



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

Entry Name 2013 IHDA Integrated Marketing Materials

HFA Illinois Housing Development Authority (IHDA)

Submission Contact Dan Osborne

Phone 312-836-5357

Email dosborne@ihda.org

Program Contact Dan Osborne

Phone 312-836-5357

Email dosborne@ihda.org

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 Illinois Housing Development Authority

Entry Name 2013 IHDA Integrated Marketing Materials

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input checked="" type="checkbox"/> Promotional Materials and Newsletters <input 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 checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Introduction/Program Summary

The Illinois Housing Development Authority (IHDA) launched a new integrated marketing effort across several platforms to reach its core audiences: potential homebuyers, lenders, public-private partners, not-for-profit organizations and elected officials.

IHDA faced a brand recognition challenge with many of our core audiences. To correct this, IHDA had a goal to create an overarching, integrated marketing effort to effectively communicate our programs to current and future customers. Despite speaking to multiple targets, we streamlined materials to have a consistent look, feel, tone and language. Using a common look and feel with a consistent message theme gives IHDA a larger brand footprint. This concerted effort puts IHDA on a level playing field to compete with other lenders, to talk to potential homebuyers, public-private partners, not-for-profit organizations and elected officials.

With a design incorporating vibrant colors and art featuring the people we serve, IHDA's new marketing products achieved our goal of engaging current partners and increasing awareness of what IHDA has to offer to build new partnerships and create a stronger presence. This effective brand marketing campaign has resulted in increased homeownership loans and a broader understanding amongst key stakeholders of what IHDA does.

E-newsletter

At the start of 2013, IHDA's Marketing and Communications team set out to create a new brand and identity. IHDA had introduced marketing pieces more as an as-needed approach in the past and there was little cohesion. The new e-newsletter set the tone for this new campaign to brand IHDA using warm colors featuring the "faces of IHDA" to show that we are a bank with a public mission serving low- to moderate-income families, seniors and people with disabilities throughout the state.

In January 2013, IHDA issued the first edition of a new monthly e-newsletter, *At Home with IHDA*, to more than 4,000 partners. IHDA worked with its designer to create an eye-popping design.

Its masthead design theme is carried throughout our new marketing materials to further establish our brand and build recognition.

At Home with IHDA provides a new way for us to highlight and share information about programs and initiatives with valued partners in affordable housing. Thanks to this medium, partners can more easily forward the newsletter, and post the content to their websites or on their Facebook wall and Twitter feed. IHDA wanted to make it clear that this was as much *their* newsletter as it was *ours*.

"Boost Your Buying Power!" marketing piece

Under Illinois Governor Pat Quinn's leadership, IHDA launched four new homeownership products over 18 months. Governor Quinn had proclaimed 2013 as the *Year of Homeownership*, and IHDA's Marketing and Communications team wanted to develop a cohesive, comprehensive marketing piece to showcase its suite of loan programs featuring up to \$10,000 in down payment assistance.

IHDA sought to create a piece that could have a longer shelf life to save on future costs. IHDA also worked with its designer to create something eye-catching that appeared polished but not too glitzy, and informative with clear messaging geared towards lenders, housing counselors and potential homebuyers.

The result is a visually-inviting, clearly-written and versatile consumer brochure with color-coded inserts launched in March 2013. The new “Boost Your Buying Power!” marketing folder features a photo collage of Illinois residents, an insert for each loan and one with the most recent income and purchase price limits.

We wanted our products to be more recognizable to a larger audience and convey, as the folder cover says, that IHDA offers: *Mortgage programs to help you realize your dream of homeownership.*

IHDA developed a logo for each of its affordable loan products: SmartMove; SmartMove Plus; SmartMove Trio; Illinois Building Blocks; and Welcome Home Heroes. Each product is featured on a colored insert that can stand on its own as an individual marketing piece. They are stacked in the right pocket. This iconography is not only consumer-friendly – it’s strategic on our part because this adaptable format will enable us to more easily edit the individual inserts as needed and avoid a complete overhaul.

IHDA unveiled the new piece at its first-ever homebuyer exposition event in March 2013 at the Illinois Institute of Technology (IIT) in Chicago. The strategy was to test the piece’s usability and effectiveness at this major outreach event. Following the overwhelmingly positive feedback IHDA received from its lender partners, counselors and homebuyers, we launched a distribution campaign throughout the state.

“I was so excited when I opened the package and saw them, they were a godsend! We will be using them in all of our Pre-Purchase classes. They are well put together and the information is easy to read and understand. These brochures are like the period at the end the sentence.”

- Nathalie Thompson King, Director of Quality Assurance, Agora Community Services

Banners and materials

Continuing the design theme of the new marketing piece, IHDA designed banners to promote its five mortgage products at events. Each product is featured on an individual banner that matches the color of its corresponding insert as well as the photos used.

The banners made their first appearance at the Illinois Governor’s Conference on Affordable Housing in April 2013. They flanked Governor Quinn as he addressed the 600 conference attendees, working as a visual reminder of his commitment to affordable housing and serving as a great backdrop for the media.

This marked the first time that IHDA developed program-specific banners. As a new marketing tool, the banners work to further its brand marketing efforts. Since the conference, IHDA’s homeownership department has used the banners at various events, including a homebuyer expo held in May 2013 in Peoria.

The State of Housing in Illinois

To increase the understanding of IHDA’s role amongst state legislators, IHDA in spring 2013 created a new fact sheet: *The State of Housing in Illinois*. The new piece incorporates the design theme of the e-

newsletter and homeownership marketing pieces, and features key information so legislators are better informed of housing issues and how IHDA can serve their constituents.

Like its other new marketing pieces, this fact sheet is flexible and can be updated in-house without any major design changes.

Conclusion

IHDA had a goal to create an overarching, integrated marketing effort to effectively communicate our programs to current and future customers. Despite speaking to multiple targets, we streamlined materials to have a consistent look, feel, tone and language.

In the first six months of 2013, IHDA began building its brand through a new promotional effort and the creation of new marketing outreach tools. As a result of its cross-platform marketing push, IHDA's public's awareness drive has translated into real results. A few months after IHDA began distributing its new homeownership marketing piece, IHDA's reservation volume was the highest than any other month in Authority history: \$59.2 million (May 2013). *The State of Housing in Illinois* fact sheet quickly became an effective resource for lawmakers and a powerful tool as IHDA promotes legislative change.

With materials that are creative, adjustable, and applicable for multiple audiences, IHDA was able to open new avenues of dialogue with its existing partners while creating a broader understanding of the investment we make in the lives of renters, homeowners and homebuyers across the state.



401 N. Michigan Avenue
Suite 700
Chicago IL 60611
312.836.5200
312.836.5222 TDD
www.ihda.org

Pat Quinn, Governor

Guide to 2013 IHDA Integrated Marketing Materials Visual Aid Attachments

1. Newsletter (1 month example)
2. Homeownership Brochure Images (6 Inserts and Folder)
3. Program Banner Images
4. The State of Housing in Illinois Fact Sheet

At Home with IHDA



ILLINOIS HOUSING
DEVELOPMENT AUTHORITY

JUN
2013



Current program rates as low as 3.75 percent for Homeownership and 4.11 percent for Multifamily. See [Homeownership](#) or [Multifamily](#) for more info.

in this issue:

[Governor Quinn Makes
New Funding Available
for Military Families](#)

[Senior Housing
Development gives
Orland Park Resident a
Breath of Fresh Air](#)

[IHDA Hosts Housing
Event in Peoria](#)

[First-of-its-Kind
Supportive Housing
Opens in the Northwest
Suburbs](#)

[Application Deadline
Extended for Federal
Programs](#)

[Loan Officer of the
Month](#)

[Upcoming Dates](#)

[IHDA Extends
Application Deadline
for Preservation Now](#)

[Financial News](#)



Governor Quinn Makes New Funding Available for Military Families

To honor military families this Memorial Day, Governor Quinn announced the investment of an additional \$5 million in state capital funds to increase affordable homeownership opportunities for Illinois Veterans and military families under the Welcome Home Heroes Program.



