

Enter

The Meaning of Homeownership Contest

FOLLOW
THE COMPETITION!

-  Facebook.com/IowaFinance
-  Twitter.com/IowaFinance
#DefineHome
-  Youtube.com/IowaFinance
-  Foursquare.com/IowaFinance



NCSHA Annual Awards for Program Excellence

Entry: The Meaning of Homeownership Contest

HFA: The Iowa Finance Authority

Category: Communications

Sub-Category: Creative Media





2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name The Meaning of Homeownership Contest

Iowa Finance Authority

HFA

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

Submission Contact Emily Toribio

Phone 515.725.4886

Email emily.toribio@iowa.gov

Program Contact Ashley Jared

Phone 515.725.4934

Email ashley.jared@iowa.gov

Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

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

HFA Iowa Finance Authority

Entry Name The Meaning of Homeownership Contest

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input checked="" type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

Time Period: May 1, 2012 – July 15, 2012

Innovative: The Meaning of Homeownership social media contest was created to engage our partners in fostering homeownership and assisting them in furthering relationships with their clients or potential clients, while stressing the benefits of owning a home and the programs that the Iowa Finance Authority offers.

Need/Opportunity: Coming out of the economic downturn, we identified an opportunity to help re-energize the housing market in Iowa and concentrate on building relationships with our partner lenders and REALTORS®. The Iowa Finance Authority offers programs through a network of over 400 Iowa lenders throughout the state. Our partner lenders and REALTORS® are truly the faces of our homeownership programs and we wanted an exciting way to engage them with a marketing initiative that would provide benefits to them and traffic to their offices. Not only did we have a desire to build these relationships; we also saw it as an opportunity to educate our partners and Iowans about our programs. We also wanted to turn this opportunity into something **fun** – so people enjoyed learning about homeownership, and the steps to get there, but to also excite them about the possibilities of owning a home.

Multi-Targeted Audiences:

Iowa Home Buyers: Our overall goal was to reenergize and excite Iowans about owning a home.

Lenders: We wanted to build a marketing initiative around providing an additional benefit to our existing network of lenders as well as potential Participating Lenders. The contest would serve as a unique opportunity to strengthen relationships and program understanding, and to assist them in furthering client connections or making new ones to foster homeownership.

REALTORS® and Real Estate Agents: This group of individuals was a new target audience, and a resource we had not reached out to in the past. Knowing the partnership between lenders and REALTORS® is what aids Iowans in realizing homeownership, we reached out to the Iowa Association of REALTORS® to see what would best fit a REALTOR®'s needs during a hectic schedule. After our overview of the contest, they agreed to partner, provide \$2,500 towards the campaign and participate in joint-marketing. This opened the door to an overwhelmingly positive, on-going relationship.

Achieve strategic objectives:

Goal I: We set our sights on having 200 Iowa lenders or REALTORS® participate.

Goal II: Help Iowans reap the benefits of homeownership. While, according to law, we cannot tie incentives, such as this contest to mortgage loan production results, we decided to focus on homeownership education. We tracked education through participation (or number of entries received) and Facebook analytics, including the number of “Likes” and votes received on entries. Our goal was to have one entry per participant (or 200 entries), increase Facebook “Likes” by 200 and to receive 1,000 votes on all entries. We were also able to measure engagement through media coverage, relationships, partnerships and building our mailing list.

Demonstrate effective use of resources: The solution to this multi-faceted marketing initiative was The Meaning of Homeownership Contest, and having Iowans redefine what homeownership means to them. We used our network of existing partnerships as well as new ones to most effectively reach Iowans who are interested in homeownership.

Phase I: Marketing to Lenders & REALTORS®

Our first step was to register our partners and involve them in participating with their clients. We engaged our audience by the following methods:

- Bulk mailing endorsed by the Governor and Lieutenant Governor. Sent to 10,000 Iowa lenders and REALTORS®.
- News conference with the Governor and Lieutenant Governor to announce the contest.
- Communication at scheduled trainings and meetings.
- Weekly emails to foster registration.
- Provided articles to publish in partner newsletters. (ex. Iowa Association of REALTORS®, Iowa Home Ownership Education Project and Iowa Mortgage Association)

General communication to our participating lenders and REALTORS® about how to enter the contest was the most challenging aspect of implementing the media strategy. We held a photography shoot with staff members, to save on talent costs, and made sure to include the photos on all marketing materials provided in the kit, online and on the Facebook contest page. Also, “tips” were included on instructional documents and signage, to ensure the entries were as clear and consistent.

We provided instruction and tool kits to our participating lenders and REALTORS® after registration, walking them step-by-step through the submission process:

1. Display contest signage and ask your clients what homeownership means to them.
2. Provide each individual with a photo release form, and obtain signatures.
3. Provide the participant with a memo board to write a word or short phrase that describes what homeownership means to them.
4. Use your camera to obtain a headshot of the individual/family holding the memo board with their word.
5. Please send the individual/family with the memo board and any other Iowa Finance Authority materials in your kit that would be helpful. Please let them know to visit [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance) to vote for a chance to win! Voting runs July 2 – July 15. (You may vote once per day per submission.)
6. Submit photos for inclusion in the Facebook contest online at [IowaFinanceAuthority.gov/Contest](https://www.IowaFinanceAuthority.gov/Contest) or via email to ifafyi@iowa.gov. Each photo file should be saved as the entrants’ first and last name. Please also electronically submit all photo releases with corresponding pictures via the online form or email. All photos must be received by 12:00 p.m. on June 29, 2012 to be included.

Phase II: Marketing to Home Buyers

During the contest period, we continued to generate interest and market the campaign through:

- Communication at scheduled trainings and meetings with banks and realty offices.
- News conference with a partnering lender and REALTOR® in each market.
- Weekly email updates to foster competition and provide status updates.
- Utilized Facebook, Twitter, Foursquare and YouTube to again foster competition and provide updates.

News conferences were held throughout the state in each media market, and proved to be a great success. We utilized our partner, the Iowa Association of REALTORS®, to hold media events at each board office in the cities we visited and we invited a local participating lender and REALTOR® to speak about the contest and homeownership trends in their area. Not only did this provide for media coverage about the contest, but it also helped further educate all Iowans on the importance of homeownership.

To further incent Iowans and our partners to participate, we offered prizes. The entry with the most votes received a \$1,500 gift card to Menards, and the lender and REALTOR® with the most combined votes on all of their entries each received a \$2,500 community betterment grant, plus publicity benefits.

Replicable: The contest was created in a format that can be easily adjusted to fit the needs of lenders and REALTORS® in any state and with any topic. In fact, we had such success and built so many beneficial relationships to the extent that there was a request to do this fun contest again. Therefore, during the 2013 year we have adjusted the focus to concentrate on DIY and Pinterest™ projects that are so popular right now, and the need to foster pride in homeownership.

Provide Benefits that Outweigh Costs: The original projected budget for the contest was \$21,000. After design, printing and purchase of materials; a photo shoot; and media events and prizes, the grand total came to \$17,825. The following timeframe to assist in tracking all aspects of the contest:

March 26-27	Campaign Launch.
March 27 – May 31	1) Heavy marketing to lenders/REALTORS® via meetings throughout the state, mailings, emails, news release and social media.
	2) Sign-up period.
	3) Send tool kits to participating lenders/ REALTORS® and begin point of purchase and other advertising, and media relations efforts.
June 1-30	1) Lenders/ REALTORS® collecting and submitting entries.
	2) Iowa Finance Authority marketing team road crew to document the competition via social media networks.
July 1-15	Online public Facebook voting – vote for your favorite once a day.
July 16	Announcement of winners.
July 23	News conference, prize presentation and community projects announcement.

Achieve Measurable Results:

Goal I: As set out in our measurable goals for the contest, we far exceeded the goal for participation, with almost 300 participating lenders and REALTORS® statewide.

Goal II: We received 122 quality photo entries for the contest. From those 122 entries, we solicited 13,000 votes over the course of the two-week voting period in July. This resulted in a 13 percent increase in Facebook followers, or 214 “Likes”, and we also increased our Twitter following during the contest period as well by over 5 percent, or 107 followers. In short, the contest went viral and the top-three vote getters were in heavy competition for the top spot. Measurement was also realized by free media coverage of nearly \$5,000 during the contest campaign, in a dozen different media outlets across the state.

Mailing List Building: The addition of nearly 8,000 REALTORS®, provided in part by the Iowa Association of REALTORS®, to our database through the mailing to contest stakeholders.

Relationships: Fostered nearly 300 relationships amongst lenders & REALTORS during the contest period.

Partnerships: Continued partnership with our 400 Participating Lenders across the state and the addition of a new partnership with the Iowa Association of REALTORS®. This new partnership has opened many doors for the Iowa Finance Authority since the initial campaign, including a \$7,500 grant from the National Association of REALTORS® to promote our programs to home buyers throughout the state as well as the Iowa Association of REALTORS® increased involvement in the 2013 social media contest, including increased funding, the value of creating all of the artwork at no-cost and increased promotional opportunities.

At the conclusion of the campaign, we held two separate media events for our three winners. One event was held in Cedar Rapids for the winning entrant, Jennifer Barnett with her definition of “Dreams Coming True” and top vote getting REALTOR® Debra Callahan of Skogman Realty. Winning lender Melanie Hinman of 1862 Mortgage also had a media event in Muscatine.

