

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact awards@ncsha.org or 202-624-7710.

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

Use this header on the upper right corner of each page:

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

**Iowa Finance Authority
Iowa House Hunt**

The Iowa House Hunt promotion simplified the home purchase process in the minds of thousands of first-time Iowa home buyers. The campaign inspired home buyers to learn about mortgage and down payment assistance programs available to them and **blew the outlined campaign goals out of the water, supporting a loan volume increase of thirty-two percent!**

We needed to increase awareness of the programs amongst Iowans while ultimately increasing loan volume with a summer marketing campaign.

At the onset of the campaign, we knew that in order to recoup the budgeted \$100,000 for the marketing campaign and prove our return on investment, we would need to **increase the number of home buyers who use our programs by 51 over the last previous year and the total mortgages by \$5 million.** This is based on the amount we make on the loans and an average loan size of \$97,000.

Goals	
Iowa House Hunt Entries	2,500
Total additional home buyers	51
Additional loan volume	\$5 million
Campaign entries resulting in IFA loans	25

Strategy

Buying your first home can be overwhelming to even the well-prepared buyers. We first zeroed-in our primary audience, first-time Iowa home buyers.

- Age: 25-39
- Average household income: \$55,424
- Average home price: \$98,036

Leverage partnerships

To accomplish our goals of educating home buyers and ultimately generating new loans, we leveraged our partnership with the Iowa Association of REALTORS® (IAR) by having them cosponsor the campaign.

We know that Iowa Realtors are the gateway to homeownership for many Iowans, so having them as a co-sponsor of the campaign, arming Realtors with campaign materials and having the IAR contribute dollars to cover the prize worked was a winning partnership. This is the fourth summer that we've partnered to engage Iowa home buyers and our biggest campaign to date.

The Iowa House Hunt

We knew that in order to educate home buyers about our programs, we first must gain their attention and have a clear call-to-action.

Iowa Finance Authority Iowa House Hunt

We strategized a concept that directed Iowans to IowaHouseHunt.com to watch a series of seven short videos that walk buyers through the process of purchasing a home. **Each video watched was one entry into our random sweepstakes for \$5,000!**

Any Iowan 18 and older was eligible to participate; they did not need to currently be in the market to purchase a home. While our goal was to increase loan volume we knew we couldn't accomplish that without first raising awareness. The sweepstakes entrant may not have been ready to buy a home in the next couple of months, but they may have had a friend or neighbor who was.

Lenders and Realtors encouraged their past and present clients to sign-up as a value-add and chance to win \$5,000. We held an "Iowa House Hunt Champion" competition amongst lender and Realtors, with the one to have the most referrals on the entry form being deemed the summer's "Iowa House Hunt Champion". This tactic proved to be effective and spurred a significant amount of social media activity.

Campaign tactics:

Due to our budget, we chose to concentrate our media buy in two key, populated markets: Des Moines and Cedar Rapids/Iowa City. All other tactics were statewide and deployed May-August, 2015.

- Microsite
 - The creation of IowaHouseHunt.com
 - This site was developed to be able to live-on as a resource for home buyers after the campaign ended
 - The web site served as the consistent call to action across all mediums.
- Program Videos
 - Seven new program videos were developed so that they can be used on our web site long-after the campaign has ended. Each video watched served as one entry into the sweepstakes
- Direct mail
 - A targeted direct mail piece was sent to renters within our demographic
- Television
 - Broadcast: Targeted ads ran during Iowa Realty's Home Show on Sunday mornings
 - Cable: Targeted ads ran during HGTV's House Hunters
- Radio
 - 60 second spot ads ran in two flights during the campaign period
- Digital
 - We used a variety of digital tactics including: retargeting and behavioral targeting
- Social Media
 - Heavy social media use including facebook (boosted posts), twitter and youtube for tracking our video views.
- Google AdWords
 - Targeted google adwords specific to the Iowa House Hunt campaign and Iowa home buyers ran throughout the campaign period.
- Marketing Toolboxes
 - Iowa House Hunt toolboxes were available with simple instructions for lenders and Realtors to share with their clients as well as information on our mortgage and down payment programs.

