NEW LOOK, SAME MISSION

An important part of Idaho Housing and Finance Association's mission is to help our neighbors improve their lives and their communities. The financing we administer helps Idahoans become proud homeowners. Like them, we take a lot of pride in our "home" on the web. But like any aging home, our site needed a little TLC to help it remain a place where we can welcome customers and partners — old and new.

NEW ADDRESS

Our renovation process started with making it easier for customers to find us online. Our new Web address — IdahoHousing.com — more succinctly tells visitors about who we are and what our mission is. Clients told us that the alphabet soup that was our old address — www.ihfa.org — was difficult to remember and sometimes was confused with a franchise association for a fast-food chain. We also stopped using IdaMortgage.com, a separate domain name for the popular Home Loan portion of our website, which often added to the brand confusion. Putting all of our offerings under one easy-to-remember umbrella solidifies our brand and makes it easier for users to access the programs and services they need.

NEW PAINT JOB — AND MORE

Our website upgrades include obvious cosmetic changes: a sophisticated color scheme, fresh logos, and a modern layout. But we took the remodel a step further. The site's navigation is more simple and organized, which makes finding our products and resources more intuitive.

Under the roof, we added a more robust and easier-to-use content management system that makes it easier for search engines to point users to our site. The upgraded software also makes it simple to share our content on social media and easy to read on mobile devices. The combination helps us connect with our customers and partners wherever they are in the online world.

The improvements we made weren't all decoration. We beefed up the information and educational tools on our site, too, which help our Home Loan customers and partners take advantage of our products and services.

NEW FIXTURES

After talking to the people who use our site the most, we added features to our Home Loan area that help meet their evolving expectations and better educate them about what we have to offer.

- Three- to five-minute video webinars help lenders, REALTORS® and borrowers understand our Home Loan products and services. One multimedia training module introduces our *Finally Home!* homebuyer education class, which helps make our clients smarter about the rights and responsibilities of homeownership. Other videos explain our New Homebuyer Tax Credit program and our HFA Preferred Home Loan products. Because the videos are online and available anytime, we're able to reach partners who aren't able to attend our training.
- A new scheduling feature makes it easier for us to connect with our partners for training. Education is an important part of our mission, and this tool helps us expand our audience. It's also a good way to help us quickly communicate important program changes or explain new products and services.

- A redesigned rate sheet, one of our most popular features, is now more readable and consistent with the best practices in the industry.
- An updated print advertising campaign encourages homeowners to visit our website and learn about our Home Loan program, which can save a borrower up to \$200 a month on a mortgage. The ads, in nine real estate publications around the state and on our website, help get customers accustomed to our new address. The ads, along with 5,000 redesigned educational brochures, were placed in new point-of-sale displays at more than 200 lender locations statewide. The "Five Steps to an Affordable Home Loan" brochures, available in English and Spanish, help educate potential borrowers about our home loan products.

NEW START

The proactive steps we took to spruce up our website in 2011 are just the beginning. We're confident that we now have a solid platform upon which to build. We'll continue to add training resources and continue to refine the tools that help us serve borrowers and partners in our state.

Print campaign encourages homeowners to visit our site









Clean look, simple navigation



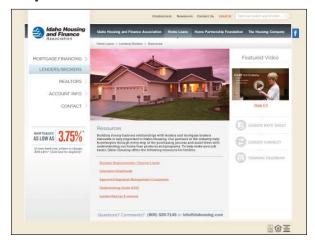
More training resources



New tools for homeowners



Improved resources for lenders



Simple training schedule



Easy-to-read rate sheet