Enter

The Meaning of Homeownership Contest

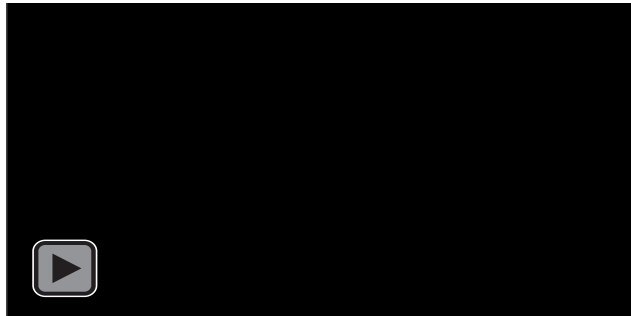
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- Twitter.com/IowaFinance #DefineHome
- Youtube.com/IowaFinance
- Foursquare.com/IowaFinance



VIDEO

[Contest Highlights Video](#)



[Governor's Press](#)

[Conference](#)

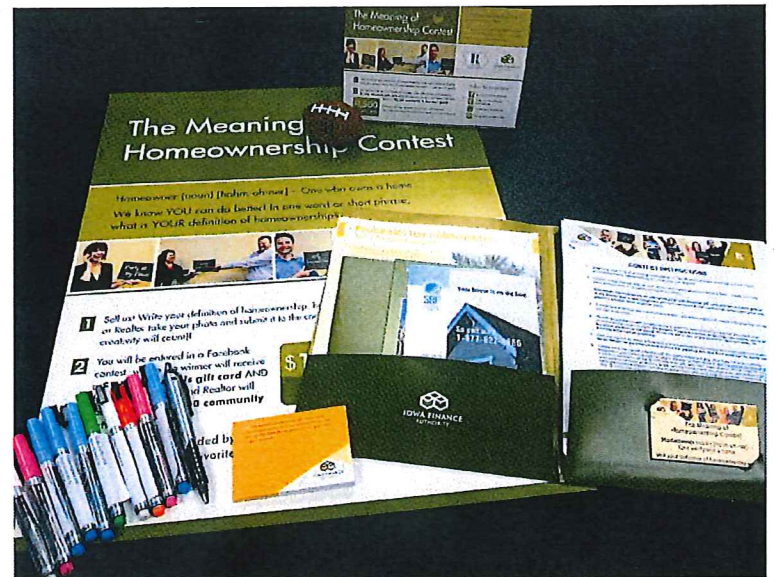




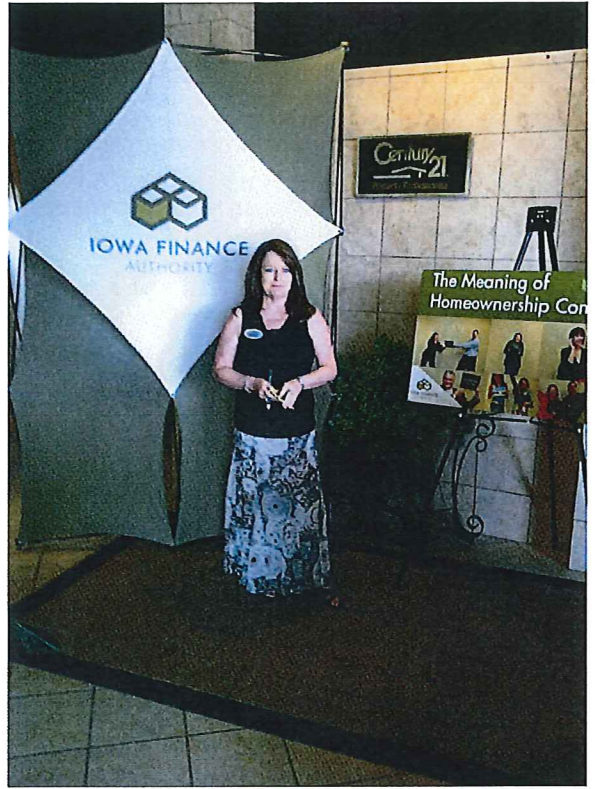
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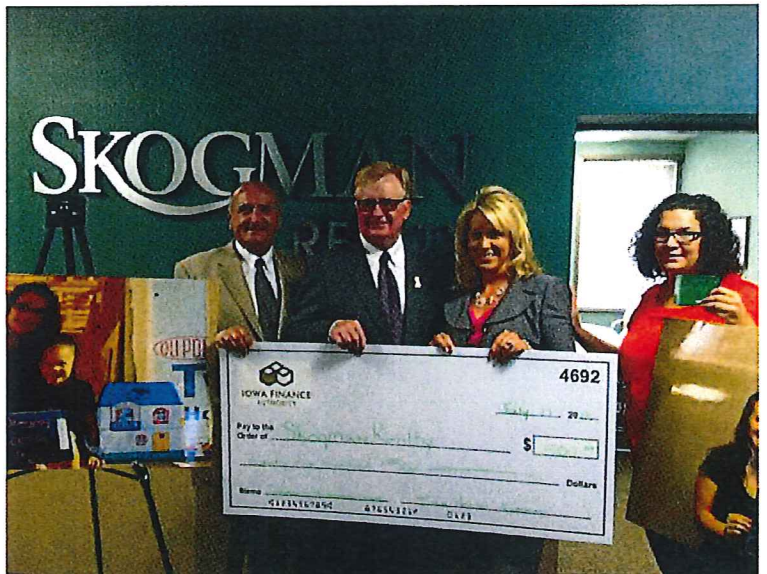
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CONTEST OVERVIEW



IOWA FINANCE
AUTHORITY





CONTEST INSTRUCTIONS

1. Beginning June 1, 2012, encourage participation in *The Meaning of Homeownership Contest!* You'll be mailed a free kit with everything you need after you register!
2. Display contest signage and ask your clients what homeownership means to them – (make sure they have some fun with it – creativity will count in voting!)

Remember, the contest winner will receive a \$1,500 Menards gift card, and the top vote-getters in the Realtor and lender categories will each receive a \$2,500 community betterment prize and publicity benefits (This could be you!)

3. Provide each individual with a photo release form, and obtain signatures of each individual that will be included in the photo.
4. Provide the participant with a memo board to write the word or short phrase that describes what homeownership means to them. **(Important: Please have them write large and legibly, using all the space allotted on the board. Allow the ink to dry on the board for approximately 15 seconds before photographing.)**
5. Use your camera to obtain a headshot of the individual/family holding the memo board with their word. **(Note: Please be sure the picture is from the waist up and that their word can be easily read.)**
6. Please send the individual/family with the memo board and any other Iowa Finance Authority materials in your kit that would be helpful. Please let them know to visit [Facebook.com/iowaFinance](https://www.facebook.com/iowaFinance) to vote for a chance to win the \$1,500 Menards gift card! Also, make sure to recruit votes for your organization's entries, as the top lender and top Realtor with the most votes will receive a \$2,500 participating lender/Realtor community betterment grant and publicity benefits! Voting runs July 2 – July 15. (You may vote once per day per submission.)
7. Submit photos for inclusion in the Facebook contest online at iowaFinanceAuthority.gov/Contest or via email to: ifafyi@iowa.gov. Each photo file should be saved as the entrants' first and last name. Please also electronically submit all photo releases with corresponding pictures via the online form or email. No photo will be entered into the contest without a signed photo release form.
8. All photos must be received by 12:00 p.m. on June 29, 2012 to be included in the contest. **(Note: We would appreciate photos and releases shortly after they are taken, rather than saving them to submit all at one time.)**

Good luck – and have fun!



The Meaning of Homeownership Contest

Homeowner (noun) [hohm-oh-ner] – *One who owns a home.*

We know you can do better! In one word, what is your definition of homeownership?
Enter today to define homeownership for Iowans!

Timeline

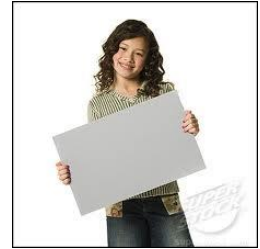
- March 27: Campaign announcement at Lender/Realtor Forum
- March 27 – May 31: Heavy marketing of initiative to lenders/Realtors at meetings throughout state, mailings and emails
(SF email blast, statewide news release, IFAfyi, Facebook, Twitter, YouTube, June 4th press conference with the Governor)
Sign-up period
Send toolkits to participating lenders/Realtors – begin point of purchase advertising
- June 1-30: Lenders/Realtors collecting/submitted entries
Marketing team road crew to document campaign on social media networks
- July 1-15: Online Facebook voting
- July 16: Winning entry and lender/Realtor announcement
- July 23: News conference, prize presentation, community project announcement
- August – December: Campaign follow-up (lender/Realtor awards), project wrap-up

Campaign Logistics



Participating lenders/Realtors will be provided with a marketing toolkit during the month of May that provides information on The Meaning of Homeownership Campaign Competition. (see Toolkit section below for details on enclosures). We propose to offer the campaign in partnership with the Iowa Association of Realtors.

Individuals that speak with a lender/Realtor regarding homeownership will be offered IFA products/overview and will be entered into the contest: pictures will be taken of the individuals and their “what homeownership means” word written on an IFA-branded memo board. The IFA-branded memo boards will be sent home with the potential borrower.



The lender/Realtor will send entries to Ashley/Emily for inclusion on the Facebook contest (via Wildfire) throughout the month of June.

The communications team will visit participating lenders/Realtors and market pictures, video and quotes of those in the lead with the most entries and top vote-getters. Online voting will be released the first two weeks of July.

The top vote-getter will be announced July 16 (SF email blast, statewide news release, IFAfyi, Facebook, Twitter, YouTube, web site). Lender/Realtor and winner will be notified and a press conference with state officials will be scheduled to award prizes. The winning lender/Realtor will announce at the press conference, their community betterment project idea (up to \$2,500).