In front of the Chicago home of former Army reservist Janelle Hamilton, Governor Quinn also announced the program has allowed 1,000 military households to reserve financing to buy a home since it was launched in December 2012. With the new commitment of *Illinois Jobs Now!* capital funding, a further 500 veterans, reservists, and Illinois National Guard members will be

IHDA in the News

loan officer OF THE MONTH



IHDA's Homeownership Department recognizes Millie Reyes-Williams, CRA Mortgage Banker at BMO Harris Bank as its "Loan Officer of the Month." With more than two decades of experience in the mortgage business, Millie has been a longtime advocate for IHDA loans and a valued partner to the Illinois Building Blocks program in her hometown of Chicago Heights. *Thanks, Millie!*

upcoming dates:

**Illinois Foreclosure
Prevention Network
Community Workshop**
July 13, 9 a.m. - 2 p.m.
Giovanni's Convention
Center
610 N. Bell School Rd.
Rockford

See the [event flyer](#) for
more details

able to buy a home affordably and securely.

While in the army, Hamilton was stationed in Germany to provide support to troops in Iraq and Afghanistan. After returning to Chicago, she began a new career as a Chicago Police Officer, renting an apartment with her 15 year-old son while she searched for a home. With \$10,000 in down payment assistance from the Welcome Home Heroes program, the two moved into their first home two months ago.

Read the [press release](#) for more details.

More information on the Welcome Home Heroes Program is available on IHDA's [Homebuyer page](#).



Orland Park resident John Murray, Jr. speaks at the Thomas Place Ribbon Cutting Ceremony

Senior Housing Development gives Orland Park Resident a Breath of Fresh Air

Last year John Murray, Jr., after being forced to go on disability, was left without a job, and with few housing options. He first moved to a senior home, which was outdated and had more of a retirement home feel. Murray, at age 60, was spry and young enough to live in independence.

So when Murray saw the sign for Thomas Place Orland Park's new development of modern affordable senior independent living, he jumped at the chance to live there. "I was the first to sign up!" Murray said. "I was looking for a place with a better atmosphere and social life."

Thomas Place Orland Park is an affordable 80-unit senior development, funded in part by IHDA's Low-Income Housing Tax Credits and developed by Ryan Companies and Providence life Services.

Murray has been living in Orland Park nearly his entire life, and the possibility of having to move away to another community was difficult for him. "It's just not right to go someplace else. I knew



everyone in Orland in the old days."

Visit IHDA's [News Room](#) for more information on Thomas Place and Mr. Murray's full testimonial.

IHDA has extended the application deadline for the Preservation Now program to December 30, 2013 at 3:00 p.m.

Preservation Now provides subordinate mortgage financing to new IHDA issued tax-exempt bond projects that contain minimum levels of existing project-based rental subsidy.

Please see the [Request for Applications](#) for more information.



IHDA's recent sale of \$127.6 million in multifamily taxable bonds marked a resurgence of private investor interest and confidence in housing bonds. At the time of pricing, the 10-year taxable bonds were priced at 160 basis points over the 10-year U.S. Treasury rate.

Please see the [news release](#) for more details.

For more immediate updates, please join us on IHDA's Facebook page:



Homeowners receive one-on-one housing counseling from agencies under the Illinois Foreclosure Prevention Network

IHDA Hosts Housing Event in Peoria

Homeowners and homebuyers in Central Illinois attended an IHDA workshop in Peoria on May 18. The comprehensive housing event allowed area residents to access state programs that help homebuyers buy a home affordably and programs that protect current homeowners from foreclosure.



Homeowners met with loan officers from five major mortgage servicers to explore refinancing options and mortgage modifications. Others met with housing counselors from Novadebt, METEC, Spanish Coalition for Housing, Kingdom Community Development and the Springfield Housing Authority for one-on-one guidance, and the opportunity to apply for up to \$35,000 in temporary financial assistance from the Illinois Hardest Hit program.

Residents looking to buy a home met with local lenders Busey Bank, Wells Fargo, Herget Bank, Diamond Residential Mortgage Corp. and Inland bank to be pre-qualified for up to \$10,000 in down payment assistance, a fixed-rate 30-year mortgage and more than \$18,000 in federal tax credits offered by the state through IHDA.

Please read the [news release](#) for more details about the event.



Community leaders, project partners and local residents celebrate the grand opening for Myers Place

First-of-its-Kind Supportive Housing Opens in the Northwest Suburbs

Mount Prospect celebrated a milestone this month with the grand opening of Myers Place - the village's first housing development to provide people with disabilities or special needs with affordable apartments and services that allow them to live independently.

Developed by the Daveri Development Group, the 39-unit building will connect residents to a range of services, including mental health counseling, job training and case management provided by the Kenneth Young Center.

The affordable rents and services provided by Myers Place address a growing need in our communities. Under Governor Quinn's administration, approximately 1,800 community-based supportive housing units have been financed across Illinois to ensure more people with special needs can live independently in the community of their choice.

Please see the [news release](#) for more details on Myers Place.

Application Deadline Extended for Federal HAMP and HARP Initiatives

The U.S. Department of the Treasury and the U.S. Department of Housing and Urban Development have extended through December 31, 2015 the deadline to apply for the Home Affordable Modification Program (HAMP) and the Home Affordable Refinance Program (HARP).

NEW DEVELOPMENTS

Congratulations to our public-private partners on the following groundbreakings, ribbon cuttings and grand openings:

[Mount Prospect Welcomes First Supportive Housing Development in Northwest Suburbs](#)
(June 3, 2013)

[Whiteside County Families to Benefit from 48 New Affordable Rental Apartments](#)
(May 28, 2013)

[Orland Park's First Affordable Rental Development Opens](#)
(May 13, 2013)

[Grand Opening of Jane Addams Park Apartments Strengthens Community](#)
(May 9, 2013)

IHDA IN THE NEWS

[Suburban Apartments a breakthrough for people with disabilities](#) (June 4, 2013) Daily Herald

[Mount Prospect Community and Project Partners Celebrate Grand Opening of Myers Place - a First-of-Its-Kind Supportive-Housing Development in Northwest Suburban Chicago](#) (June 3, 2013) Fort Mill Times

[\\$5M going to military family homeownership effort](#) (May 26, 2013) Albany Times Union

[Growth sells first home in HUD pilot program](#) (May 23, 2013) Quad City Business Journal

[The Locks project gets rolling in downtown Rock Island](#) (May 23, 2013) Quad City Business Journal

[Wintrust Mortgage Recognized as the #1 IHDA Lender in 2012](#) (May 22, 2013) Wall Street Journal

[IHDA Completes First Bond Sale in Six Years](#) (May 20, 2013) Affordable Housing Finance

[HFAs Increase Use of New Pass-Through Structure](#) (May 20, 2013) The Bond Buyer

[Forward this email](#)



This email was sent to communications@ihda.org by communications@ihda.org | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).
Illinois Housing Development Authority | 401 N Michigan | Ste 700 | Chicago | IL | 60611

Do You Need Help with Your Down Payment?

SmartMove is the program for you.

IHDA's flagship mortgage program, **SmartMove**, offers first-time homebuyers an affordable 30-year fixed-rate mortgage and up to \$6,000 for down payment and closing costs. SmartMove is the perfect solution for borrowers who have limited funds for down payment, yet have the financial means to maintain monthly mortgage payments.

