



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

South Dakota Housing Development Authority
SDHDA First-Time Homebuyer Interactive Infographic
Communications—Promo Materials & Newsletters

Undertaking the process of buying a home can be daunting, particularly for a first-timer. That's why part of a housing authority's duties is **education**. While brochures, landing pages and informative emails can take you part of the way, what better method by which to deliver information than an immersive piece of web content with countless resources delivered at the right step of the process? Enter our interactive infographic, which takes a homebuyer from financing to closing with a host of important and useful details along the way.

Why It's Innovative.

First-time buyers want their information in human-speak. Too often, brochures and website content deliver important details in terms only a lender or real estate agent can understand. This approachable, lay-person voice helps a homebuyer to realize **this is doable, this is achievable and this is for you**. This piece was developed from scratch to add a little bit of whimsy to the process to cut down on some of the stress you often feel when undertaking a home loan for the first time. With outbound links to our other digital content and useful application pages and downloadables, the piece innovates the typical process by making a standard homebuying guide an interactive and full-scope piece that can convert the mildly interested into full-fledged buyers in the course of a few scrolls.

Why It Resonated.

Consumers want their information in a simple but relatable package. The infographic helps to identify real-life frequently asked questions that the average homebuyer has and addresses them head on with applicable answers. It's not bogged down with unnecessary and confusing messaging that might make homebuying appear impossible. It connects you with the right resources and the right contacts to undertake it as smoothly as possible. This is a strong value proposition for someone who's never purchased a home before. And it's inviting and easy-to-understand nature lends itself (no pun intended) to appealing to a wider audience across socioeconomic and demographic groups.

How It Affected Change.

The infographic was just recently launched, but the overall content strategy surrounding it launched at the end of 2015. That strategy has yielded nearly 250 fresh converted leads that execute a form to access valuable information for the homebuying (and renting) processes. In that same timeframe, SDHDA has also been able to provide just over \$850 million in mortgage loan commitments to South Dakotans, with increases year after year.



Taking you through the homebuying process
[Click to view our interactive infographic](#)