

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

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

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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

Entry Name:

HFA:

Submission Contact: (Must be HFA Staff Member)

 Email:

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

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

HFA:

Entry Name:

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

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

RENTERVENTION

With apartment occupancy levels and rent prices on the rise, Idaho Housing and Finance Association saw a need to help potential homebuyers — especially first-timers — know that homeownership is within reach and that Idaho Housing has resources like homebuyer education, loan programs, and down payment assistance to help them get into a new home. With the many distractions and time restraints of busy lives, sometimes it is difficult to find the time to take a few minutes to consider the advantages of homeownership and to determine whether buying a home is right for you. Sometimes you need a nudge, some external motivation. What you need is a **"Rentervention."**

Our Rentervention campaign, which took place from May 4 to June 14, 2015, was designed to appeal to younger buyers in targeted areas of the state. We combined traditional media ad placements with web and streaming audio ads, email blasts and a dynamic social media "housie" contest, all geared to engage potential homeowners and our lending and Realtor partners.

We also used a humorous television ad to introduce Idahoans to a **"Rentervention,"** the centerpiece of the campaign. In it, we meet Carl, a renter who was supposed to meet his landlord about a drippy faucet. Instead, he's confronted by friends and family who are "tired of him throwing his money away on rent." They've staged a **"Rentervention"** to introduce him to someone from Idaho Housing who can help him get into a new home.

MARKETING STRATEGY

The **"Rentervention"** theme carried over into a digital-focused marketing strategy that was targeted at the 25- to 34-year-old demographic and the online platforms where they spend most of their time. All of the advertising directed people to Idaho Housing's website, where potential buyers could check their eligibility, learn about our homebuyer education, loan products, and down payment assistance, and connect with one of the 234 top lending partners in our online referral system. More than 730 customers filled out the Check Your Eligibility form on our website, up from 602 during the same period of the previous year.

- **Social media:** We encouraged potential and current homeowners to participate in our Facebook contest that played off the recent "selfie" fad. We called them "housies." People who liked our Facebook page and submitted a "housie" (a picture of themselves in front of the house of their dreams) were eligible for a \$2,000 gift card to spruce up their home.
- **Television:** Our 30-second **"Rentervention"** television ad that aired on cable and broadcast stations on shows favored by the 25-34 demographic in Idaho's largest metro area.
- **Web ads, mobile ads, and online video:** We placed a 30-second version of our **"Rentervention"** television commercial on YouTube as pre-roll video that was targeted at first-time homebuyers ages 25-34 who live in Idaho. The complete version of our TV ad was posted to our YouTube channel and linked from our web site and social media posts and included in our email blast to lending and Realtor partners.
- **Digital advertising:** Desktop and mobile ads targeted at potential homebuyers ages 25-38 with household incomes of \$90,000 or less in Idaho's largest metro area were placed on Zillow.
- **Streaming music:** We invested in digital banner ads as well as a 30-second audio spot on Pandora, the popular music streaming service. More than a half-million potential homebuyers ages 24-35 in Idaho's largest metro area heard the ad.

- **Email blasts:** An email blast reached more than 3,800 of our lending and real estate partners encouraging them to involve their clients in the social media "Housie" campaign.
- **Print ads:** Twenty-two weekly ads were placed in seven real estate publications and distributed by Realtor associations in their membership email blasts. About 260 promotional posters, including Spanish versions, were placed in 137 of our partner lending institutions throughout the state. Several hundred smaller versions of the posters were distributed at training events and trade shows during the campaign.

RESULTS

The results exceeded all expectations. An increased number of potential homebuyers visited our website to learn about the homebuying process and our engagement with new and existing customers on social media increased as well.

More importantly, with the implementation of the Rentervention advertising campaign, our loan reservations increased by 76% and the loan amounts increased by 82% for the same time period last year. With loan reservation amounts of \$172,967,831 and historical loan lock rates of 90%, we anticipate just over a \$155 million increase to our loan production from this campaign.

Loan Reservations		
	Number of Reservations	Reservation Amount
May 4 - June 8, 2015	1443	\$172,967,831
May 4 - June 8, 2014	820	\$94,819,201
Percent Increase	76%	82%

Online Loan Applications	
	Number of Applications
May 4 - June 8, 2015	736
May 4 - June 8, 2014	602
Percent Increase	18.2%

*Numbers pulled are through June 8th due to campaign ending June 14th after the award submission deadline.

- **Television:** The 30-second "Rentervention" television ads reached over 1.1 million viewers across four local stations and numerous cable channels.

Station	Spots	Viewership
KBOI	31	320,648 (actual)
KNIN	24	150,500 (estimate)
KIVI	33	175,000 (estimate)
KTVB	105	415,000 (estimate)
Cable	360	83,999 (actual)
Total	553	1,145,147

- **Web Site:** During the campaign, traffic to the Idaho Housing web site increased up to 33% across the board and visits to the “Check Your Eligibility” online application form increased 88% over the same period prior to the campaign starting.