Follow-up with project completion: a lasting plaque/memoir will be added to the community project, including lender and IFA brand recognition.



Toolkit

- Contest Instructions
- 10 IFA-branded memo boards per participating lender/Realtor



- Homeownership programs Flyer
- IFA post-its
- Pens
- Table-top signs
- Photo releases

Lender/Realtor will need: camera, email to submit entries

Prizes

Entrant –	\$2,500 Menards gift card
Lender/Realtor (Winner) –	A community betterment project of choice, up to \$2,500 Press conference with state officials, marketing from IFA (SF email blast, statewide news release, IFAfyi, Facebook, Twitter, YouTube, website).
Other Lenders/Realtors -	Opportunity to win contest divisions and be recognized at 2012 HousingIowa Conference <ul style="list-style-type: none">• Winning lender/Realtor• Runner-up lender/Realtor• Most entries by lender/Realtor• Most entries by bank• Most entries by real estate agency• IFA's Pick• The First to get Five!

Measurement

- Track increase in loans during campaign
- WildFire analytics

Estimated Budget

Toolkits -	\$12,500 (IFA-branded memo boards, materials, printing, mailing, ads)
Wildfire -	\$ 500 for campaign contest
Travel -	\$ 2,000
Winner Event -	\$ 1,000
Prizes -	\$ 5,000
Total:	\$21,000

***Proposed partnership: Half of promotional materials and prizes.**



REGISTRATION FORM

Name:	
Title:	
Organization:	
Mailing Address:	
City, State, Zip	
Phone:	
Email:	
Lender <input type="checkbox"/> Current Iowa Finance Authority Participating Lender <input type="checkbox"/> Interested in becoming an Iowa Finance Authority Participating Lender <input type="checkbox"/> Realtor <input type="checkbox"/>	

Thank you for your interest in *The Meaning of Homeownership Contest!* We look forward to working together with you to increase awareness of the benefits of homeownership and to assist you in servicing local Iowans and your community. This contest is meant to spark conversations of what homeownership means to Iowans – and some friendly competition!

A kit containing the necessary tools will be mailed to the address provided prior to the start of Homeownership month in June. All you need is a camera for photos and email to submit your entries! The following items will be included in your kit:

- Contest Instructions
- Quick Facts about Homeownership in Iowa
- 5 Iowa Finance Authority Homeownership Program Flyers
- Participating Lender Reference List (only included if you are a participating Realtor)
- 1 Large Lobby Sign – Display it front and center to recruit participants! Remember your location could win a \$2,500 community betterment grant and the winning entrant a \$1,500 Menards gift card!
- 2 Desk-Size Tent Signs
- 5 Memo Boards
- 10 Photo Releases – please remember, a photo release is required for the entry to be eligible!
- Plus, other fun items for you to keep!

We will be happy to provide you with another free supply of memo boards and other materials as requested (IFAFyi@iowa.gov). We look forward to working with you soon – and good luck!

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TOOL KIT MATERIALS

Tool kit contents:

- Contest Instructions
- Quick Facts about Homeownership in Iowa
- 5 Iowa Finance Authority Homeownership Program Flyers
- Participating Lender Reference List (only included for participating REALTORS®)
- 1 Large Sign – to display front and center to recruit participants
- 2 Desk-Size Tent Signs
- 5 Memo Boards
- 10 Photo Releases





The Meaning of Homeownership Contest – Adult Division

Enter the Iowa Finance Authority's Homeownership contest for a chance to win a **\$1,500 Menards gift card**.

Contest Rules:

Eligibility:

No purchase is necessary to enter. Must be 18 years of age or older and a resident of Iowa to participate. Iowa Finance Authority and Menards employees and family members are not eligible to participate. Participating REALTORS®, real estate agents, lenders, and their employees, are not eligible to participate.

How to Enter:

- Visit a *Meaning of Homeownership Contest* participating REALTOR®, real estate agent or lender from June 1-29, 2012 (Visit foursquare.com/lowaFinance for a complete list of participants).
- Entrants will be asked to write a word or sentence creatively describing what homeownership means to them. Photos of the entries and a Talent Release Form will be submitted by the participating lender, REALTOR® or real estate agent by noon on June 29, 2012, to the Iowa Finance Authority for posting to the Iowa Finance Authority Facebook page for voting.
- Contact information provided during submission will not be sold to a third party.

Contest Period:

- Entries will be accepted by the Iowa Finance Authority from June 1, 2012 until noon on June 29, 2012. Only one entry per person.
- Voting will be held at (www.Facebook.com/lowaFinance) from July 2-15, 2012.

Selection of Winners:

- The winner will be selected by voting results as determined by Facebook and compiled by Wildfire on July 16, 2012. One entry will win.
- At the end of the contest period the winner will be notified via phone or email.
- Facebook and Wildfire terms of use shall apply.

Prize:

- \$1,500 Menards Gift Card



The Meaning of Homeownership Contest – Lender Division

Participate in the Iowa Finance Authority's Homeownership contest for a chance to win a **\$2,500 Community Betterment Grant**.

Contest Rules:

Eligibility:

No purchase is necessary to enter. Must be 18 years of age or older to participate. Iowa Finance Authority and family members are not eligible to participate. Participation in this division is limited to Iowa lenders.

How to Enter:

- Register to participate in the *Meaning of Homeownership Contest* by mail, email or online registration (www.IowaFinanceAuthority.gov/Contest) prior to June 1, 2012. A toolkit with the necessary materials and instructions will promptly be mailed to the participant.
- Invite customers to write a word or sentence creatively describing what homeownership means to them. Submit photos online (www.IowaFinanceAuthority.gov/Contest) of the entries and corresponding Talent Release Forms by noon on June 29, 2012, to the Iowa Finance Authority for posting to the Iowa Finance Authority Facebook page for voting.
- Contact information provided during submission will not be sold to a third party.

Contest Period:

- Entries will be accepted by the Iowa Finance Authority from June 1, 2012, until noon on June 29, 2012. Only one entry per person.
- Voting will be held at (www.Facebook.com/IowaFinance) from July 2-15, 2012.

Selection of Winners:

- The winner will be selected by voting results as determined by Facebook and compiled by Wildfire on July 16, 2012. The winner will be the lender whose customers receive the most votes cumulatively.
- At the end of the contest period the winner will be notified via phone or email.
- Facebook and Wildfire terms of use shall apply.

Prize:

- \$2,500 Community Betterment Grant



The Meaning of Homeownership Contest – REALTOR®/Real Estate Agent Division

Participate in the Iowa Finance Authority's Homeownership contest for a chance to win a **\$2,500 Community Betterment Grant**.

Contest Rules:

Eligibility:

No purchase is necessary to enter. Must be 18 years of age or older to participate. Iowa Finance Authority and family members are not eligible to participate. Participation in this division is limited to Iowa REALTOR® and Real Estate Agents.

How to Enter:

- Register to participate in the *Meaning of Homeownership Contest* by mail, email or online registration (www.IowaFinanceAuthority.gov/Contest) prior to June 1, 2012. A toolkit with the necessary materials and instructions will promptly be mailed to the participant.
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- At the end of the contest period the winner will be notified via phone or email.
- Facebook and Wildfire terms of use shall apply.

Prize:

- \$2,500 Community Betterment Grant



A few reasons why **HOMEOWNERSHIP** really matters...

TO PEOPLE...

- Owning a home is one of the best ways to build long-term wealth. Historically, a homeowner's net worth has ranged from 31 to 46 times that of a renter.
- Most homeowners enjoy stable housing costs—a fixed-rate mortgage payment might not change for 15 to 30 years, while rent typically increases 3 percent a year.
- Homeowners can typically deduct mortgage interest and property taxes on their federal individual income tax return.
- 72 percent of surveyed homeowners, nearly 3 out of 4 people, indicated they were satisfied with owning a home in a recent national survey conducted by HomeGain.
- Homeowners are happier and healthier, and enjoy a greater feeling of control over their lives.
- Home is where we make our memories, build our future, and feel a sense of security.
- Homeowners are free to redecorate and renovate their homes to fit their lifestyle and express their own personal style.

TO COMMUNITIES...

- Homeownership has a significant, positive impact on net worth, educational achievement, civic participation, and overall quality of life.
- Homeownership helps to create stability and strengthen families.
- People who own homes vote more, volunteer more, and contribute more to their neighborhoods.
- Homeowners do not move as frequently as renters, providing more neighborhood stability, which helps to reduce crime and support neighborhood upkeep.
- Children of homeowners do better in school, stay in school longer, are more likely to participate in organized activities, and spend less time in front of the television.

TO IOWA AND AMERICA...

- 67 percent of American households are owner-occupied. America is a nation of homeowners.
- For every two homes sold, one job is created. Home sales in this the U.S. generate more than 2.5 million private-sector jobs in an average year.
- Homeowners pay 80 to 90 percent of federal individual income taxes, contributing to federal programs that benefit all Americans.
- Every home purchased pumps about \$60,000 into the economy for furniture, home improvements, and related items.
- Housing accounts for more than 15 percent (approximately \$2 trillion) of the national Gross Domestic Product, a key driver of our national economy.

FUN FACTS

- Average age of an IFA home buyer is 30.
- IFA assists approximately 1,500 Iowa home buyers a year.
- 70% of IFA home buyers also benefit from IFA's \$2,500 down payment and closing cost assistance.
- The Iowa Finance Authority has helped nearly 60,000 Iowans realize their dream of homeownership since the FirstHome program's inception in 1977.
- For more than 100 years, REALTORS® have helped people to find their piece of the American dream.
- When you are ready to find a home that's right for you, REALTORS® will answer your questions, give you options, and guide you along the way.
- There are nearly 6,500 REALTORS® across the state who are helping Iowans fulfill their homeownership dreams.

