



## The Down Payment Resource Consumer Portal

### Key Benefits for Your Organization:

- **Increase Purchase Volume:** Reach more qualified buyers by solving the No. 1 barrier to homeownership—the down payment.
- **Boost Lead Generation:** Capture high-intent leads directly from your website, social posts, or emails.
- **Own the Experience:** Borrowers stay within your brand ecosystem—there are no links to other lenders or third parties.
- **Flexible Deployment:** Embed the portal across web pages, email signatures, digital campaigns, loan officer microsites, and more.
- **Enhance Referral Relationships:** Provide co-marketing value to real estate agents, builders, and housing counselors.
- **Consumer-First Experience:** The intuitive, mobile-friendly interface is designed to educate and engage, not overwhelm.

### Where to Use the Consumer Portal

Bring it to life across your marketing ecosystem:

**Website:** Add link to corporate pages, LO pages, or new “affordability resource” sections.

**Social Media:** Drive engagement with posts, stories, and paid ads.

**Email:** Include in email signatures or drip campaigns.

**Live Events:** Use flyers or QR codes to direct prospects to the portal.

**Blogs & Newsletters:** Share tips on DPA and link readers to start their search.

**Co-Marketing:** Partner with agents or builders to offer unique value.

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### How It Works – Simple, Smart, Effective

1. **Borrower Begins Search:** Enters the property location (city, ZIP, or address)—that's all that's required! Other inputs (price, income, household size, etc.) refine their results.
2. **Matches with Programs:** They see how many DPA and other programs they may qualify for and the potential assistance amount.
3. **Lead Generation Triggered:** To access program details, the borrower submits their contact info—generating a real-time lead for your team.
4. **Lender Lead Email Sent:** Your team receives the contact info and full search results, including program names and eligibility indicators.
5. **Borrower Confirmation Email:** Reinforces your brand with a summary of potential assistance and contact details—no external links.

### Help More Borrowers Say “Yes”: Promoting the Consumer Portal to Loan Officers

*Below are examples of ways to promote the Consumer Portal when utilized on individual loan officer web pages or microsites.*

The Down Payment Resource® Consumer Portal is a personalized landing page that lets borrowers search for company-approved homebuyer assistance programs—based on where they want to buy. They'll see how many programs they may qualify for, and how much assistance they might be eligible to receive.

### Reasons to Use Your Consumer Portal link:

#### 1. **Convert More Leads**

Most buyers cite the down payment as their top obstacle. Show them how they can buy—with company-approved down payment help.

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### 2. Capture Qualified Buyers Early

Borrowers get matched with programs, and YOU get their contact info + results instantly. It's your lead—and your opportunity to guide them.

### 3. Share Everywhere

Drop your link in your:

- Email signature
- Social media posts
- Event flyers
- Text messages
- Blog content

### Social Media Examples:

Below are examples of social media posts to help promote Consumer Portal links.

1. *Think you need 20% down to buy a home? Think again. You might qualify for thousands in down payment assistance—and it only takes a minute to check. [Insert Consumer Portal Link]*
2. *Saving for a down payment can feel impossible. What if you didn't have to do it all on your own? Let's find out what help is available to you. Click here to explore: [Insert Consumer Portal Link]*
3. *Agents: Help your buyers get a head start. Share this free tool to find down payment assistance based on where they want to buy. [Insert Consumer Portal Link]*

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