**Iowa Finance Authority
Iowa House Hunt**

- Trailer wrap
 - We were able to secure a semi-trailer agreement with the State of Iowa’s Alcoholic Beverages Division that allowed us to wrap a trailer at no cost, other than the price of the wrap. The trailer travels the state of Iowa everyday making deliveries and garners millions of impressions over the summer months.
- Media Relations
 - We held a media tour in each media market in Iowa with significant television, radio and print coverage, totaling \$50,000 in earned media relations.
- Surprise Squad
 - Random entrants were selected to get a visit from the “Surprise Squad” throughout the campaign period. We worked with their lender or Realtor to set-up the surprise and showed up at their workplace or home with a pot of flowers, balloons and \$25 gift card, oftentimes with their lender or Realtor in tow.
 - This was effective in getting social media attention as we shared videos and photos of the surprises.

Results

The Iowa House Hunt sweepstakes winner was Amanda Blair, who used IFA’s mortgage and down payment programs to purchase her first home and planned to use the \$5,000 on home improvements.

We had carried out advertising initiatives before; however, we were always left unsure of the direct impact of our marketing efforts compared to other variables that drive home sales including the ever-important interest rate environment and local economy.

However, because the Iowa House Hunt campaign collected the names and addresses of entrants, we were able to definitely say that total loans increased by 273 over the previous year, totaling \$45.6 million more in loan volume, a 32% increase over the previous year. Of these new buyers, 41 of them entered the Iowa House Hunt campaign and many more noted that the House Hunt campaign is what drove them to use our programs.

Campaign Goals Results			Loan Growth		
	Goal	Actual		# Loans	Loan Volume
Additional home buyers	51	273	CY 2014	1518	\$143,598,107.00
Additional loan volume	\$5 million	\$45.6 million	CY 2015	1791	\$189,251,180.00
Campaign entries resulting in IFA loans	25	41	Change	273	\$45,653,073.00
Iowa House Hunt entries	2,400	4,604		17.98%	31.79%

Iowa Finance Authority
Iowa House Hunt
Supporting Materials

IowaHouseHunt.com
SCREEN SHOT



How many **BONUSES** will you **FIND INSIDE?**

When you finance a mortgage with the Iowa Finance Authority, it's like finding bonuses inside your new home! Most Iowans are eligible for down payment grants up to \$2,600 and mortgage tax credits up to \$2,000 annually. See all the ways we can help you find a bonus in your new home.



BONUS 1: \$2,500 GRANTS	BONUS 2: \$5,000 MILITARY GRANTS	BONUS 3: \$2,000 CREDIT ANNUALLY	BONUS 4: AFFORDABLE MORTGAGES	BONUS 5: PEACE OF MIND	MAKE IT HAPPEN
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SUMMER PROMOTION!

We've added a **BONUS** to our **BONUSES**.

We're giving away a **\$5,000 GIFT CARD** to one lucky house hunter.

Watch these brief videos about the many ways the Iowa Finance Authority can help you find a bonus inside your new home. Then register to win!

Eligible must be submitted by September 4.

WATCH & WIN!

PLAY VIDEO ▶

No strings attached! Click here for complete rules.

TELEVISION



RADIO:



VIDEOS



TRUCK WRAP



LENDER/REALTOR® TOOLKIT MATERIALS:

**\$5,000
GIFT CARD**

You could add this to your NEW home!



See how Iowa Finance Authority makes homeownership more affordable and register to win a \$5,000 gift card at IowaHouseHunt.com.

Entries must be received by September 4. One entry per email. *No strings attached!*

LENDER/REALTOR® TOOL BOX



DIGITAL

NEW HOME
INCLUDES \$2,500*

Win a
\$5,000
gift card

IOWA FINANCE AUTHORITY
REALTOR

*Down payment grant with Iowa Finance Authority mortgage financing.

NEW HOME
INCLUDES \$2,500*

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IOWA FINANCE AUTHORITY
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We've added an
EXTRA BONUS inside.

Register to win a \$5,000 gift card at IowaHouseHunt.com.

#IAHouseHunt



SURPRISE SQUAD!



MEDIA RELATIONS



Iowa House Hunt Winner
Amanda Blair | Ames, IA