Sources: National Association of REALTORS® and Home Gain





The Meaning of Homeownership Contest

Homeowner (noun) [hohm-oh-ner] –
One who owns a home.

Will your definition of homeownership win? Will your definition of homeownership win?



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One who owns a home.

Will your definition of homeownership win? Will your definition of homeownership win?



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Homeowner (noun) [hohm-oh-ner] –
One who owns a home.

Will your definition of homeownership win? Will your definition of homeownership win?



Uniform Talent Release

For and in consideration of my engagement as a talent by the Iowa Finance Authority hereafter referred to as the agency, on the terms herein stated, and for due consideration the receipt and adequacy of which is hereby acknowledged, I hereby give the agency, its legal representatives and assigns, those for whom the agency is acting, and those acting with its permission to copyright, photograph and/or broadcast and republish me in conjunction with my own or fictitious name, or reproductions thereof made through any media by the agency, for any purpose whatsoever, including the use of any printed matter in conjunction therewith.

I hereby waive any right to inspect or approve the finished videotape, film, sound track, photograph or advertising copy or printed matter that may be used in conjunction therewith or to the eventual use that it might be applied.

I hereby release, discharge and agree to save harmless the agency, its representatives, assigns, employees or any person or persons, corporation or corporations, for whom it might be acting, and those acting with its permission, including any firm publishing and/or distributing the finished product, in whole or in part, from and against any liability in the reproduction of the finished product, its publication, distribution or broadcast.

I hereby certify that I am over eighteen years of age, and competent to contract in my own name in so far as the above is concerned. If under eighteen years of age this agreement must be signed by parent or legal guardian.

I have read the forgoing release, authorization and agreement before affixing my signature below, and warrant that I fully understand the contents thereof.

Talent – Print Legal Name

Talent Signature – (Legal Guardian if under 18)

Dated

Address, City, State, Zip

Email

Enter

The Meaning of Homeownership Contest

FOLLOW THE COMPETITION!

-  Facebook.com/lowaFinance
-  Twitter.com/lowaFinance #DefineHome
-  Youtube.com/lowaFinance
-  Foursquare.com/lowaFinance



PROMOTION & NEWS RELEASES



IOWA FINANCE
AUTHORITY



April 3, 2012

Bank/Agency Name

Address

City, State Zip

RE: Iowa Finance Authority and Iowa Association of REALTORS® Homeownership Contest

As an Iowa mortgage lender or Realtor, you know that affordable homeownership is one of the single most effective tools for stability for Iowans and their families. It translates to safe and affordable homes for Iowa's workforce, strong neighborhoods, vibrant communities and ultimately a thriving economy. Iowa mortgage lenders and Realtors are the gateway to homeownership for Iowans and today I'm proud to announce an innovative partnership between the Iowa Finance Authority and the Iowa Association of REALTORS® that will energize Iowans about homeownership this home buying season.

This summer the Iowa Finance Authority and the Iowa Association of REALTORS® are asking all Iowa mortgage lenders and Realtors to ask their clients for their help in redefining what homeownership truly means to them. Participants will be asked to write a word or short phrase that best describes homeownership on a memo board and the participating lender or Realtor will send photos of the entries to the Iowa Finance Authority for inclusion in the statewide contest. The full contest instructions are enclosed. Whether it's security or freedom – backyard barbecues or a driveway basketball hoop that encompasses homeownership - encourage your clients to be creative!

The photos will be voted on by the public July 2-15 at facebook.com/iowaFinance. The entry with the most votes will receive a \$1,500 gift card and the lender and Realtor with the most combined votes will each receive a \$2,500 community betterment grant, as well as publicity benefits.

I encourage you to sign-up for this unique initiative by completing the enclosed form and returning it to the Iowa Finance Authority, by emailing it to ifafyi@iowa.gov or registering online at IowaFinanceAuthority.gov/contest as soon as possible.

On behalf of the citizens of Iowa, the Lt. Governor and I thank you for your outstanding dedication to our state and look forward to seeing the results of this contest and to continuing our successful partnership – good luck!

Sincerely,



Terry E. Branstad
Governor



Kim Reynolds
Lt. Governor

Enclosures



The Iowa Finance Authority is proud to partner with the Iowa Association of Realtors to announce *The Meaning of Homeownership Contest*, a fun, summer campaign on what homeownership means to Iowans.

Affordable homeownership is one of the single most effective tools for stability for Iowans and their families. It translates to safe and affordable homes for Iowa's workforce, strong neighborhoods, vibrant communities and ultimately a thriving economy. Beginning in June, National Homeownership Month, lenders and Realtors will be challenged to energize Iowans about homeownership this home buying season.

The Iowa Finance Authority and the Iowa Association of Realtors are asking all mortgage lenders and Realtors to have their clients redefine homeownership. Participants will be asked to write a word or short phrase that best describes their definition of homeownership. The participating lender or Realtor will send photos of the entries to the Iowa Finance Authority for inclusion in a Facebook contest. Whether its security or freedom – backyard barbeques or room to play – encourage your clients to be creative!

The photos will be voted on by the public from July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtor with the most combined votes will each receive a \$2,500 community betterment grant, as well as publicity benefits.

Register now for your chance to help redefine homeownership and help your local community! Visit www.IowaFinanceAuthority.gov/contest to learn more and get started!

OFFICE OF THE GOVERNOR

Governor Terry E. Branstad ★ Lt. Governor Kim Reynolds

FOR IMMEDIATE RELEASE:

April 9, 2012

Contact:
Tim Albrecht, Governor's
Office
515-725-3518

Ashley Jared,
Iowa Finance Authority
515-725-4934

Branstad/Reynolds Administration encourages participation in “The Meaning of Homeownership Contest” hosted by the Iowa Finance Authority and the Iowa Association of Realtors®

Summer homeownership contest aims to spur awareness of homeownership benefits, resources

(DES MOINES) – The Branstad/Reynolds Administration today announced an innovative summer social media contest presented by the Iowa Finance Authority and the Iowa Association of Realtors®. “The Meaning of Homeownership” contest asks all Iowa mortgage lenders and Realtors® to ask their clients for their help in redefining what homeownership truly means to them. Participants will be asked to write a word or short phrase that best describes homeownership on a memo board and the participating lender or Realtor® will upload photos of the entries to the Iowa Finance Authority for inclusion in the statewide contest.

Contest entries will be voted on by the public in July at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtor® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. Any Iowa lender, Realtor® or real estate agent may sign-up to participate, and is encouraged to do so by visiting IowaFinanceAuthority.gov/Contest. The contest and competition will be detailed on Iowa Finance Authority’s facebook, foursquare, twitter and youtube pages.

“I commend the Iowa Finance Authority and the Iowa Association of Realtors® for joining together on this unique collaboration this summer to increase awareness of the benefits of homeownership in Iowa as well as the affordable mortgage and down payment assistance programs available to them through the Iowa Finance Authority to help Iowans achieve their goals,” said Governor Branstad. “Iowa has one of the highest homeownership rates in the nation, which is a tremendous benefit to our state as affordable homeownership is one of the single most effective tools for stability for Iowans and their families.”

“The Iowa Finance Authority’s partnerships with Realtors®, real estate agents and lenders throughout the state have been central to our success in assisting nearly 60,000 Iowans on their road to homeownership,” said Iowa Finance Authority Executive Director Dave Jamison. “We’re excited to be offering this summer contest in partnership with the Iowa Association of Realtors® as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered through more than 400 local lender locations throughout the state so that we may assist even more Iowans in meeting their homeownership goals.”

“More than 31,000 Iowans purchased a home last year, a slight increase from 2010 and I’m confident that partnerships amongst Iowa housing organizations and professionals – like the one between the Iowa Association of Realtors® and the Iowa Finance Authority will assist in keeping that growth pattern,” said Iowa Association of Realtors® CEO Dave Bert.

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IOWA FINANCE
AUTHORITY

NEWS RELEASE

For immediate release
May 17, 2012

Contact:
Ashley Jared, 515.494.6213

Iowa Finance Authority and Davenport Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Spur Home Sales in Davenport

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

DAVENPORT– The Iowa Finance Authority (IFA) today joined with Mel Foster Co., Valley Bank and 1862 Mortgage in Davenport to encourage participation in The Meaning of Homeownership Contest, a partnership between the Iowa Finance Authority, Iowa Association of Realtors and lenders and Realtors throughout the state to keep Iowa home sales on the rise this summer, as they have been for the past ten months, according to the Iowa Association of Realtors.

“The Iowa Finance Authority’s partnerships with Realtors, real estate agents and lenders in Davenport and throughout the state have been central to our success in assisting nearly 60,000 Iowans on their road to homeownership,” said Iowa Finance Authority Executive Director Dave Jamison. “We’re excited to be offering this summer contest in partnership with the Iowa Association of Realtors as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state so that we may assist even more Iowans in meeting their homeownership goals.”

The innovative summer social media contest asks Iowa mortgage lenders and Realtors to ask their clients for help in redefining what homeownership truly means to them. Participants will be asked to write a word or short phrase that best describes homeownership on a memo board and be photographed with it for their chance to win a \$1,500 gift card. Davenport-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

Contest entries will be voted on by the public in July at Facebook.com/IowaFinance. The entry with the most votes will receive a \$1,500 gift card and the lender and Realtor or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. Any Iowa lender, Realtor or real estate agent may sign-up to participate, and is encouraged to do so by visiting IowaFinanceAuthority.gov/Contest.

