

2023
BOSTON

**Harnessing Predictive Data to
Promote Homeownership**



IOWA FINANCE
AUTHORITY

Harnessing Predictive Data to Promote Homeownership

Ashley Jared | Communications Director
Iowa Finance Authority

A futuristic white robot head with glowing blue eyes and a hand holding a document. The robot's face is the right side of the image, with two large, circular, glowing blue eyes. A hand is visible on the left side, holding a white document. The background is a plain, light gray color.

PREDICTIVE DATA IS THE
FUTURE OF MORTGAGE
MARKETING

Housing Goals by 2030

Current projections show that we are expected to meet our goal for 24,617 new housing units by 2030.

1. We must ensure we are building the RIGHT type of housing by:
 - Income
 - Housing Type
 - Location
2. We also must ensure that we're preserving Iowa's aging housing stock, which is the eighth oldest in the nation.
3. In addition to a focus on housing supply, we also must ensure that we are increasing financial literacy around homeownership in order to keep the housing continuum healthy.

An aerial photograph of a residential neighborhood, showing numerous houses and trees. The image is overlaid with a semi-transparent green filter. The text is centered and reads:

EXPERTS AGREE:
HOMEOWNERSHIP IS THE LEADING
DRIVER OF WEALTH CREATION.

HOUSING CONTINUUM

ALL IOWANS SHOULD BE ABLE TO LIVE NEAR THEIR WORK

**HOMELESS/AT-RISK
OF HOMELESS**



**AFFORDABLE
RENTAL**



**MARKET
RENTAL**



**FIRST-TIME
HOMEBUYER**



**REPEAT/MOVE-UP
HOMEBUYER**



0 - 30% MFI | \$0 - \$26,070

30.1% - 50% MFI | \$26,071 - \$43,450

50.1% - 80% MFI | \$43,451 - \$69,520

50.1% - 80% MFI | \$43,451 - \$69,520

80.1% - 99% MFI | \$69,521 - \$86,900

99.1% - 115% MFI | \$86,901 - \$99,900

115%+ MFI | \$99,900+

OCCUPATIONS BY INCOME BRACKET

0-30% MFI



Food Server



Grocery Worker



Childcare Worker



Fast Food Worker

30.1%-50% MFI



Home Health and Personal Care Aide



Nursing Assistant & EMT



Preschool Teacher



Retail Sales Worker

50.1%-80% MFI



Teacher



Nurse



Correction & Police Officer



Firefighter

80.1%-99% MFI



Biomedical Engineer



Insurance Underwriter



Accountant



Dental Hygienist

99.1%-115% MFI



Mechanical & Materials Engineer



Veterinarian



Construction Manager



Management Professionals

115%+ MFI



Pharmacist



Physician & Other Medical Provider



Financial Manager



Computer & Information Research Scientists

HOUSING CONTINUUM

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**YOUR PAYCHECK GOES FARTHER
IN IOWA WHEN PURCHASING A HOME
THAN IN ANY OTHER STATE.
IOWA HAS AN INCOME TO MORTGAGE
RATIO OF JUST 10.6%.**

SOURCE: HOMEBUYER.COM

**IOWA RANKS #1
FOR LOWEST HOUSING COSTS**

SOURCE: WALLETHUB, 2023

Monday, Feb. 26, 1979

"Here is the scene in front of United Federal Savings and Loan Association Monday morning shortly before doors opened. More than 40 persons were in line all night, waiting to apply for low-cost loans on a first-come, first-served basis"

A 'land-rush' line-up in D.M.

"About 40 Des Moines residents played poker in the cold, stamped their feet and shivered in sleeping bags Sunday night just for the chance to hit inflation right between the eyes."

"New state loan program offers home loans at 8% instead of the going rate of 10%."



