

# On-Demand Lender Training

**Colorado Housing and Finance Authority**

Management Innovation: Technology

**HFA Staff Contact**

Matt Lynn

[mlynn@chfainfo.com](mailto:mlynn@chfainfo.com)

## Summary

CHFA's On-demand Training offers a library of videos for Participating Lenders to find information about CHFA's frequently asked questions in a convenient, concise format. The video library is available at [chfainfo.com/lender-library](http://chfainfo.com/lender-library). Since its launch, CHFA estimates a 30 percent reduction in calls and emails as it relates to these commonly asked questions.

## Innovating to meet the need

With ever-changing learning styles and flexible working hours, not all lenders can or want to attend in-person training or scheduled webinars. Using readily available technology, we were able to respond to our lenders' needs by creating a library of videos answering the questions received most frequently by CHFA staff from our network of more than 130 Participating Lender institutions. Innovation need not be overly complicated to be deemed successful, and we found this to be the case. Our videos were easily created using PowerPoint, an Amazon-purchased microphone, and a stellar in-house graphic design team.

Today, lenders no longer need to comb through our comprehensive Seller's Guide, lengthy training decks, or our website. The most asked questions are now answered via videos ranging from three to six minutes. The videos reduce calls and emails between lenders and CHFA staff, freeing up valuable time for both.

## Replicability

As noted above, the On-demand Training videos were created using in-house resources, including readily available software and tools. CHFA expects to continue to create and release videos to address the most frequently asked questions and/or provide direction regarding lender errors and roadblocks most commonly encountered when originating CHFA loans. Our goal is to release at least one each quarter in 2025, or as frequently as new questions arise.

To support project efficiency, a storyboard template was created to streamline the process and promote consistency during video creation, outlining graphics and voice-over to be used on each slide. In addition, opening and closing slides of the videos are consistent across all the videos in the library to cut down on production time, and to enhance brand recognition.

## Responding to a management challenge or opportunity

CHFA's Home Finance Division assists lenders by offering frequent training webinars, the publication of new and updated online content, and answering questions via phone and email each day from lenders. Even with these communications, there are certain questions that come up more regularly than others. We determined an on-demand library of short-form videos could be an effective way to deliver information to busy lenders or those with different learning styles. Using the team's expertise, a list of common questions was compiled, and video creation was underway.

## Achieving measurable improvements in agency operations

Since the launch of the video library in October 2024 through the end of April 2025, the videos have been viewed more than 1,800 times, and CHFA estimates a 30 percent reduction in calls and emails as it relates to these commonly asked questions. This has freed up staff time, and provided a faster and more convenient method for Participating Lenders to find the answers they need to serve CHFA's homeownership customers.

These videos offer a curated on-demand resource library, giving lenders a flexible way to access information outside of the traditional longer-form trainings and webinars. They break up the information and focus on key information lenders are seeking. In addition, the videos allow CHFA to further leverage existing teaching tools and collateral including program matrices, in-depth training decks, flyers, and the CHFA website. Furthermore, creating the on-demand library also helped us elevate the training pages on our website, making the pages more intuitive for lenders to navigate and find information quickly. Since the launch of the video library in October 2024 through April 2025, the CHFA On-demand Training Library webpage has earned more than 4,500 pageviews.

## Providing benefits that outweigh costs

Given this project was performed in-house, using readily available tools, no additional monetary costs, other than staff time, were incurred. Since the launch of the video library, the following benefits have been observed:

- Reduction of unnecessary touch points and/or complexity with Participating Lenders, freeing up staff time and enabling lenders to devote more time to focus on serving their customers
- Improved customer management
- Enhanced access of CHFA products or services
- Improved delivery of CHFA products or services

## Demonstrating effective use of resources

The videos are released via email newsletters notifying lenders a new video has been published. They are posted on CHFA's website and hosted on CHFA's Vimeo account. In addition, the videos are shared on CHFA's -LinkedIn page, the social media platform best aligned to reach Participating Lenders. Data on viewership and impressions across platforms from release date through April 30, 2025, is included below.

Video Title	Release Date	Views As of 04.30.2025	Impressions As of 04.30.2025
What are CHFA Overlays?	10.08.2024	578	10,247
How Do I Calculate Gross Annual Income?	10.31.2024	359	9,384
How Do I Help My Borrowers Find CHFA-approved Homebuyer Education?	11.14.2024	336	8,823
How Do I Complete CHFA Form 401, Initial Applicant Affidavit?	12.10.2024	238	7,796
Where Can I Find CHFA's Guidelines?	12.17.2024	197	5,323
How Do I Lock a CHFA Loan?	04.02.2025	157	911
How Do I Manage My Pipeline?	Pending: 05.16.2025		

## Achieving strategic objectives

The on-demand video library maintains CHFA's commitment to excellence and customer service by:

- providing lenders quick and direct access to pertinent information;
- promoting engagement with and sharing of information through multimedia resources;
- enhancing CHFA staff presence and reputation by providing a valuable resource they can utilize to assist lenders; and
- decreasing the number of frequently asked questions being asked via email and phone by approximately 30 percent.

*"The videos are a great balance of simplicity and substance. They were easy to use, follow, and understand."* - Elizabeth Turra, Branch Manager, Universal Lending Home Loans DBA of Lower (CHFA Participating Lender)

*"The explanation of programs and overlays was incredibly helpful and concise. I really enjoyed the length of the videos and their straight to-the-point delivery."* - Michael Nelson, Director of Mortgage PSA, Canvas Credit Union (CHFA Participating Lender)

Video Library




question?  
What are CHFA Program Overlays?  
These requirements are for all CHFA programs.

### What are CHFA Overlays?

[Watch the CHFA Overlays Video Now](#)

[Programs, Forms, and Matrices](#)



question?  
How Do I Calculate CHFA's Gross Annual Income?  
For CHFA FirstStep™ and CHFA FirstGeneration™

### How Do I Calculate Gross Annual Income?

[Watch the Income Calculation Video Now](#)

[Programs, Forms, and Matrices](#)



question?  
How does my borrower find CHFA-approved homebuyer education?  
CHFA sponsors homebuyer education classes statewide through a network of CHFA-approved homebuyer education providers.

### How Do I Help My Borrowers Find CHFA-approved Homebuyer Education?

[Watch the Find Homebuyer Education Video Now](#)

[Homebuyer Education](#)



**CHFA Home Finance: How Do I Lock a CHFA Loan?**

**quick tip**

**On-demand Training Video**

888.320.3688 contact home finance  
www.chfainfo.com  
colorado housing and finance authority



CHFA's live and on-demand training helps you streamline your work and get to closing faster. Select training based on your role, access our on-demand library, or check upcoming live options via our up-to-date calendar.

Training upon request: If you would like us to conduct a training for your team, [reach out to your dedicated Business Development Specialist](#).

## On-demand Training



Videos



Training Presentations