“More than 31,000 Iowans purchased a home last year, a slight increase from 2010 and I’m confident that partnerships amongst Iowa housing organizations and professionals – like this homeownership contest partnership will assist in keeping that growth pattern,” said Iowa Association of Realtors® CEO Dave Bert.

“This contest is a great opportunity for our past, present and future clients, our agents and the general public to say what homeownership means to them,” said Kris Ratigan, Mel Foster Co. Director of Corporate Marketing. “The contest is open to everyone, and we hope that people have fun with it.”

Deb Sullivan of Valley Bank said, "Valley Bank's long-time partnership with the Iowa Finance Authority has been integral to providing homeownership opportunities to Iowans and we look forward to working together to assist more Iowans."

"We're thrilled to participate in this innovative contest, it's a fun way to build excitement this home buying season," said Chris Schneider of 1862 Mortgage.

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IOWA FINANCE
AUTHORITY

NEWS RELEASE

For immediate release
June 7, 2012

Contact:
Ashley Jared, 515.494.6213

Iowa Finance Authority and Waterloo Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Keep Home Sales on the Rise in Waterloo

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

WATERLOO— The Iowa Finance Authority (IFA) today joined with Four Seasons Realtors, the Waterloo-Cedar Falls Board of Realtors and US Bank Home Mortgage in Coralville to encourage participation in The Meaning of Homeownership Contest, a partnership between the Iowa Finance Authority, Iowa Association of Realtors® and lenders and Realtors throughout the state to keep Iowa Waterloo home sales, which are currently up 11% over last year, on the rise.

“We’re excited to be offering this summer contest in partnership with the Iowa Association of Realtors® as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their homeownership goals.”

“More than 31,000 Iowans purchased a home last year, a slight increase from 2010 and I’m confident that partnerships amongst Iowa housing organizations and professionals – like this homeownership contest partnership will assist in keeping that growth pattern,” said Iowa Association of Realtors® CEO Dave Bert.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Waterloo-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We are enjoying a strong economy with lower unemployment, outstanding interest rates and a pent up demand for homes. In fact, our available inventory of residential homes for sale is just 350 units short of where we usually are,” said Kathy Albert, President of Waterloo-Cedar Falls Board of REALTORS®.

“This contest is a great way to get the word out about homeownership and it’s a fun way to redefine homeownership from our clients’ points of view,” said Eric Meiners, Loan Officer with US Bank Home Mortgage. “Our ultimate goal is to spur homeownership and help Waterloo residents attain the ultimate American dream.”

Mary Shileny, Owner of Four Seasons Realtors, said, “The partnership with the Iowa Finance Authority will provide many Iowans with homeownership opportunities. We look forward to working with our clients this summer to encourage participation.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at IowaFinanceAuthority.gov/Contest.

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**IOWA FINANCE
AUTHORITY**

NEWS RELEASE

For immediate release:

June 11, 2012

Contact:

Ashley Jared, 515.494.6213

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Iowa Finance Authority and Burlington Area Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Reach Their Goal of Increasing Home Sales

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

BURLINGTON— In order to reach their goal, the Iowa Finance Authority (IFA) teamed up with Century 21, the Burlington Board of REALTORS® and MidWestOne Bank to promote The Meaning of Homeownership Contest. This effort between lenders and Realtors highlights support for homeownership and the importance of keeping the American dream on the rise.

“We’re excited to be offering this summer contest in partnership with the Iowa Association of REALTORS® as a fun way to promote June as National Homeownership Month and to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their dream of homeownership.”

“More than 12,257 homes have been sold in Iowa so far this year, up nearly 1,500 homes from last year at this time. We have had numerous months of strong sales activity and improved prices showing good news for the Iowa market and we want to see this trend continue,” said Iowa Association of Realtors® CEO Dave Bert.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Burlington-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We are enjoying a strong economy, outstanding interest rates and a pent up demand for homes. This contest is a great opportunity to continue to remind Iowans that owning a home is a wonderful investment in their future and their family,” said Deb Fowler, Vice-President of the Burlington Board of REALTORS®.

“This contest is a great way to get the word out about homeownership and it’s a fun way to redefine homeownership from our clients’ points of view,” said Eric Meiners, Loan Officer with US Bank Home Mortgage. “Our ultimate goal is to spur homeownership and help Waterloo residents attain the ultimate American dream.”

Jon Salvador, with Century 21, said, “The partnership with the Iowa Finance Authority will provide many opportunities to talk with Iowans about the benefits of homeownership. We look forward to working with our clients this summer to encourage participation.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/iowaFinance](https://www.facebook.com/iowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at [iowaFinanceAuthority.gov/Contest](https://www.iowaFinanceAuthority.gov/Contest).

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NEWS RELEASE

For immediate release

June 12, 2012

Contact

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Iowa Finance Authority and Council Bluffs Area Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Further Increase Home Sales

Summer homeownership contest aims to keep area home sales up, spur awareness of homeownership benefits, resources

COUNCIL BLUFFS— Over the last year home sales have increased eight percent in Southwest Iowa, according to the Southwest Iowa Association of REALTORS®, and to continue reaching that goal, the Iowa Finance Authority (IFA) and the Iowa Association of REALTORS® (IAR) have partnered with the Southwest Iowa lenders and Realtors to promote The Meaning of Homeownership Contest. This effort amongst lenders and Realtors is to show Iowans their support for homeownership and the importance of keeping homeownership on the rise.

“We’re excited to be offering this summer contest in partnership with the Southwest Iowa Association of REALTORS® as a fun way to promote June as National Homeownership Month and to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their dreams of homeownership.”

“More than 12,257 homes have been sold in Iowa so far this year, up nearly 1,500 homes from last year at this time,” said Iowa Association of REALTORS®, CEO Dave Bert, “We have had numerous months of strong sales activity and improved prices showing good news for the Iowa market and we want to see this trend continue,”

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Council Bluffs area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We are enjoying a strong economy, all time low interest rates and an 8% increase in home sales year-to-date,” said Bonnie Waters of Southwest Iowa Association of

REALTORS®. Theresa Ruby with Key Real Estate added, “This contest is a great opportunity to remind Iowans that owning a home is a wonderful investment in their future and their local community.”

“This contest is a fun way to get Iowans involved in thinking about homeownership and the potential for Iowa Finance Authority programming,” said Erin Trescott with American National Bank, “Had it not been for the down payment assistance provided by the Iowa Finance Authority, a family of four that I was recently helping, would not have attained their homeownership dreams.”

Patti Wiggins with NP Dodge Real Estate said, “We want to continue to spur interest in the American dream and help Council Bluffs residents attain that goal.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance)

The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at IowaFinanceAuthority.gov/Contest.

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IOWA FINANCE
AUTHORITY

NEWS RELEASE

For immediate release

June 12, 2012

Contact

Ashley Jared, 515.494.6213

Iowa Finance Authority and Sioux City Area Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Reach Their Goal of Increasing Home Sales

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

SIOUX CITY– The Iowa Finance Authority (IFA) has teamed up with the Great Sioux City Board of REALTORS®, RE/MAX of Siouxland and Security National Bank of Sioux City to promote The Meaning of Homeownership Contest. This effort between lenders and Realtors highlights support for homeownership and the importance of spurring home sales in the Sioux City area.

“We’re excited to be offering this summer contest in partnership with the Great Sioux City Board of REALTORS® as a fun way to promote June as National Homeownership Month, get Iowans talking about owning a home and to increase awareness of the Iowa Finance Authority’s programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their dreams of homeownership.”

“The Iowa Association of REALTORS® (IAR) nearly 6,200 Realtor® members across the state help people realize their homeownership dreams every day. IAR is pleased to participate with IFA in this contest, which is a unique and exciting opportunity to remind Iowans of the many benefits of owning a home,” said Iowa Association of REALTORS® CEO Dave Bert.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Sioux City area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/iowaFinance.

“We are enjoying a strong economy, record-low interest rates and a steady flow of home sales, said Ken Spies of Great Sioux City Board of REALTORS®. “This contest is a great opportunity to remind Iowans that owning a home is a wonderful investment in their future.”

“This contest is a fun way to get Iowans involved in homeownership and it highlights the Iowa Finance Authority’s affordable programming,” said Holly June of Security National Bank of Sioux City.

“We want to continue to spur interest in the American dream and help Sioux City residents reach their goals of homeownership,” said Victoria Kollbaum of RE/MAX of Siouxland.

Contest entries will be voted on by the public July 2-15 at Facebook.com/iowaFinance.

The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at IowaFinanceAuthority.gov/Contest.

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IOWA FINANCE
AUTHORITY

Contact:
Ashley Jared, 515.494.6213

NEWS RELEASE
For Immediate Release:
June 19, 2012

Iowa Finance Authority and Greater Mason City Board of REALTORS® Announce Increase in Home Sales for the Past Year; The Meaning of Homeownership Contest to Help Continue the Increase

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

MASON CITY—The Iowa Finance Authority (IFA) visited the Greater Mason City Board of Realtors, along with Wells Fargo to promote the Meaning of Homeownership Contest. Property sales in the Mason City area are up approximately 33% from this time last year. The Meaning of Homeownership Contest is sponsored by IFA and the Iowa Association of REALTORS® along with Realtors and lenders throughout the state of Iowa. The goal of this contest is to promote the importance of homeownership throughout the entire state of Iowa, and to get people aware of the increase in home sales.