“ I HAVE REALLY WORKED HARD AND HAVE SAVED MONEY TO BE ABLE TO PURCHASE A HOME. I HAVE COME A LONG WAY SINCE MOVING HERE FROM KENYA AND LOSING BOTH OF MY PARENTS. **I’M NOW BUILDING A LIFE FOR MYSELF HERE AND I’M SO PROUD TO BE A PART OF THIS COMMUNITY.**”

Samiel Opana Ogolio

Public Safety Officer | Des Moines

2023 IOWA HOMEOWNERSHIP Incubator Competition

A challenge to Iowa lending institutions and real estate professionals to think innovatively about the future of homeownership and advancing financial literacy around homeownership among all Iowans.
The winner will receive \$20,000 towards their efforts.

2023 Winners:

GreenState Credit Union: \$20,000

Veridian Credit Union: \$10,000

Community Savings Bank: \$5,000

Contact:

Ashley Jared at ashley.jared@iowafinance.com or 515.452.0474



2022 winner: Kelli Excell,
NextHome Journey

GOALS

MARKET TO HOMEBUYERS MOST LIKELY TO PURCHASE A HOME

01

MAKE DATA-DRIVEN MARKETING INVESTMENTS

02

CONVERT LEADS TO LOANS CLOSED TO SHOW CLEAR ROI | INCREASE NUMBER OF HOMEBUYERS ASSISTED

03

■ Population ■ Sample



BUYER'S JOURNEY

80% ONLINE

20% RELATIONAL



BUYER



EDUCATION GAP



LENDER



REALTOR



SOLD



A man and a woman are standing in front of a white door with a window. The man is on the left, smiling and looking towards the woman. The woman is on the right, looking towards the man. The background is a light-colored wall. The entire image has a semi-transparent green overlay.

HOMEBUYER PROFILE



Adults 22-39



Household Income >\$150,000



Currently renting



Very likely to buy a home in the next 12 months



Employed full-time



Engaged or living with a partner



“WHEN YOU SPEAK TO EVERYONE,
YOU SPEAK TO NO ONE.”

MEREDITH HILL



01. Digital Marketing

02. Social Media Marketing

03. Google Keywords

04. Impactful Creative

05. Drip | Email Funnel

06. Qualified Leads to Lenders

07. **Clear ROI of Campaign
Leads Converted to IFA
Homebuyers**





"WITHOUT BIG DATA
ANALYTICS, COMPANIES
ARE BLINDLY
WANDERING OUT ONTO
THE WEB LIKE DEER ON
A FREEWAY."

~ GEOFFREY MOORE, AUTHOR

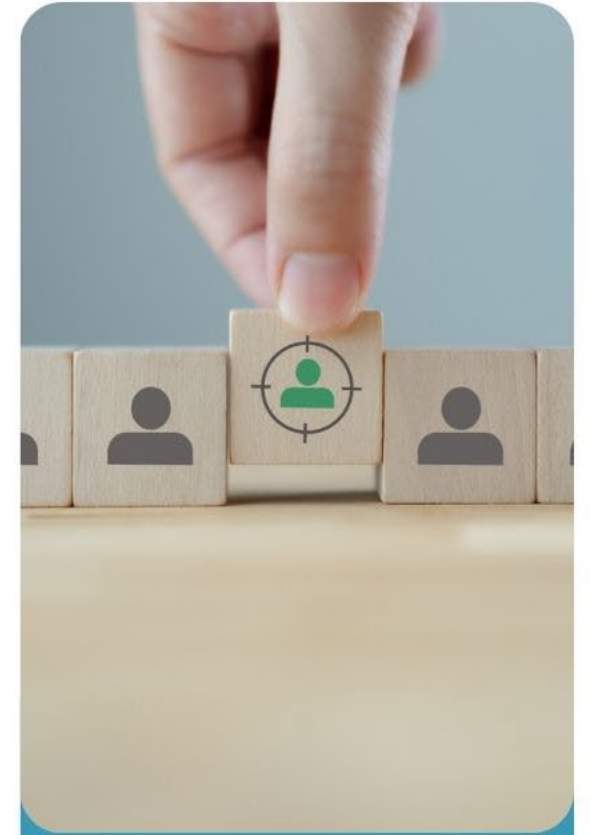
AUDIENCE TARGETING

Audience targeting is not a new term: it is simply the process of using data to find the right person at the right moment.