SmartMove includes:

- Up to \$6,000 cash assistance to cover down payment and closing costs
- 30-year fixed-rate mortgage with a competitive interest rate
- Variety of loan options to choose from, including FHA, Conventional, VA, and USDA

Eligibility:

- Buyers must be first-time homebuyers

Requirements:

- Contribute one percent or \$1,000 of the purchase price, whichever is greater
- Purchase a one- or two- unit property within Illinois
- Live in property as primary residence



How to apply:

Let our network of qualified lenders guide you through the quick and easy process.

Locate a lender near you by visiting

www.ihda.org/lender or call

312.836.5200 to speak with the

Homeownership Department. Income and purchase price limits apply.



State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 2,000 copies. 10% post-consumer
recycled fiber.


ILLINOIS HOUSING
DEVELOPMENT AUTHORITY

SMARTMOVE 





Let Us Help You Refinance or Relocate!

SmartMove Plus is for buyers who currently own a home and want to refinance or buy a new home.

SmartMove Plus offers:

- 30-year fixed rate mortgage with a competitive interest rate
- Variety of loan options to choose from, including FHA, Conventional, VA, and USDA

Eligibility:

- Buyers need not be first-time homebuyers

Requirements:

- If purchasing, contribute one percent or \$1,000 of the purchase price, whichever is greater
- Purchase or refinance one- or two- unit property within Illinois
- Live in property as primary residence



How to apply:

Let our network of qualified lenders guide you through the quick and easy process.

Locate a lender near you by visiting

www.ihda.org/lender or call

312.836.5200 to speak with the

Homeownership Department. Income and purchase price limits apply.



State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 2,000 copies. 10% post-consumer
recycled fiber.



SMARTMOVE 
plus+





Let SmartMove Trio Put Money Back in Your Pocket!

SmartMove Trio includes:

- Up to \$6,000 cash assistance to cover down payment and closing costs
- Federal tax credit that reduces income tax liability by up to \$18,000 over the loan life*
- 30-year fixed rate mortgage with a competitive interest rate
- Variety of loan options to choose from, including FHA, Conventional, VA, and USDA

Eligibility:

- Buyers must be first-time homebuyers

Requirements:

- Contribute one percent or \$1,000 of the purchase price, whichever is greater
- Purchase a one- or two- unit property within Illinois
- Live in property as primary residence

* based on a 30-year, \$128,000 loan with a 4 percent interest rate



How to apply:

Let our network of qualified lenders guide you through the quick and easy process. Locate a lender near you by visiting www.ihda.org/lender or call **312.836.5200** to speak with the Homeownership Department. Income and purchase price limits apply.



State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 2,000 copies. 10% post-consumer
recycled fiber.



SMARTMOVE 
trio.



\$10,000 Cash to Help You Buy a Vacant Home!

IHDA helps strengthen communities with programs that turn vacant homes into valuable homeownership opportunities.

Illinois Building Blocks includes:

- \$10,000 cash assistance to cover down payment and closing costs
- 30-year fixed rate mortgage with a competitive interest rate
- Variety of loan options to choose from, including FHA, Conventional, VA, and USDA

Eligible communities:

Belleville	Cicero	Maywood
Berwyn	Crest Hill	Melrose Park
Blue Island	Joliet	Park Forest
Champaign	Lockport	Peoria
Chicago Heights	Lynwood	South Holland

Eligibility:

- First-time and non-first-time homebuyers are eligible

Requirements:

- Contribute one percent or \$1,000 of the purchase price, whichever is greater
- Purchase a one- or two- unit property within the eligible communities
- Live in property as primary residence



How to apply:

Let our network of qualified lenders guide you through the quick and easy process. Locate a lender near you by visiting www.ihda.org/lender or call **312.836.5200** to speak with the Homeownership Department. Income and purchase price limits apply.

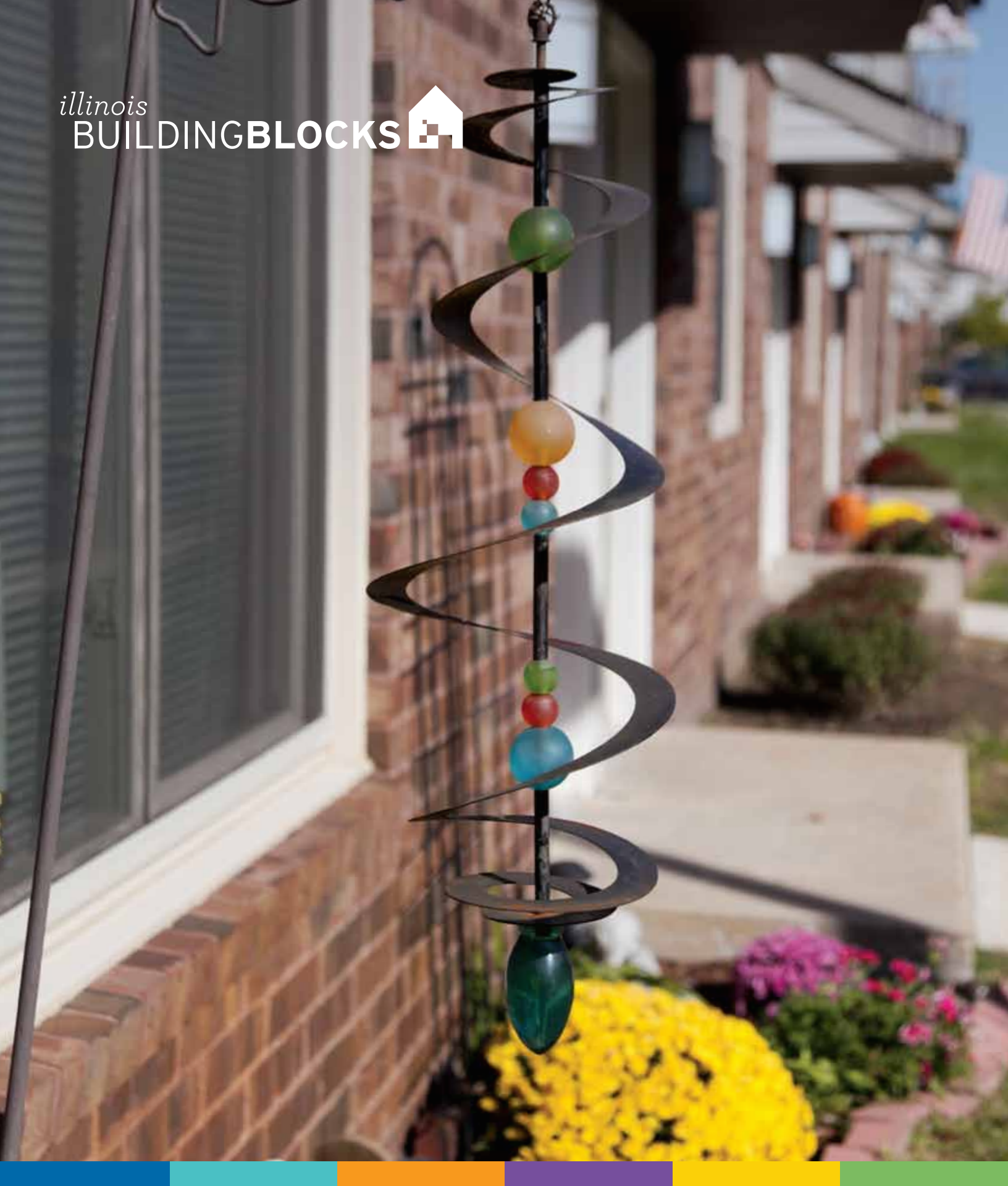


State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 2,000 copies. 10% post-consumer
recycled fiber.

illinois
BUILDINGBLOCKS 





Thank You for Sacrificing to Safeguard Our Freedom!

