

Welcome to Down Payment Resource!

Use these social posts to build excitement and drive adoption of Down Payment Resource (DPR) across your internal teams. Each message aligns with a key phase of your DPR rollout, making it easy to keep staff informed, engaged, and ready to help more buyers access down payment assistance.

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

Big news! We're partnering with Down Payment Resource (DPR) to supercharge how we help buyers overcome the #1 barrier to homeownership — the down payment.

Soon, you'll have access to real-time DPA program matches, right at your fingertips.

Stay tuned — this is a game-changer!

#Homeownership #MortgageTools #DownPaymentAssistance #ComingSoon

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

Wondering what Down Payment Resource (DPR) is — and why it's a big deal?

No more spreadsheets. No more manual DPA research. DPR makes it easy to match borrowers with programs in seconds.

Whether you're in sales, ops, or training, this is your new secret weapon.

Training starts soon. Let's help more families say YES to homeownership!

#DownPaymentAssistance #AffordableHomeownership #BorrowerSupport

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

It's training time! Down Payment Resource sessions kick off this week.

These sessions will show you how to:

- ✓ Search DPA programs instantly.
- ✓ Use DPR inside your LOS.
- ✓ Turn more “maybes” into “yeeses”.

Check your invite, bring your questions, and get ready to unlock more opportunities for your buyers!

#DPATraining #LenderTools #MakeHomeownershipHappen

Phase 4/Post 4 – “We’re Live!”

We’re LIVE with Down Payment Resource (DPR)!

You can now find down payment help for your borrowers — fast.

From first-time buyers to move-up clients, DPR makes it easier to close the gap and get them home.

Missed training? We’ve got you covered → ***[Link to recordings]***

Let’s keep the momentum going.

#DownPaymentPrograms #HomeownershipUnlocked #PartnerTools

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.