“IFA is excited to be offering this summer contest with the Mason City Board of REALTORS® to promote National Homeownership Month throughout June,” said Iowa Finance Authority Executive Director, Dave Jamison. “Home sales in the Mason City area are increasing and we want to increase awareness of the Iowa Finance Authority’s programs offered at more than 400 local lender locations.”

“The Mason City area has seen a 33% increase in home sales over this time last year and we’re excited to partner with the Iowa Finance Authority in The Meaning of Homeownership Contest to keep these sales on the rise,” said Tim Latham, Greater Mason City Board of REALTORS® President.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the facebook contest will win a \$1,500 gift card. Mason City-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We’ve worked with the Iowa Finance Authority’s programs for many years to help Iowans afford homes,” said Mary Hackman-Glenn, a loan officer from Wells Fargo. “We look forward to continuing our partnership with IFA and support the Meaning of Homeownership Contest.”

Contest entries will be voted on by the public July 2-15 at Facebook.com/IowaFinance. The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at IowaFinanceAuthority.gov/Contest.

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**IOWA FINANCE
AUTHORITY**

NEWS RELEASE

For immediate release

Contact

June 22, 2012

Ashley Jared, 515.494.6213

Iowa Finance Authority Partners with Iowa Association of REALTORS® to Keep Area Home Sales on the Rise through Summer Contest and Additional Down Payment Assistance Programs for Home Buyers

Summer homeownership contest and new programming aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

DES MOINES– The Iowa Finance Authority (IFA) has teamed up with the Iowa Association of REALTORS®, Des Moines Area Association of REALTORS® and area lenders and Realtors® to keep Central Iowa home sales, which are currently up 12% in the Des Moines area over last year, on the rise this summer, through an innovative contest. The Iowa Finance Authority has also announced the availability of two additional down payment assistance programs to assist home buyers.

“IFA is excited to be offering this summer contest with the Iowa Association of REALTORS®, Des Moines Area Association of REALTORS® and Central Iowa lenders and Realtors to promote National Homeownership Month throughout June,” said Iowa Finance Authority Executive Director, Dave Jamison. “Home sales in throughout the area are increasing and we want to increase awareness of the Iowa Finance Authority’s programs offered at more than 400 local lender locations.”

The Meaning of Homeownership Contest

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry throughout the month of June. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Central Iowans are encouraged to visit a participating contest location for their chance to win. More information is available at [facebook.com/IowaFinance](https://www.facebook.com/IowaFinance).

New Down Payment Assistance Opportunities

The Homes for Iowans Plus program is a new program as of June 15, 2012 that will provide a grant of up to \$2,500 to assist with down payment, closing costs or minor repairs for eligible repeat home buyers who use the Homes for Iowans mortgage program. Please visit IowaFinanceAuthority.gov for income limits, rates, participating lenders and more details.

In addition, \$1.6 million in funding has been approved by the Branstad Administration and the Legislature for the Military Homeownership Assistance Program, beginning July 2. The Military

Homeownership Assistance Program provides eligible service members and veterans with a \$5,000 grant that may be used toward down payment and closing cost assistance on a qualifying home purchase.

“The IAR, with nearly 6,200 Realtor® members across the state, help people realize their home owning dreams every day. IAR is pleased to participate with IFA in this contest, which is a unique and exciting opportunity to remind Iowans of the many benefits of owning a home,” said Iowa Association of REALTORS® CEO Dave Bert.

“The real estate market continues to remain active in the Des Moines area,” said Larry Pickering of Des Moines Area Association of REALTORS®. “In fact, home sales are up 12% from last year and this contest and the additional down payment assistance available through the Iowa Finance Authority is a great opportunity to remind Iowans that owning a home is a wonderful investment in their future.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at [IowaFinanceAuthority.gov/Contest](https://www.IowaFinanceAuthority.gov/Contest).

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Branstad/Reynolds Administration encourages participation in “The Meaning of Homeownership Contest” hosted by the Iowa Finance Authority and the Iowa Association of Realtors®

Summer homeownership contest aims to spur awareness of homeownership benefits, resources

(DES MOINES) – The Branstad/Reynolds Administration today announced an innovative summer social media contest presented by the Iowa Finance Authority and the Iowa Association of Realtors®. “The Meaning of Homeownership” contest asks all Iowa mortgage lenders and Realtors® to ask their clients for their help in redefining what homeownership truly means to them. Participants will be asked to write a word or short phrase that best describes homeownership on a memo board and the participating lender or Realtor® will upload photos of the entries to the Iowa Finance Authority for inclusion in the statewide contest.

Contest entries will be voted on by the public in July at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtor® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. Any Iowa lender, Realtor® or real estate agent may sign-up to participate, and is encouraged to do so by visiting IowaFinanceAuthority.gov/Contest. The contest and competition will be detailed on Iowa Finance Authority’s facebook, foursquare, twitter and youtube pages.

“I commend the Iowa Finance Authority and the Iowa Association of Realtors® for joining together on this unique collaboration this summer to increase awareness of the benefits of homeownership in Iowa as well as the affordable mortgage and down payment assistance programs available to them through the Iowa Finance Authority to help Iowans achieve their goals,” said Governor Branstad. “Iowa has one of the highest homeownership rates in the nation, which is a tremendous benefit to our state as affordable homeownership is one of the single most effective tools for stability for Iowans and their families.”

“The Iowa Finance Authority’s partnerships with Realtors®, real estate agents and lenders throughout the state have been central to our success in assisting nearly 60,000 Iowans on their road to homeownership,” said Iowa Finance Authority Executive Director Dave Jamison. “We’re excited to be offering this summer contest in partnership with the Iowa Association of Realtors® as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered through more than 400 local lender locations throughout the state so that we may assist even more Iowans in meeting their homeownership goals.”

“More than 31,000 Iowans purchased a home last year, a slight increase from 2010 and I’m confident that partnerships amongst Iowa housing organizations and professionals – like the one between the Iowa Association of Realtors® and the Iowa Finance Authority will assist in keeping that growth pattern,” said Iowa Association of Realtors® CEO Dave Bert

SLOGAN CONTEST: The Meaning Of Home Ownership

WHO-TV, April 10, 2012

Governor Branstad announced a new program encouraging Iowans to own their own homes; and later pushed back against criticism President Bush's drive for more homeowners helped lead to the housing crash.

The governor's program is a contest for people to come up with a short phrase that promotes the meaning of home ownership. Home sales have increased nine straight months in Iowa.

The governor says putting people in homes they couldn't afford hasn't been a problem in Iowa.

"The Meaning of Homeownership Contest" is sponsored by the Iowa Finance Authority and Iowa Association of Realtors. The public votes for the best slogan in July.

The winner will get a 1,500 gift card and 2,500 Community Betterment Grant.

State kicks off contest for Iowa homeowners

May 17, 2012 7:46 pm • [Jennifer DeWitt](#), Quad-City Times

(1) [Comments](#)

Hoping to heat up home sales across the state this summer, the Iowa Finance Authority and the real estate community are launching a contest to help celebrate homeownership and draw attention to the authority's homebuyer programs.

Flanked by Quad-City area real estate agents and lenders, Dave Jamison, the authority's executive director, announced the Meaning of Homeownership Contest during a news conference at Mel Foster Co.'s Davenport offices.

Joined with representatives from Mel Foster, Valley Bank and 1862 Mortgage, Jamison said the contest is a partnership between the authority, the Iowa Association of Realtors, and lenders and real estate firms across Iowa. Since its inception in 1977, the authority has assisted nearly 60,000 Iowa homebuyers.

He said the contest is "a fun way to increase awareness of the Iowa Finance Authority's homeownership programs offered at more than 400 local lender locations throughout the state."

Contest partners are asked to have their clients describe in one word or a phrase what home ownership means to them and photograph themselves with the word on a memo board. They will compete for a chance to win a \$1,500 gift card.

The entry with the most votes will win. The public is invited to vote online between July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). In addition, the lender and the real estate agent who receives the most combined votes will receive a \$2,500 community betterment grant.

To view a list of current contest locations, visit [Foursquare.com/IowaFinance](https://www.foursquare.com/IowaFinance). Any Iowa lender, realty firm or agent may sign up to participate by May 31 at IowaFinanceAuthority.gov/Contest.

"This contest is a great opportunity for our past, present and future clients, our agents and the general public to say what homeownership means to them," said Kris Ratigan, Mel Foster's director of corporate marketing. "The beauty of this is even if you're not looking to buy or sell, you can get involved."

Deb Sullivan of Valley Bank and Chris Schneider of 1862 Mortgage both said many of their clients benefit from the authority's programs, which include lower interest rates for first-time homebuyers and a \$2,500 closing grant for other homebuyers. Clients must be income eligible.

“I hope what comes out of this contest is a better awareness of the programs,” said Sullivan, who also serves as the president of the Iowa Mortgage Association.

Contest to spur housing market

Press - Citizen - Iowa City, Iowa

Author: Mitchell Schmidt

Date: Jun 9, 2012

Section: Local News

A statewide agency is teaming up with local Realtors to offer homeowners the opportunity to receive a little extra financial help while simultaneously spurring regional home sales.

On Friday, officials with the Iowa Finance Authority were in Coralville as part of a multi-stop tour of the state to meet area Realtors and lenders to announce The Meaning of Homeownership Contest.

"We are asking, in partnership with the Iowa Association of Realtors, for all Iowans to really help us redefine what homeownership means to them," IFA communications director Ashley Jared said. "So whether it is backyard barbeques, or room to grow, party at my place, room for friends, whatever it is, we're asking them to write it on a memo board this summer and submit it for entry in a Facebook contest."