As a token of our appreciation, we offer military personnel \$10,000 in assistance to buy a home in Illinois.



The Illinois Welcome Home Heroes program provides critical financial support to men and women who have honorably served in our armed forces.

Welcome Home Heroes offers:

- \$10,000 cash assistance to cover down payment and closing costs
- 30-year fixed rate mortgage with a competitive interest rate
- Federal tax credit that reduces the federal income tax liability by up to \$18,000 over the loan life*
- Variety of loan options to choose from, including FHA, Conventional, VA, and USDA

Eligibility:

- Veterans (need not be first-time homebuyers)
- Active military personnel, reservists and Illinois National Guard members (must be first-time homebuyers)

Requirements:

- Contribute one percent or \$1,000 of the purchase price, whichever is greater
- Purchase a one- or two- unit property within Illinois
- Live in property as primary residence

* based on a 30-year, \$128,000 loan with a 4 percent interest rate

How to apply:

Let our network of qualified lenders guide you through the quick and easy process.

Locate a lender near you by visiting

www.ihda.org/lender or call

312.836.5200 to speak with the

Homeownership Department. Income and purchase price limits apply.



State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 2,000 copies. 10% post-consumer
recycled fiber.



welcome
HOMEHEROES



Income & Purchase Price Limits*

Effective 07/01/2012

County Where Residence is Located	MAXIMUM HOUSEHOLD INCOME LIMITS		MAXIMUM PURCHASE PRICE LIMITS		
	Household of 1 or 2	Household of 3 or More	New Construction 1 Unit	Existing Construction 1 Unit	Existing Construction 2 Units
Cook, Du Page, Kane, Lake, McHenry, Will	\$90,960	\$106,120	\$378,461	\$378,461	\$484,477
DeKalb	\$90,000	\$105,000	\$378,461	\$378,461	\$484,477
Grundy	\$95,640	\$111,580	\$378,461	\$378,461	\$484,477
Kendall	\$109,266	\$125,656	\$378,461	\$378,461	\$484,477
McLean	\$80,200	\$92,230	\$250,200	\$250,200	\$320,307
St. Clair, Clinton, Jersey, Madison, Monroe, Calhoun	\$73,537	\$84,567	\$259,615	\$259,615	\$332,353
Bond	\$74,520	\$86,477	\$259,615	\$259,615	\$332,353
Boone, Winnebago	\$77,160	\$90,020	\$313,154	\$313,154	\$400,892
Macoupin	\$73,560	\$85,820	\$259,615	\$259,615	\$332,353
Adams	\$72,100	\$83,160	\$250,200	\$250,200	\$320,307
Iroquois	\$72,100	\$83,374	\$250,200	\$250,200	\$320,307
Macon	\$72,360	\$83,236	\$250,200	\$250,200	\$320,307
Hancock, Stephenson	\$72,100	\$83,300	\$250,200	\$250,200	\$320,307
Scott, Wabash	\$72,100	\$83,282	\$250,200	\$250,200	\$320,307
All Other Counties	\$72,100	\$82,915	\$250,200	\$250,200	\$320,307

* Higher income and purchase price limits may apply within certain areas. Please see Lender for details.



State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 2,000 copies. 10% post-consumer
recycled fiber.



ILLINOIS HOUSING
DEVELOPMENT AUTHORITY





♻️ 10% post-consumer recycled fiber

This folder was printed using environmentally friendly soy based inks.



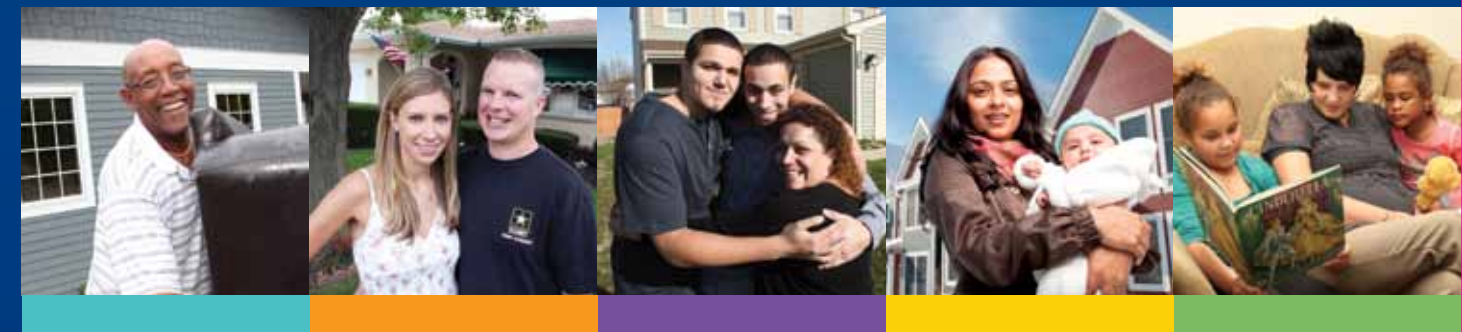
401 N Michigan Avenue, Ste 700 | Chicago IL 60611 | 312.836.5200 | www.ihda.org

Concept and design by StudioV: www.studiovdesign.com



Boost Your Buying Power!

Mortgage programs to help you realize your dream of homeownership.



THE HOME IS THE FOUNDATION OF ALL WORKING FAMILIES.
AT THE **ILLINOIS HOUSING DEVELOPMENT AUTHORITY (IHDA)**,
WE FINANCE AFFORDABLE HOMEOWNERSHIP OPPORTUNITIES
FOR THE PEOPLE OF ILLINOIS.

For many Illinois families looking to buy a home, IHDA's affordable loan programs with down payment and closing cost assistance provide a financial bridge to their dreams. IHDA expanded its homeownership offerings to help even more families and to meet the diverse needs of Illinois residents.

Let one of our mortgage programs help you realize your dream of homeownership. Act now! Some programs will be available for a limited time only.

IHDA is the State of Illinois' housing finance agency. IHDA finances the creation and preservation of affordable housing throughout the State of Illinois to increase the supply of decent and safe places for people of low or moderate means to live. Since its creation in 1967, IHDA has allocated \$11.5 billion to finance approximately 225,000 units across the State.

