

Welcome to Down Payment Resource!

This email series will help you roll out Down Payment Resource's tools across your organization — from building excitement to training your team — so you can start connecting more borrowers with the down payment help they need.

Phase 1/Email 1 – “Something Big is Coming...”

Subject Line: Get Ready: Down Payment Help Is Getting an Upgrade

Preview Text: The tools you need to help more borrowers — coming soon to your platform!

Body:

Exciting news — **[Your Company Name]** is partnering with Down Payment Resource (DPR) to bring you a powerful new tool designed to help more buyers get into homes, faster.

Whether you're in Sales, Ops, or Training, DPR is here to make your job easier by instantly showing which down payment assistance (DPA) programs your borrowers may qualify for.

- Search and find DPA programs in seconds.
- Get real-time eligibility insights.
- Help more buyers overcome the #1 obstacle to homeownership — the down payment.

The official launch date is **[Add Launch Date]** — stay tuned for more details!

Phase 2/Email 2 – “Why DPR Matters for You”

Subject Line: What is DPR — and Why You'll Love It

Preview Text: Less time searching. More time closing. See how DPR helps you win.

Body:

Down Payment Resource (DPR) takes the guesswork out of down payment assistance.

No more spreadsheets, outdated lists, or manual research.

Here's what DPR means for YOU:

- Loan Officers – Show borrowers help they didn't know existed.
- Underwriters/Ops – Access program requirements and overlays in one place.
- Trainers & Managers – Monitor adoption and boost usage.
- Everyone – Empower more people to become homeowners.

Training starts soon, and we're excited to show you how easy it is to use. Let's help more families say yes to homeownership.

Phase 3/Email 3 – “Training Starts Now!”

Subject Line: You’re Invited: DPR Training Is Here

Preview Text: Everything you need to know to start using DPA with confidence.

Body:

The wait is over — your Down Payment Resource (DPR) training starts this week!

We’ve scheduled live sessions tailored for both Operations and Sales. In these sessions, you’ll learn how to:

- Access and search for DPA programs in seconds.
- Use DPR directly within **[Loan Origination System or Platform Name]**.
- Turn more “maybes” into “yeses”

Check your calendar for your training invite and bring your questions. We’re here to help you hit the ground running.

Phase 4/Email 4 – “We’re Live!”

Subject Line: Down Payment Resource Is Now Live!

Preview Text: You’re officially ready to help more buyers unlock homeownership.

Body:

It’s official — Down Payment Resource (DPR) is now live at **[Your Company Name]**!

From first-time buyers to move-up borrowers, you now have the tools to uncover down payment help in just a few clicks.

This is a major milestone in helping more families achieve homeownership — and it wouldn’t be possible without your support.

Need a refresher? **[Link to Recordings of Training Sessions]**

Let’s keep the momentum going — and keep helping more people find a way home.

Need help? We’ve got your back.

We’re here to support you every step of the way. If you have any questions, need additional guidance, or want help making the most of your Down Payment Resource tools, don’t hesitate to reach out.

Contact our Customer Success Team anytime at **info@downpaymentresource.com**.