Photo entries from homeowners will be accepted through June and judged during the first two weeks of July, with the winning homeowner receiving a \$1,500 Menards gift card to go toward home upgrades while the winning lender will get a \$2,500 community benefit grant to better the community as a whole.

John Marshall, a Realtor with Max Affiliates and president of the Iowa City Area Association of Realtors, said the housing market's apparent rebound in 2012 is benefiting sellers and buyers.

"For this year, so far, we are really up in terms of sales, and we are really up in terms of the price of homes. In addition to that, the days on market has come down so we are in a really good position," Marshall said. "It is a wonderful time to be looking for and buying a home because the interest rates are at historic lows, and we have a really good supply of homes and the price is very reasonable right now."

Michelle Bennett of Skogman Realty said the process of buying a home is not as daunting as it may appear to first-time buyers.

"There are many many steps to the process but we'll teach you those steps and we'll take you through the process so you never feel alone, you never feel intimidated and you never feel scared," Bennett said.

To aid in the buying process, IFA offers mortgage, fixed rate and down payment programs including \$2,500 in down payment assistance in closing costs for first-time buyers and up to \$5,000 in military veteran homeownership grants.

Reach Mitchell Schmidt at maschmidt@gannett.com or at 887-5402.

Enter the contest

- * Check the Iowa Finance Authority website, www.ifahome.com, for a list of participating Realtors.
- * Write down what homeownership means to you and photograph it.
- * Submit your entry online before the end of June.
- * Vote for the winner at www.facebook.com/IowaFinance from July 2-15.

Abstract (Document Summary)

To aid in the buying process, IFA offers mortgage, fixed rate and down payment programs including \$2,500 in down payment assistance in closing costs for first-time buyers and up to \$5,000 in military veteran homeownership grants.

Contest to spur housing market

Photo winner will receive \$1,500 for home improvements

By Mitchell Schmidt
Iowa City Press-Citizen

A statewide agency is teaming up with local Realtors to offer homeowners the opportunity to receive a little extra financial help while simultaneously spurring regional home sales.

On Friday, officials with the Iowa Finance Authority were in Coralville as part of a multi-stop tour of the state to meet area Realtors and lenders to announce The Meaning of Homeownership Contest.

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See CONTEST, Page 8A

Contest

Continued from Page 3A

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Iowa Finance Authority and Waterloo Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Keep Home Sales on the Rise in Waterloo

June 11, 2012

by **Iowa RealEstateRama**

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

WATERLOO – June 11, 2012 – (RealEstateRama) — The Iowa Finance Authority (IFA) today joined with Four Seasons Realtors, the Waterloo-Cedar Falls Board of Realtors and US Bank Home Mortgage in Coralville to encourage participation in The Meaning of Homeownership Contest, a partnership between the Iowa Finance Authority, Iowa Association of Realtors® and lenders and Realtors throughout the state to keep Iowa Waterloo home sales, which are currently up 11% over last year, on the rise.

“We’re excited to be offering this summer contest in partnership with the Iowa Association of Realtors® as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their homeownership goals.”

“More than 31,000 Iowans purchased a home last year, a slight increase from 2010 and I’m confident that partnerships amongst Iowa housing organizations and professionals – like this homeownership contest partnership will assist in keeping that growth pattern,” said Iowa Association of Realtors® CEO Dave Bert.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the facebook contest will win a \$1,500 gift card. Waterloo-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We are enjoying a strong economy with lower unemployment, outstanding interest rates and a pent up demand for homes. In fact, our available inventory of residential homes for sale is just 350 units short of where we usually are,” said Kathy Albert, President of Waterloo-Cedar Falls Board of REALTORS®.

“This contest is a great way to get the word out about homeownership and it’s a fun way to redefine homeownership from our clients’ points of view,” said Eric Meiners, Loan Officer with US Bank Home Mortgage. “Our ultimate goal is to spur homeownership and help Waterloo residents attain the ultimate American dream.”

Mary Shileny, Owner of Four Seasons Realtors, said, "The partnership with the Iowa Finance Authority will provide many Iowans with homeownership opportunities. We look forward to working with our clients this summer to encourage participation."

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at [IowaFinanceAuthority.gov/Contest](https://www.IowaFinanceAuthority.gov/Contest).

Contact:

Ashley Jared, 515.494.6213

Homeownership contest announced

News

KJAN, June 12th, 2012 by Ric Hanson

The Southwest Iowa Association of Realtors says over the last year, home sales have increased eight percent in Southwest Iowa, and to continue reaching that goal, the Iowa Finance Authority (IFA) and the Iowa Association of Realtors (IAR), have partnered with the Southwest Iowa lenders and Realtors to promote *The Meaning of Homeownership* Contest. The effort among lenders and Realtors is to show Iowans their support for homeownership and the importance of keeping homeownership on the rise.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card. Council Bluffs area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance <http://www.foursquare.com/iowafinance>.

Contest entries will be voted on by the public July 2-15 at Facebook.com/IowaFinance<<http://www.facebook.com/iowafinance>>. The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at IowaFinanceAuthority.gov/Contest<<http://www.iowafinanceauthority.gov/Contest>>.

From houses to homes: Contest seeks to define owners

By CHRISTINIA CRIPPES
ccrippes@thehawkeye.com

Owning a home often means more than the strict definition of homeowner implies.

It's a chance to have a yard for kids or pets or the ability to grow a garden or install a deck.

The Iowa Finance Authority is asking homeowners, or those seeking to become homeowners, to give their definition of what that it means to them.

The "meaning of homeownership" contest runs through the end of the month and the top prize earns more than bragging rights.

Homeowners who submit a definition with a picture — they say creativity counts — have a chance to win a \$1,500 Menards gift card. The winning lender and real estate agent also will each

get a \$2,500 betterment grant.

"We've seen some competition so far," said Ashley Jared, communications director of IFA.

Jared doesn't know what to expect in terms of submissions but she hopes it's "a lot." She said part of the reason for the contest is to increase the loan volume.

Jared said typically IFA processes about 1,500 loans per year, but its goal this year is 2,000.

More than 350 real estate agents have signed up for the contest, including 28 in south-east Iowa. A list of participating real estate agents and brokers is available on www.ifahome.com or at www.foursquare.com/iowa-finance.

But this region has a fighting spirit.

"We'll team up and smoke 'em, right Sam?" said broker owner Deb Fowler, of Century 21 Prop-

erty Professionals. She was speaking to Sam Manka, a real estate banker at Midwest One.

Century 21 Property Professionals was host to IFA in rolling out the contest Monday afternoon in Burlington.

"This program will certainly help as far as getting those people that don't know there is assistance available," Fowler said.

Dar Baum, chairwoman of the IFA board of directors, said Iowa already has one of the highest rates of homeownership in the country, but there are still folks who are looking to become homeowners.

She said homeownership pumps about \$60,000 back into a community, whether it's spending on furniture or home improvements. Jared said that's part of the reason for the program.

"This is really the Iowa Finance Authority's way of showing that homeownership ... really does come full circle. That community betterment grant can help in a local initiative, like cleaning up a city park," Jared said.

Baum said few people access IFA's website directly, but rather hear about its programs through local realtors.

Manka couldn't speak highly enough of IFA's programs, which can help give would-be homeowners a better interest rate than their credit score might otherwise get them.

She gave an example of a Fort Madison resident, who is recently out of college and was able to move back to the state and get a home through IFA's down payment program.

Judging for the contest will take place July 2 through 15 on

IFA's social networking page www.facebook.com/IowaFinance. The contest goes along with National Homeownership month.

Military benefits

Jared also explained that starting July 2, for one year, the state will once again offer its military homeowner's program, which offers a \$5,000 down payment for qualified military personnel. She said that includes both active service members and veterans.

Jared said it's one of the few programs that is fully state funded, and funding was reinstated during the past legislative session and signed by Gov. Terry Branstad.

She said that allocation of funds totals \$1.6 million.



Contest seeks to spur home sales

June 12, 2012 4:52 pm • [DAVE DREESZEN ddreeszen@siouxcityjournal.com](mailto:ddreeszen@siouxcityjournal.com)

[\(2\) Comments](#)

SIOUX CITY -- Local lenders and Realtors joined with the Iowa Finance Authority Tuesday to promote a social media contest that celebrates home ownership.

To enter the Meaning of Homeownership Contest, stop by one of the contest participants. A full list is available at: www.foursquare.com/iowafinance

Entrants will be asked to define in one word or a short phrase what home ownership means to them, write it down on a memo board, and be photographed with the board.

All entries will be posted on Iowa Finance's Facebook page. The contestant with the most votes will win a \$1,500 gift card. Voting runs from July 2-15.

In addition, the lender and real estate agent who receive the most combined votes each will receive a \$2,500 community betterment grant.

The contest is a "fun way" to increase awareness of the Iowa Finance Authority's homeownership programs offered at more than 400 local lender locations in Iowa, said Ashley Jared, communications director for Iowa Finance Authority.

"It's an effort to get the word out to Iowans that they can ask their Realtors and lenders about our program," Jared said.

Ken Spies, president of the Greater Sioux City Board of Realtors, and representatives of Security National Bank and RE/MAX of Siouxland joined Jared at a news conference Tuesday at RE/MAX's Sioux City offices. The speakers said they hope better awareness of the Iowa Finance Authority programs and the benefits of home ownerships will spur sales this summer.

Spies said the metro area housing market is steady, with fewer homes for sale than this same time a year ago.

Visit www.iowafinanceauthority.gov/contest for more information.

What does it mean to own a home?

Contest offers prize for definition of home ownership

TIM ROHWER

TROHWER@NONPAREILONLINE.COM

A homeowner, according to the dictionary, is someone who owns a home.