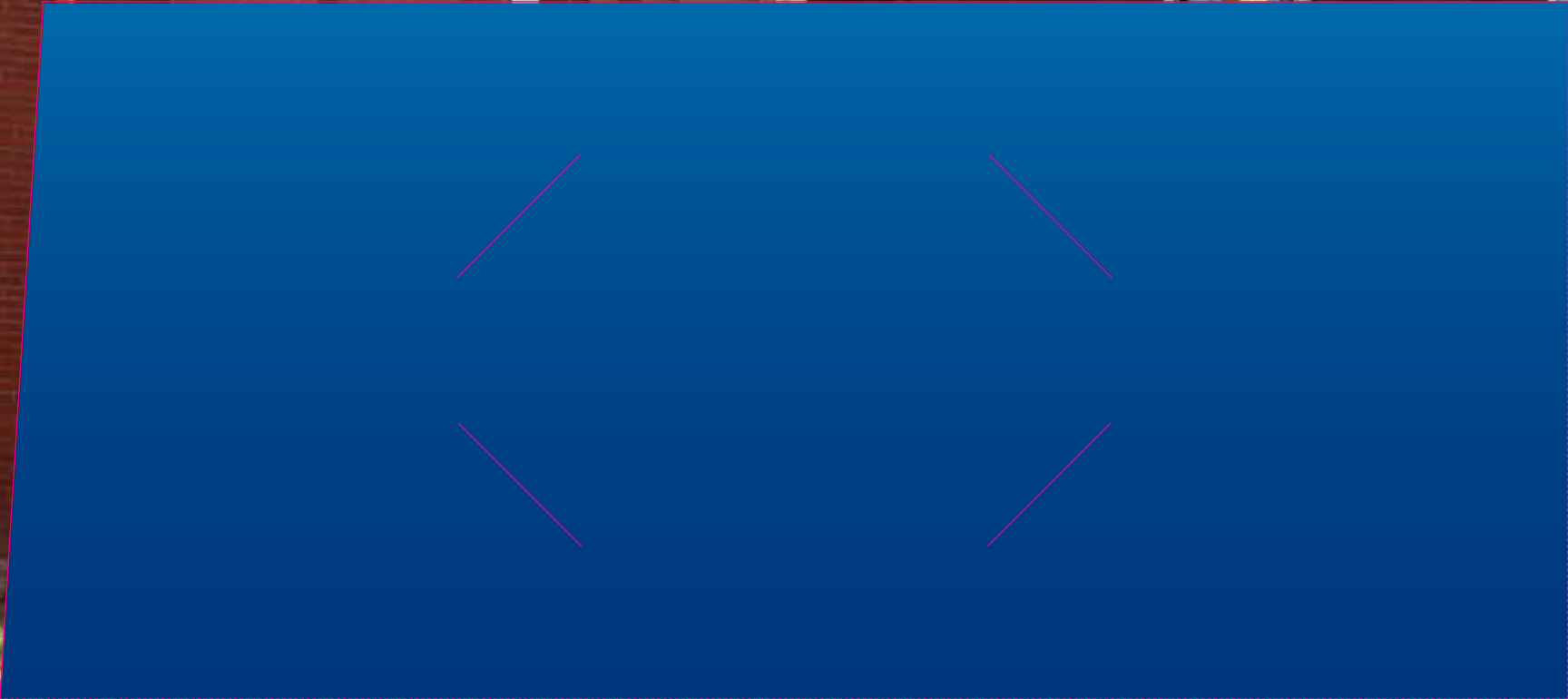
As an independent and self-supporting Authority, IHDA raises private capital from the bond markets based on its own strong credit rating to finance affordable housing. IHDA also administers and manages a number of federal and state-funded programs to finance affordable housing throughout Illinois. In general, IHDA's investment activity encompasses the financing of mortgage loans for homebuyers and construction loans for multifamily developers.



State of Illinois
Pat Quinn, Governor



Printed by the authority of the State of Illinois.
03.15.2013. 12,000 copies.



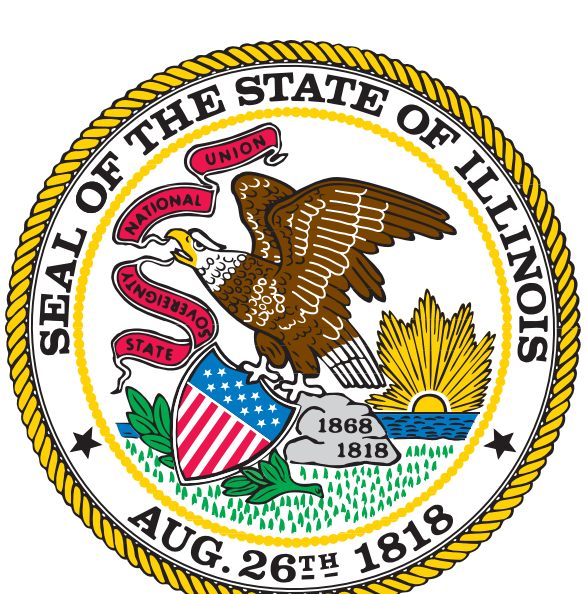


Refinance, Relocate or Buy Your First Home

A 30-year fixed-rate mortgage with a competitive interest rate

Up to \$6,000 in down payment assistance (for first-time homebuyers)

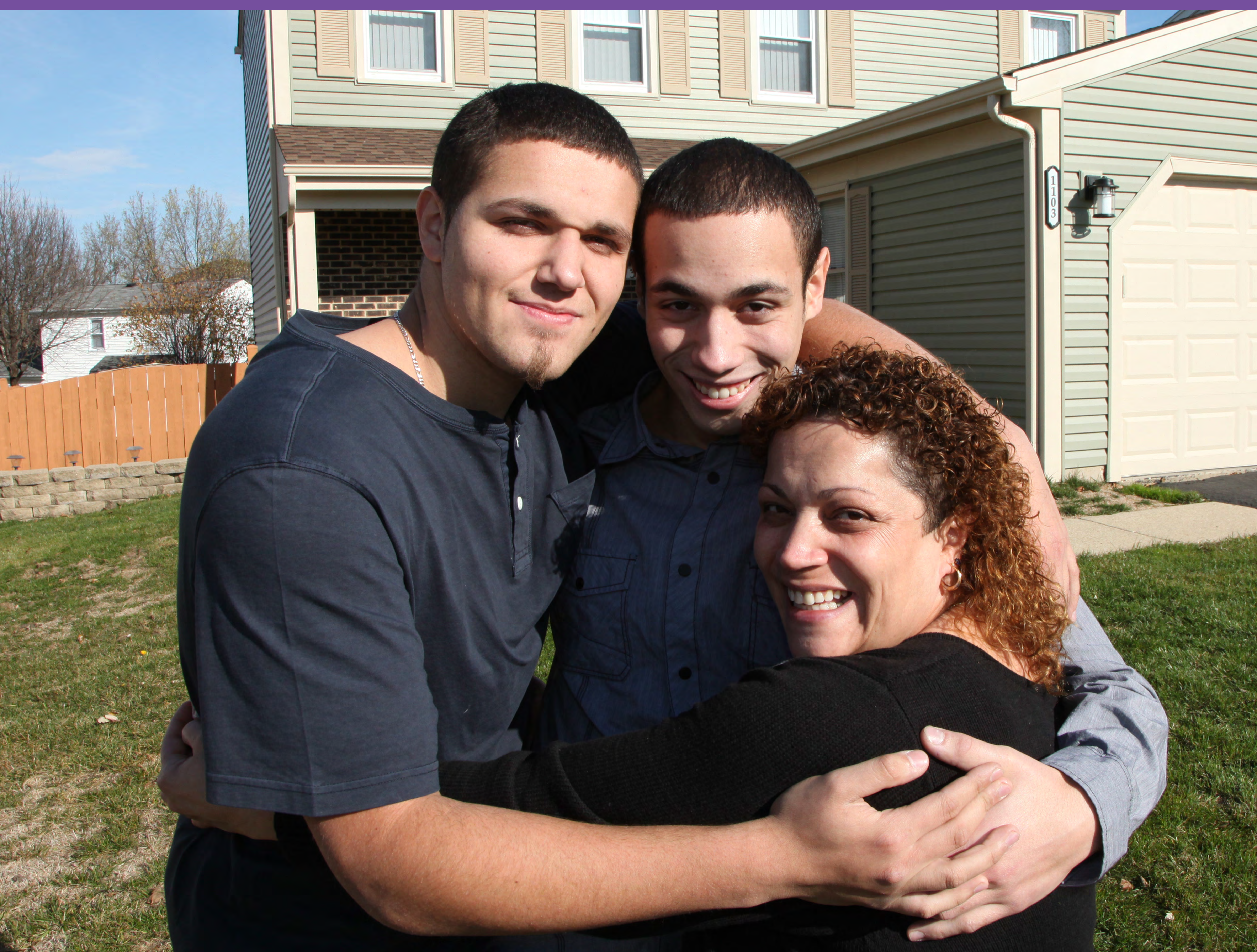
To apply, find a lender near you at: www.ihda.org/lender or call 312-836-5200