	Campaign Period	Prior Period	% Change
Overall website traffic			
Sessions	56,993	49,535	15.06% increase
Users/Visitors	33,627	28,160	19.41% increase
Pageviews	126,150	108,431	16.44% increase
Unique Pageviews	104,667	90,029	16.26% increase
Home Loans landing page			
Pageviews	60,576	45,779	32.32% increase
Unique Pageviews	49,087	36,887	33.07% increase
Check Your Eligibility			
Pageviews	7,855	4,210	86.58% increase
Unique Pageviews	5,820	3,094	88.11% increase

- **Social media:** The “housie” contest received 141 entries. Twenty-five Facebook posts about the contest reached more than 3,000 people and received more than 330 likes and were shared more than 100 times. Best of all, our Facebook page, which is only two years old, more than doubled the number of likes (from 898 to 1,924). The “**Rentervention**” messaging was broadcast twice a week to Idaho Housing’s 368 Twitter followers.
- **Digital advertising:** Combined, the ads had 777,000 impressions with a .25 click-through rate and 85% view through rate.

Facebook	
Entries	141
Likes	207
Shares	123
Visits	3.1K
Invites	16

Targeted web and mobile ads	
Impressions	415,002
Clicks	2,060
Click through rate	0.50%
View through rate	85%

Pandora	
Impressions	1,008,186
Clicks	2,075
Click through rate	0.41%

Zillow	
Impressions	362,052
Clicks	283
Click through rate	0.08%

Appendix A: Television and online radio ads

Listen to the Pandora ad: <https://www.youtube.com/watch?v=Axp-Jlffm3Q>

Watch the Rentervention video: <http://www.youtube.com/watch?v=gyDQJdGVO4A>



Appendix B: Online advertising



BUY A HOME
FOR WHAT YOU MAY
PAY
IN RENT?

BUY A HOME
FOR WHAT YOU
PAY
IN RENT.

WOULDN'T IT BE WAY COOLER
TO PAY YOURSELF RENT?

DOWN
PAYMENT

See how much house
you can afford »



BUY A HOME FOR WHAT YOU MAY PAY IN RENT?