While it's a true statement, it's rather bland.

"We think Iowans can do better than that," said Ashley Jared, communications director for the Iowa Finance Authority. "We want to have some fun."

That's why in June, which is National Homeowners Month, the IFA and participating Realtors and lenders are sponsoring a contest on the Meaning of Homeownership, Jared said.

Besides winning a gift certificate, the contest is meant to promote the financial benefits



the IFA offers potential homeowners – and maybe spur more home sales, she said.

"For every two homes purchased, there is one permanent job created," Jared said during the announcement Tuesday in Council Bluffs.

To enter the contest, just stop by a participating Realtor, lending or real estate agent, write down a clever word or a short phrase on the meaning or importance of homeownership on a memo board, have their entry photo taken, and

then submit the entry into a Facebook contest.

Judging will take place July 2 through July 15. The winner will receive a \$1,500 Menards gift certificate.

"The whole goal is to increase awareness of our programs," Jared said.

Among those programs is FirstHome Plus that provides up to \$2,500 in cash assistance to help eligible borrowers with closing costs, down payment or minor home repairs. Established in 1977, this program has helped 60,000 Iowans achieve their American Dream, Jared said.

The IFA also assists eligible service members and veterans with a \$5,000 grant toward a down payment or closing costs, she added.

The Southwest Iowa Association of Realtors, Key Real Estate and American National Bank are local partners in this contest.



Bonnie Waters of the Southwest Iowa Association of Realtors speaks during a joint announcement by the Iowa Finance Authority and the Southwest Iowa Association of Realtors about home sales and the Meaning of Homeownership contest on Tuesday. Below, Ashley Jared, of the Iowa Finance Authority, addresses the crowd. Staff photos/Erin Duerr



Contest encourages homeownership

By JIM OFFNER, jim.offner@wfcourier.com wfcourier.com | Posted: Sunday, June 17, 2012 9:00 am | [\(0\) Comments](#)

WATERLOO, Iowa – The Iowa Finance Authority (IFA) is working with Four Seasons Realtors, the Waterloo-Cedar Falls Board of Realtors and US Bank Home Mortgage in Coralville to encourage participation in The Meaning of Homeownership Contest, a partnership between the Iowa Finance Authority, Iowa Association of Realtors and lenders and real estate companies throughout the state to maintain upward momentum in Waterloo home sales, which are currently up 11 percent over last year.

IFA Executive Director Dave Jamison said the contest is a “fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state.”

The goal is to help more Iowans “meet their homeownership goals,” he said.

More than 31,000 Iowans purchased a home last year, a slight increase from 2010, according to Dave Bert, CEO of the Iowa Association of Realtors.

The social media contest consists of Iowa mortgage lenders and real estate brokers asking their clients what homeownership means. Participants will redefine homeownership by writing a short phrase or word on a memo board and contributing a photo. The contestant with the most votes in the Facebook contest will win a \$1,500 gift card.

A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We are enjoying a strong economy with lower unemployment, outstanding interest rates and a pent up demand for homes,” said Kathy Albert, president of the Waterloo-Cedar Falls Board of Realtors.

Contest entries will be voted on by the public July 2-15 at Facebook.com/IowaFinance. The entry with the most votes will receive a \$1,500 gift card and the lender and real estate agent with the most combined votes will each receive a \$2,500 community betterment grant.

More information about the contest is located at IowaFinanceAuthority.gov/Contest.

Iowa Finance Authority and Greater Mason City Board of REALTORS® Announce Increase in Home Sales for the Past Year; The Meaning of Homeownership Contest to Help Continue the Increase

June 20, 2012

by [RealEstateRama](#)

Category: [News](#) | [Property, Rentals, Transactions](#) | [No Comments](#)

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

MASON CITY – June 20, 2012 – (RealEstateRama) — The Iowa Finance Authority (IFA) visited the Greater Mason City Board of Realtors, along with Wells Fargo to promote the Meaning of Homeownership Contest. Property sales in the Mason City area are up approximately 33% from this time last year. The Meaning of Homeownership Contest is sponsored by IFA and the Iowa Association of REALTORS® along with Realtors and lenders throughout the state of Iowa. The goal of this contest is to promote the importance of homeownership throughout the entire state of Iowa, and to get people aware of the increase in home sales.

“IFA is excited to be offering this summer contest with the Mason City Board of REALTORS® to promote National Homeownership Month throughout June,” said Iowa Finance Authority Executive Director, Dave Jamison. “Home sales in the Mason City area are increasing and we want to increase awareness of the Iowa Finance Authority’s programs offered at more than 400 local lender locations.”

“The Mason City area has seen a 33% increase in home sales over this time last year and we’re excited to partner with the Iowa Finance Authority in The Meaning of Homeownership Contest to keep these sales on the rise,” said Tim Latham, Greater Mason City Board of REALTORS® President.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the facebook contest will win a \$1,500 gift card. Mason City-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at Foursquare.com/IowaFinance.

“We’ve worked with the Iowa Finance Authority’s programs for many years to help Iowans afford homes,” said Mary Hackman-Glenn, a **loan** officer from Wells Fargo. “We look forward to continuing our partnership with IFA and support the Meaning of Homeownership Contest.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes **will receive** a \$1,500 gift card and the lender and Realtors® or real **estate** agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at [IowaFinanceAuthority.gov/Contest](https://www.IowaFinanceAuthority.gov/Contest).

Contact:

Ashley Jared, 515.494.6213

IFA Reports Increase in Iowa Home Sales in Past Year

posted by [Alex Ferreras](#) on [June 21, 2012](#) in [Real Estate](#) (www.loansafe.org)

(Source: IFA) — The Iowa Finance Authority (IFA) visited the Greater Mason City Board of Realtors, along with [Wells Fargo](#) to promote the Meaning of Homeownership Contest. Property sales in the Mason City area are up approximately 33% from this time last year. The Meaning of Homeownership Contest is sponsored by IFA and the Iowa Association of REALTORS® along with Realtors and lenders throughout the state of Iowa. The goal of this contest is to promote the importance of homeownership throughout the entire state of Iowa, and to get people aware of the increase in home sales.

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Contact:

Ashley Jared, 515.494.6213

Source: IFA

Enter

The Meaning of Homeownership Contest

FOLLOW THE COMPETITION!

- Facebook.com/IowaFinance
- Twitter.com/IowaFinance #DefineHome
- Youtube.com/IowaFinance
- Foursquare.com/IowaFinance



MEDIA COVERAGE

Media Outlet	Date	Ad Rate	x1.5	PR Value
Oskaloosa News	April 9,2012	\$108.62		\$162.94
WHO-TV	April 10,2012	\$375.00		\$562.50
Quad-City Times	May 17, 2012	\$163.96		\$245.94
The Hawkeye	June 6, 2012	\$395.00		\$592.50
NonPareilonline	June 6, 2012	\$840.00		\$1,260.00
Iowa City Press-Citizen	June 9,2012	\$194.39		\$291.59
Real Estate Rama	June 11, 2012	\$90.00		\$135.00
Sioux City Journal	June 12, 2012	\$372.60		\$558.90
KJAN	June 12, 2012	\$187.50		\$281.25
WCF Courier	June 17, 2012	\$247.06		\$370.59
Real Estate Rama	June 20, 2012	\$90.00		\$135.00
Loansafe.org	June 21,2012	\$135.00		\$135.00
All Media Hits				\$4,731.21



Enter

The Meaning of Homeownership Contest

FOLLOW THE COMPETITION!

-  Facebook.com/lowaFinance
-  Twitter.com/lowaFinance #DefineHome
-  Youtube.com/lowaFinance
-  Foursquare.com/lowaFinance



RESULTS



IOWA FINANCE
AUTHORITY



The Meaning of Homeownership Contest

Summer 2012 Contest Results

Homeowner (noun) [hohm-oh-ner] – *One who owns a home.*

We know you can do better! In one word, what is your definition of **homeownership**?

Goals

- Increase awareness of benefits of homeownership in Iowa and energize Iowans for the home buying season
- Position our organizations as proactive, industry partners in the housing industry

Partnership Benefits

- Logo included on all contest materials
- Joint statewide media relations and public outreach
- Media coverage in all Iowa markets
- A true joint venture

Contest Communication

- Bulk mailing to 10,000 Iowa lenders and Realtors
- Communication at scheduled trainings and meetings
- News conference with partners in each market
- Weekly emails
- Facebook, Twitter, Foursquare and YouTube
- News conference with contest winners

Contest Timeline

- **March 26/27:** Campaign launch
- **March 27 – May 31:** 1) Heavy marketing to lenders/Realtors via meetings throughout the state, mailings, emails, news release, social media
2) Sign-up period
3) Send toolkits to participating lenders/Realtors and begin point of purchase and other advertising, media relations efforts
- **June 1 – 30:** 1) Lenders/Realtors collecting/submitting entries
2) Iowa Finance Authority marketing team road crew to document the competition via social media networks
- **July 1 – 15:** Online public Facebook voting – anyone can vote for their favorite once a day!
- **July 16:** Announcement of winners
- **July 23:** News conference, prize presentation, community projects announcement

Results

- Nearly 300 participating lenders and Realtors
- More than 13,000 votes
- Three winners:
 - Homeowner – Jennifer Barnett, Cedar Rapids
\$1,500 Menard's gift card
 - Lender – Melanie Hinman, 1862 Mortgage, Muscatine
\$2,500 community betterment grant
 - Realtor – Debra Callahan, Skogman Realty, Cedar Rapids
\$2,500 community betterment grant