Pat Quinn, GOVERNOR



ILLINOIS HOUSING
DEVELOPMENT AUTHORITY



Mortgage with Income Tax Benefit

Up to \$6,000 in down payment assistance

A federal tax credit worth up to \$18,000 over the life of the loan*

A 30-year fixed-rate mortgage with a competitive interest rate

For first-time homebuyers

*based on a 30-year, \$128,000 loan at 4% interest

To apply, find a lender near you
at: www.ihda.org/lender or
call 312-836-5200



Buying a Vacant Home

\$10,000 in down payment assistance

A 30-year fixed-rate mortgage with a competitive interest rate

Eligible communities:

Belleville

Lockport

Berwyn

Lynwood

Blue Island

Maywood

Champaign

Melrose Park

Chicago Heights

Park Forest

Cicero

Peoria

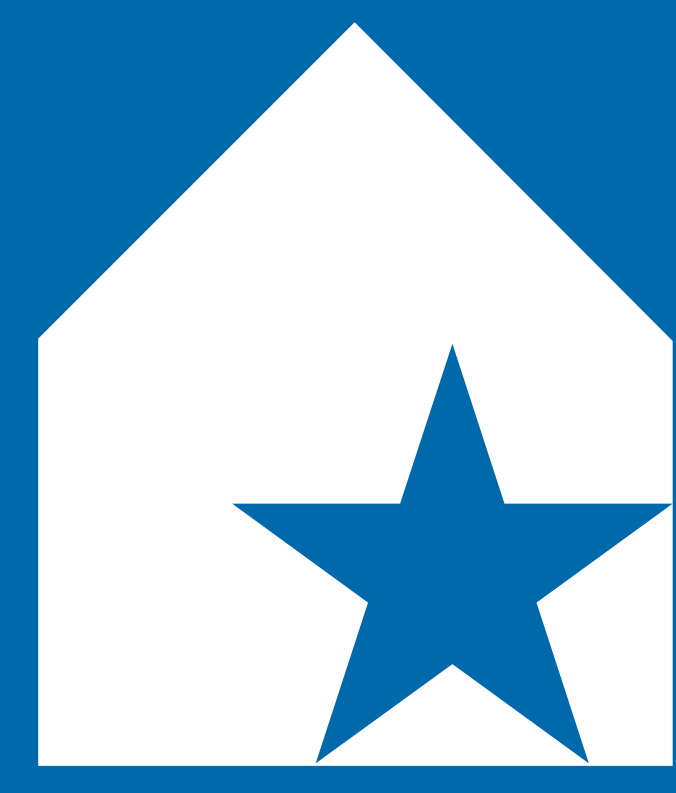
Crest Hill

South Holland

Joliet

To apply, find a lender near you
at: www.ihda.org/lender or
call **312-836-5200**

welcome HOMEHEROES



U.S. Veterans and Active Military Personnel

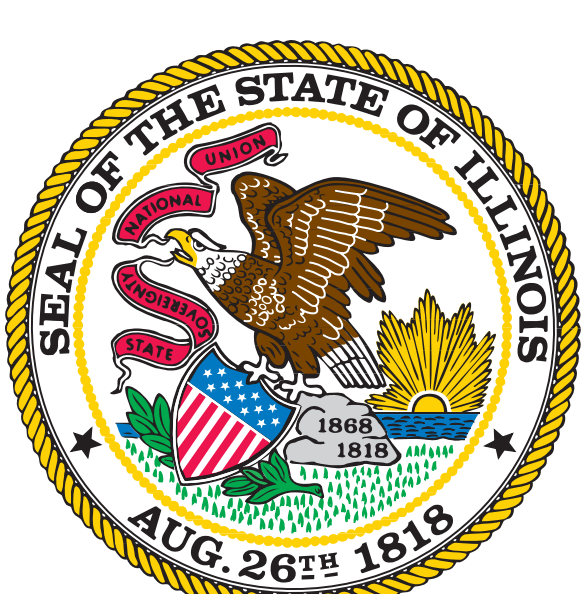
\$10,000 in down payment assistance

**A federal tax credit worth up to \$18,000
over the life of the loan***

**A 30-year fixed-rate mortgage with a
competitive interest rate**

***based on a 30-year, \$128,000 loan at 4% interest**

**To apply, find a lender near you
at: www.ihda.org/lender or
call **312-836-5200****



Pat Quinn, GOVERNOR



**ILLINOIS HOUSING
DEVELOPMENT AUTHORITY**

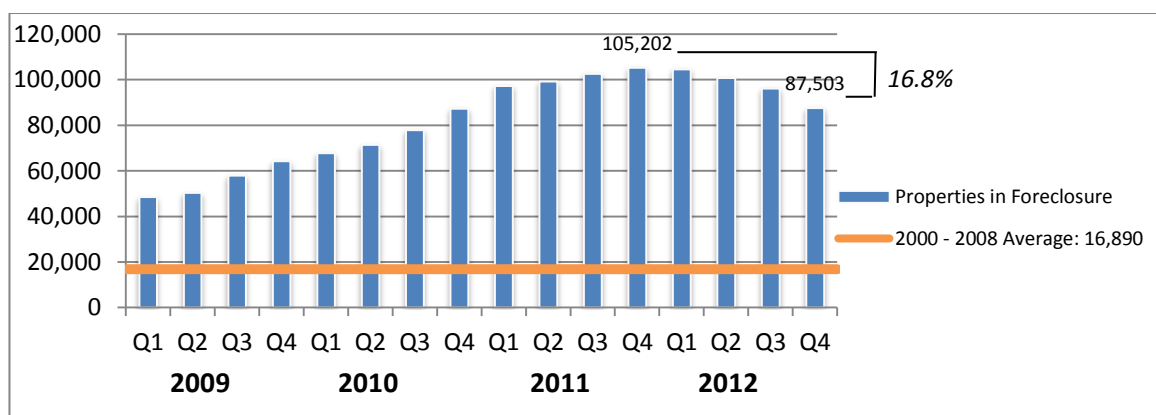
The State of Housing in Illinois



The challenges in the nation's housing market have been diverse. While the hurdles faced by our nation have been daunting, Illinois emerged as a leader in the recovery. With a comprehensive approach to stabilize the market, Illinois provides the resources that support homeowners, homebuyers and renters across the state.

PROPERTIES IN FORECLOSURE

Illinois ranked 5th in the nation as of December 2012 with a foreclosure inventory of 4.5 percent of all mortgaged homes, remaining above the national average of 2.9 percent. Despite this trend, progress has been made. Properties in foreclosure are trending downward in Illinois, dropping 16.8 percent Q4 2011 to Q4 2012.



ILLINOIS RESPONDS

Illinois Foreclosure Prevention Network (IFPN)

Governor Quinn launched the IFPN in 2012, combining the resources of the Illinois General Assembly and the U.S. Treasury Department to connect struggling homeowners to assistance to keep them in their homes. The IFPN is a multi-agency effort providing a single source of free trustworthy services and knowledge, as well as financial assistance from the Illinois Hardest Hit program. Since the IFPN launch in 2012:

- 4.8 million households received IFPN information via direct outreach through monthly utility bills and newsletters.
- 583,700 homeowners accessed information through program websites.
- 80,500 homeowners called IFPN help hotlines.
- 75,600 homeowners received foreclosure mitigation counseling from certified agencies.
- 4,000 people attended an IFPN workshop.