 **Idaho Housing
and Finance**
Association

**BUY A HOME
FOR WHAT
— YOU MAY PAY IN RENT? —**

 **Idaho Housing
and Finance**
Association

**ENTER TO WIN A
\$2,000 GIFT
CARD**

 **Idaho Housing
and Finance**
Association

**ENTER TO WIN A
\$2,000 GIFT
CARD
FOR YOUR HOME!**

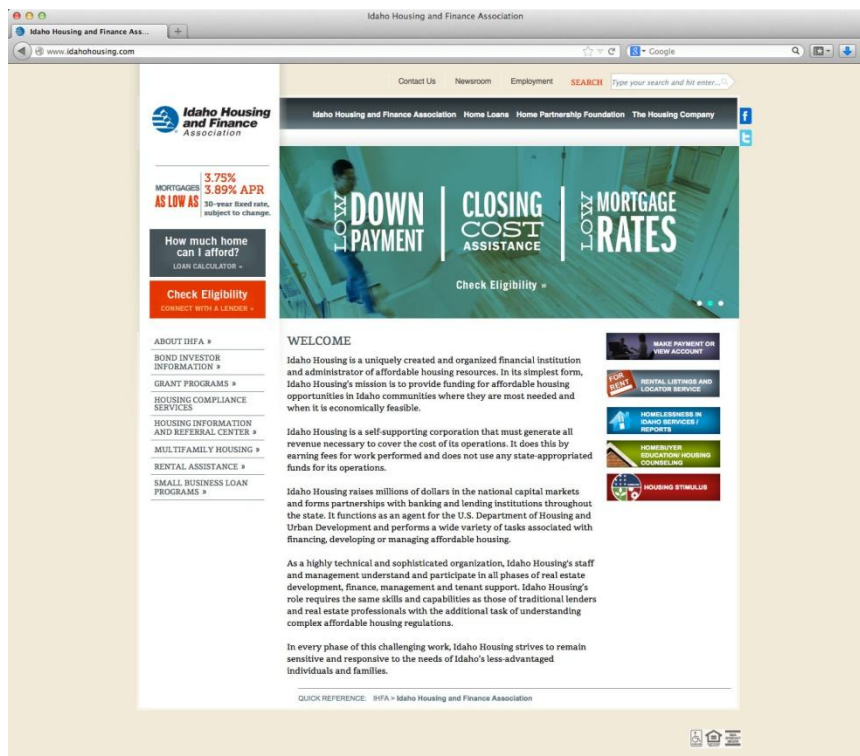
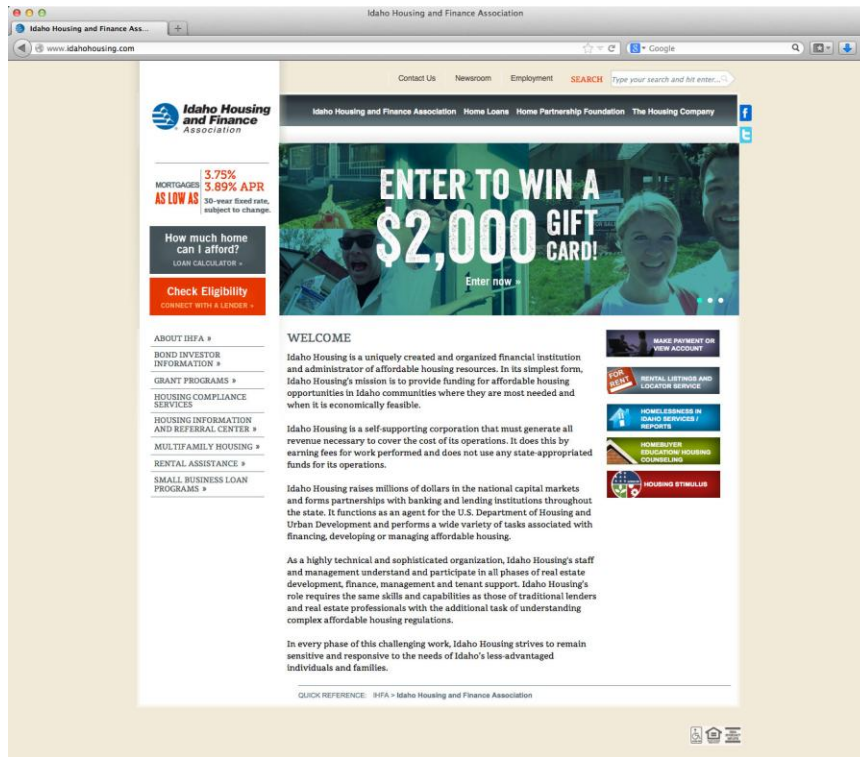
[CLICK HERE TO ENTER](#)

 **Idaho Housing
and Finance**
Association

Appendix C: Facebook “Housie” contest



Appendix D: Idaho Housing website



Appendix E: Print advertising



You don't have to empty your savings to buy a house. Idaho Housing can help you buy a home with little or no money down. And your monthly payment could still be lower than what you pay in rent. See how much house you can afford at idahohousing.com.

WIN A \$2,000 GIFT CARD FOR YOUR HOME! Enter today at idahohousing.com



Appendix F: Email blast



It's time for a Rentervention!

Does your client or someone you know need a rentervention? If so, now is the time to tell them about Idaho Housing's spring rentervention advertising campaign which launches May 4, 2015 and runs through June 14, 2015. The rentervention campaign encourages potential homebuyers to take advantage of Idaho Housing's home loan program, which offers low down payment, closing cost assistance, and low rates.

What is a rentervention?

A rentervention is what happens when you encourage your client, friend, or loved-one to stop throwing away their hard-earned money on rent payments when they could be reaping the benefits of homeownership with an Idaho Housing Home Loan.

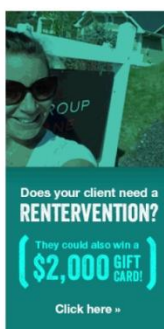
How can you perform a rentervention?

1. Watch for our comprehensive advertising blitz that includes must-see TV commercials in the Treasure Valley, online advertising including Zillow, and print ads in real estate publications.
2. Educate your clients on the great home loan options available through Idaho Housing. Info can be found at idahohousing.com.
3. Encourage your clients to enter our "housie" contest on Facebook. All they have to do is upload their "housie," which is a picture of themselves in front of the house of their dreams for a chance to win \$2,000 to spruce up their new home.
4. Download a rentervention campaign flyer to promote the event with potential borrowers by [CLICKING HERE](#). If you wish to add your company logo to the flyer [contact us](#).
5. Encourage your clients to sign up for a free in-person Finally Home! homebuyer education class during the month of May. [See class schedules here](#).
6. Help your clients discover how great homeownership can be with an Idaho Housing home loan.

Learn more.

Visit IdahoHousing.com or call 1-800-219-2285.

ENTER TO WIN!



Help turn a renter into a homeowner and everybody wins.

Encourage your clients to take advantage of loan products and top-notch service that only Idaho Housing's Home Loan programs can offer. Don't forget our income limits are up to \$90,000.

**Campaign ends
June 14**

Learn more by visiting **IDAHO HOUSING** or by calling 1.800.219.2285.



For more information please contact: resloan@ihfa.org

