LMI borrowers. After nearly a decade using Down Payment Resource, Mountain West Financial has noted the following positive results:

## COMPREHENSIVE INSIGHT INTO A RANGE OF DOWN PAYMENT ASSISTANCE OFFERINGS

Mountain West Financial supports customers in making faster, better-informed financial decisions with Down Payment Resource's encyclopedic directory of homeownership assistance programs. The platform includes widely-known affordable loan products like FHA, USDA and VA loans, and Fannie Mae's and Freddie Mac's affordable mortgage products as offered by state and local Housing Finance Agencies (HFAs). It also provides insight into more niche opportunities for homeownership assistance, such as community land trusts (CLTs), local municipal and nonprofit loan or grant programs, and targeted programs designed to advance access to homeownership in specific underserved communities. That way, lenders like Mountain West Financial can provide the perfect type of assistance for each individual borrower.

"Down Payment Resource is a very helpful tool because it uncovers a variety of products and programs that we wouldn't normally know about or offer to prospective borrowers," says Obando. "Countless down payment assistance programs are available across the country, so having a technology that encompasses every resource that is available to our customers, regardless of their location or financial situation, is incredibly helpful."

## **BORROWER SUPPORT AND EDUCATION WITHOUT THE HASSLE**

Between client outreach, underwriting, processing and all the other tasks required of mortgage advisors, many time-strapped lenders lack the free time to uncover all of the down payment assistance options available today. While Google and other search engines may assist in researching options, they are not dedicated specifically to down payment assistance programs and products. Scouring tens of thousands of search engine results to track down viable down payment assistance products can be a cumbersome process – one that deters many mortgage advisors from offering down payment assistance to their prospective customers.

Down Payment Resource gives lenders like Mountain West Financial a dedicated source for homeownership assistance programs, so mortgage advisors and low- to moderate-income borrowers can easily search for resources that can help them reach their financial goals.

“For mortgage teams and borrowers who aren’t well-versed in down payment assistance, the effort it takes to research products and attend specialized trainings often doesn’t seem worth the hassle,” says Obando. “Having a tool like Down Payment Resource saves originators time by keeping a comprehensive directory of down payment assistance products right at their fingertips. That easily-accessible information has been crucial to our success at Mountain West Financial.”

Mountain West Financial's retail brand generates leads with Down Payment Resource's (DPR's) consumer portal

**55,000**

VISITS TO DPR CONSUMER PORTAL

**8%**

LEAD CONVERSION FROM  
THE DPR CONSUMER PORTAL

AS HIGH AS

**47%**

LEAD CONVERSION FOR  
SELECT RETAIL BRANCHES



# Create & Convert More Leads With Ease

**Mountain West Financial's retail brand has earned more than 55,000 visits to its Down Payment Resource consumer portal, with an average of almost 8% of those visits being converted to leads and select retail branches experiencing lead conversion as high as 47%.**

When a borrower sees a program or product that they'd like to learn more about in Mountain West Financial's Down Payment Resource customer directory, they are instantly connected with a Mountain West Financial mortgage advisor in their area to get the ball rolling. By helping prospects understand the range of homeownership support offerings that they might qualify for, Down Payment Resource creates valuable opportunities for Mountain West Financial to lend to underserved and undereducated borrowers who may not have known homeownership was even an option for them.



**Mountain West Financial's knowledgeable team of mortgage advisors has made the dream of homeownership a reality for countless borrowers by connecting them with opportunities that would have been unattainable without Down Payment Resource's database of homeownership support options.**

“A particularly memorable success story from our partnership with Down Payment Resource came from a single mother who needed to secure safe, reliable housing in order to earn back custody of her children,” says Obando. “She worked with a Mountain West Financial originator who identified a down payment assistance option for her through Down Payment Resource’s MLO portal. With that support, she was able to get a mortgage and go back to raising her children. Stories like that truly illustrate the life-changing support that Down Payment Resource can help lenders offer to families across the country.”

Thanks to its long-standing partnership with Down Payment Resource, Mountain West Financial is able to offer diverse mortgage and down payment assistance options that have been developed with today’s consumers’ unique financing needs in mind. In doing so, Mountain West Financial’s knowledgeable team of mortgage advisors has made the dream of homeownership a reality for countless borrowers by connecting them with opportunities that would have been unattainable without Down Payment Resource’s database of homeownership support options.

“At Mountain West Financial, we are passionate about offering a variety of affordable housing products, and it’s something we have become truly well versed in at all levels of our organization,” says Obando. “I’m grateful that we have the Down Payment Resource in our corner to help spread the word among lenders and customers about the hundreds of door-opening homeownership assistance products available today.”



Let's get started.

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