Illinois Hardest Hit Program

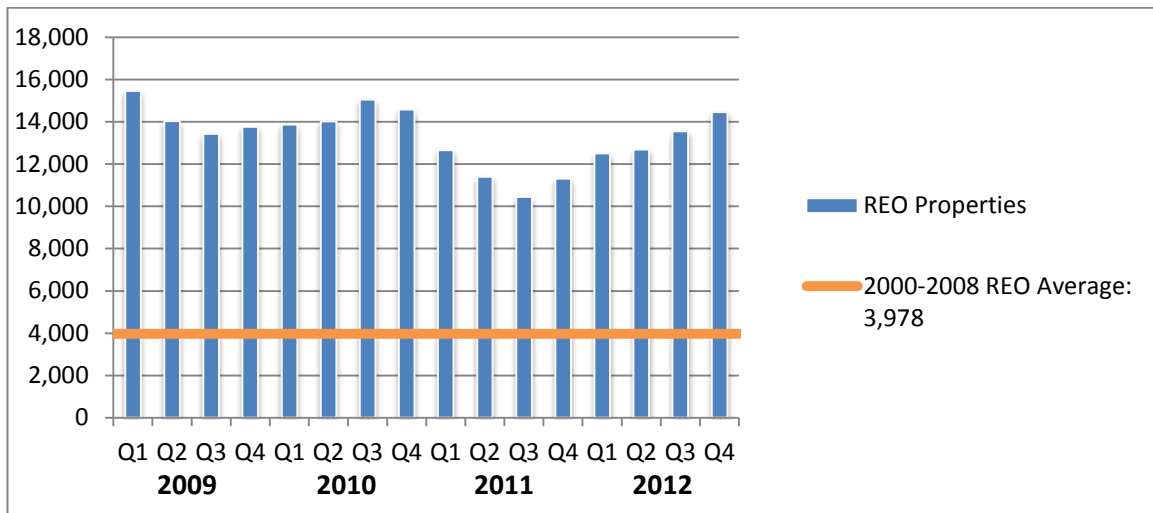
Illinois Hardest Hit program was launched in September 2011 to provide monthly mortgage payment assistance and reinstatement assistance to households struggling with income loss due to unemployment or underemployment. In April 2013, the Illinois Housing Development Authority (IHDA) increased the available mortgage assistance from \$25,000 to \$35,000 per household. Accessible through IFPN, the Illinois Hardest Hit program provides households the time and support they need to maintain their home.

- \$176.2 million committed to 7,700 homeowners in 95 of the 102 counties in Illinois under the Illinois Hardest Hit program.

Homeowners having trouble paying their mortgage should visit the IFPN website at www.KeepYourHomeIllinois.org or call the IFPN hotline at 1-855-KEEP-411.

BANK-OWNED PROPERTIES (REO)

Vacant single-family homes continue to be a problem nationwide. Illinois, like many states, is burdened by above average vacancy rates, which contribute to blight, neighborhood distress and reduced tax rolls throughout the state. While the market appears to be turning the corner as home sales rise and foreclosures rates fall, homeowner vacancy rates have increased steadily over the last several years.



ILLINOIS RESPONDS

Illinois Building Blocks Program

Governor Quinn piloted the Illinois Building Blocks Program (Building Blocks) in 2012 as a holistic strategy to address the foreclosure and vacancy issue. In targeted communities, Building Blocks provides support to struggling homeowners to prevent foreclosure, financing to developers to acquire and rehabilitate single family properties that are vacant as a result of a foreclosure, and a special financing package to home buyers to purchase vacant homes so foreclosed homes become occupied. In just 12 months, almost 600 housing units were assisted in the five pilot communities.

- 123 families reserved \$14 million in financing to buy vacant homes.
- 75 vacant units will be acquired by developers for rehabilitation.
- 223 homeowners assisted under the Illinois Hardest Hit program and 126 units affected through other stabilization efforts.
- 46 delinquent loans purchased through the Mortgage Resolution Fund and may be modified to affordable levels.

Building Blocks Expansion

The Illinois Building Blocks Program expanded its homebuyer financing package to serve 15 hard-hit communities in March 2013. The financing package offers working families \$10,000 in down payment assistance and a 30-year fixed rate mortgage when purchasing a vacant home. By turning vacant properties into productive and affordable housing, the program addresses vacancy issues in Belleville, Berwyn, Blue Island, Champaign, Chicago Heights, Cicero, Crest Hill, Joliet, Lockport, Lynwood, Maywood, Melrose Park, Park Forest, Peoria, and South Holland. Within the first month, 22 families received \$2 million in financing.

Senate Bill 16

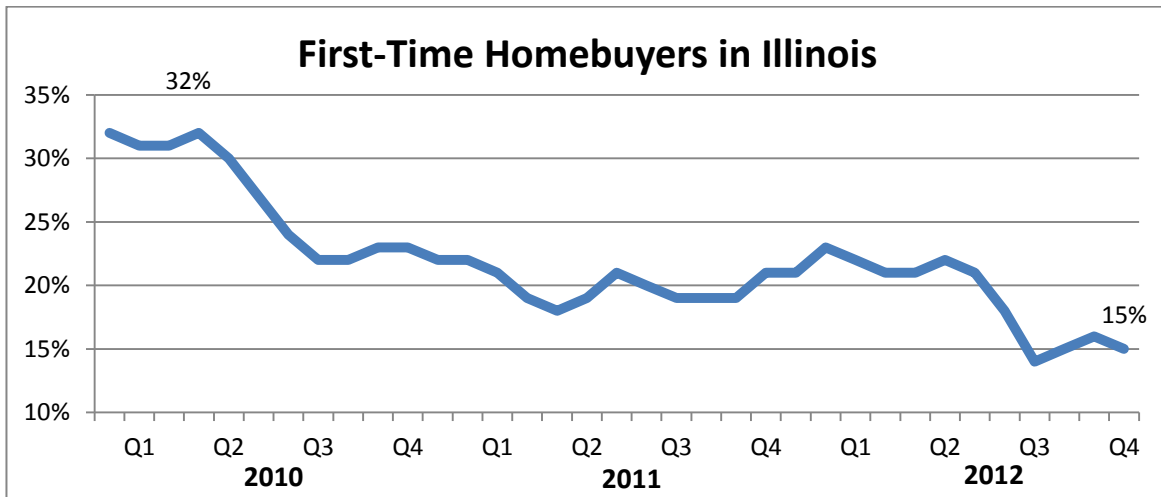
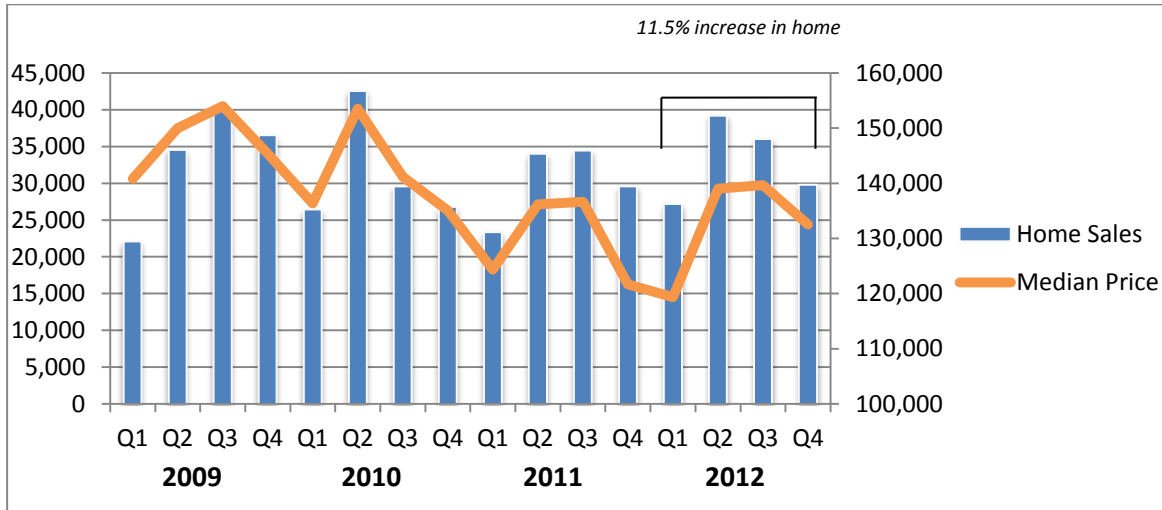
On February 8, 2013, Governor Quinn signed a landmark law that fast tracks the foreclosure process for vacant properties. The bill allows a foreclosure trial to immediately proceed after a judge certifies that a property is abandoned. The foreclosure process, which currently takes approximately 600 days, could be reduced to 90-180 days under the new law.

Neighborhood Stabilization Program

Governor Quinn designated IHDA as lead administrator of the State of Illinois' Neighborhood Stabilization Program (NSP) to fund projects located in areas of greatest need in order to acquire, rehabilitate, and redevelop foreclosed properties that might otherwise become sources of abandonment and blight within their communities. IHDA awarded more than \$53 million in the initial round of NSP funding to 17 sub-grantees. 384 total units have been brought back to productive use, with 55 percent of completed homeownership units sold and 73 percent of completed rental units occupied.

HOME SALES AND MEDIAN PRICE

In 2012, total home sales in Illinois increased 11.5 percent over 2011, a promising sign of recovery. Q2 2012 saw the highest level of cumulative sales since 2010. Home prices are also on the rise. The median home price is 11 percent higher over the start of 2012. However, rising closing costs and credit score requirements continue to make it difficult for first time homebuyers to enter the market. Total sales would be an estimated 10 to 15 percent higher if the barriers first time homebuyers face were eliminated.



ILLINOIS RESPONDS

Mortgage Programs

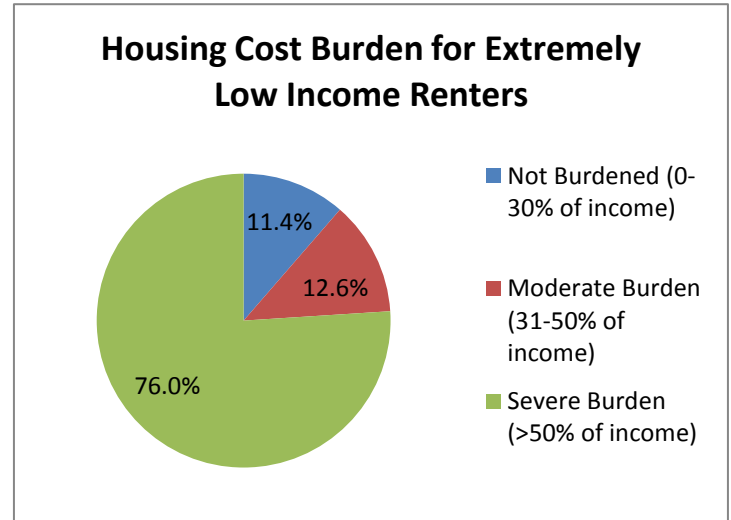
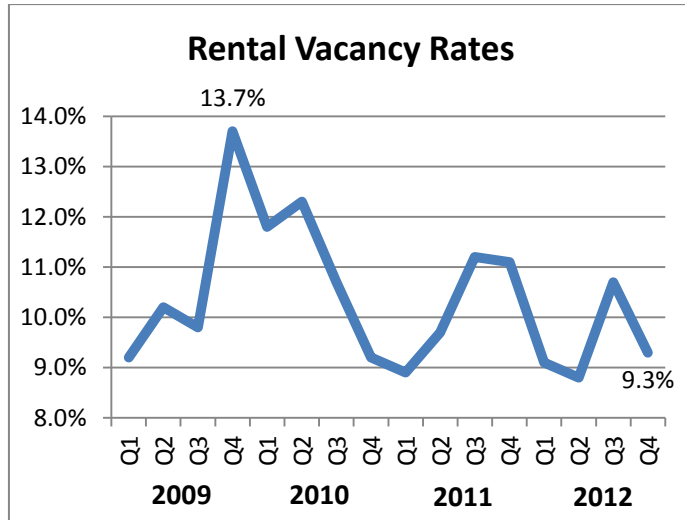
In 2012, IHDA helped 2,710 working families capitalize on historically low housing prices and interest rates with \$308 million in capital. 2012 production represents an 80 percent increase over production in 2011 and a 770 percent increase over 2010.

The greatest obstacles to homeownership for many moderate income families are accessing credit and saving for a down payment. In the last 18 months, IHDA has introduced four new loan products to help Illinois families access affordable financing. IHDA offers first mortgages, down payment assistance and homeownership counseling.

- 1,842 families secured \$205 million in financing.
- 787 veterans and active duty military personnel reserved \$94 million in financing to purchase a home under the Welcome Home Heroes mortgage program.
- 81 homeowners secured \$9 million in financing to purchase vacant properties in select Building Blocks communities.
- First time homebuyer requirement for programs were eliminated.
- 130 homebuyers were pre-qualified for one of IHDA's five mortgage packages and hundreds others were connected to housing counselors to prepare for homeownership at the first ever state-sponsored Homebuyer Expo in March 2013.

HOUSING COST BURDEN

Renters now represent 31 percent of all households in Illinois and 424,874 of those renter households are extremely low income, earning 30 percent or less of the Area Median Income. As the supply of rental housing did not keep pace with the demand for affordable units, the market tightened. Rents grew and 2012 vacancy rates fell to their lowest level since 2002 in Illinois. With fewer affordable rental units on the market, 76 percent of extremely low-income households in the state face a severe housing cost burden, spending over half of their income on housing.



ILLINOIS RESPONDS

Creating and Preserving Affordable Rental Housing

Providing safe, quality and affordable rental housing for low- to moderate-income families is important to the stability of our neighborhoods. As demand for the limited number of affordable rental units has grown, Illinois has answered by increasing the supply of affordable rental homes.

- 2,900 affordable rental units were created or preserved in the past year with \$265 million in financing.
- 15,300 affordable rental units were created or preserved since 2009.

811 Award for Supportive Rental Housing

Illinois received an \$11.98 million award under the federal Section 811 Supportive Housing for Persons with Disabilities program to make up to 826 apartments across the state affordable for people who have special needs. For tenants who rely on Social Security Income or Social Security Disability Assistance, even affordable rental housing remains out of reach. The HUD awarded 811 grant will bridge the gap between the required rent and what extremely low-income tenants can pay.

Preservation Now

A new funding program available through IHDA will help preserve an estimated 1,200 affordable rental units for low-income families, seniors, and people with disabilities. Preservation Now will preserve affordable rental units in Illinois by encouraging the acquisition and rehabilitation of developments by owners who agree to extend existing rental subsidy contracts. Approximately \$245 million in project-based rental subsidies will be preserved over the next 20 years.

Long Term Operating Support Program

Up to \$10 million in rental housing subsidies will allow landlords to help up to 150 persons with a disability live independently. The grants are available under the Long Term Operating Support portion of the Rental Housing Support Program, one of the nation's largest state rental assistance programs. The program will help transition people with disabilities from long-term care to community-based housing.

To learn more about the programs offered by the Illinois Housing Development Authority, please visit www.ihda.org or call (312) 836-5200.

State of Housing in Illinois Sources: 2012 U.S. Census, CoreLogic, Illinois Association of Realtors, National Association of Realtors, National Low Income Housing Coalition, United States Department of Commerce