OLD WAY

VAGUE TARGETS



NEW WAY

HIGHLY-TARGETED

Targeted Users
See an Ad.



Free Homebuyer Checklist
Download Now

IOWA FINANCE AUTHORITY

[LEARN MORE](#)



Get Your First-Time Homebuyer Guide

IOWA FINANCE AUTHORITY

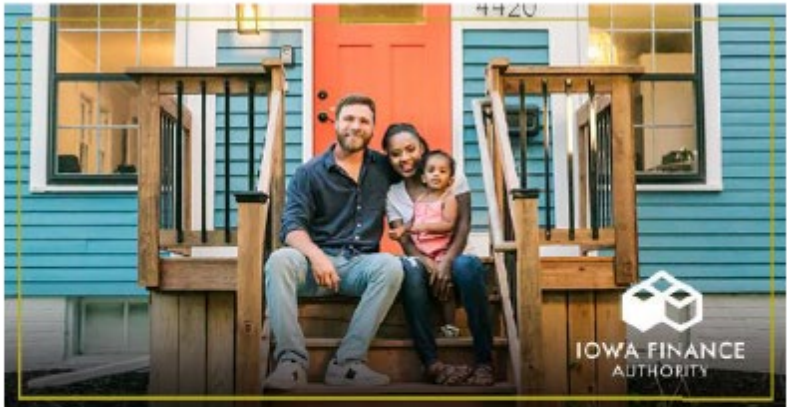


Free First-Time Homebuyer Guide


[LEARN MORE](#)



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Buying a house?
Get your free credit score guide

[LEARN MORE](#)



IOWA FINANCE AUTHORITY

Free First-Time Homebuyer Guide

[LEARN MORE](#)





IOWA FINANCE AUTHORITY

Your Homeownership Goals Realized

Iowa Finance Authority's mortgage, down payment, and closing cost assistance programs stand ready to help make buying a home a reality for first-time and experienced buyers alike. A new home is a big goal, and our team looks forward to helping you reach this milestone.

Financial Literacy Content Funnel

Homebuyer Checklist Your 10-Step Guide to Securing Your Dream Home

BUYING A HOME CAN BE ONE OF THE MOST EXCITING EXPERIENCES OF YOUR LIFETIME—AND ALSO THE ONE WITH THE MOST QUESTIONS.

We want to give you clear, actionable steps to land your dream home. Use this guide as a reference throughout the homebuying process, so you are armed with the knowledge and confidence you need.

Just Think: The ability to paint walls your favorite colors. A backyard where you can plant a garden. The freedom to make a home uniquely YOURS...it's all within reach.

STEP 1

GET ORGANIZED AND MAKE A PLAN

Start by deciding when you would ideally like to move. Think about your



Iowa Finance Authority Down Payment and Closing Costs Assistance

The first step toward your dream home is saving for a down payment and closing costs associated with a home purchase. These costs can range anywhere from 3%-20% of the total home price.

The down payment will be the largest upfront



GRANT

The down payment and closing costs assistance

GET TO KNOW YOUR CREDIT SCORE



FIRST-TIME HOMEBUYING GUIDE

It's no secret that the homebuying process is complex.

There are many steps to follow, terms to know, documents to sign, appointments to schedule, and people to connect with!

But it's never too soon to get help! The Iowa Finance Authority team has helped



IOWA FINANCE
AUTHORITY

Making affordable financing possible for home and

ELIGIBILITY

HOME / ELIGIBILITY QUICK CHECK

1. Please tell us your name

FIRST NAME

First Name

2. Is your income at least \$10,000?

Yes No

3. Is the price of your home at least \$10,000?

Yes No

4. Will the home be your primary residence?

Yes No

Let's first find out if you're eligible

[VIEW ELIGIBILITY](#)

PROGRAM

HOME / ELIGIBILITY STEP 2

Congrats! We want to help you in purchasing a home.

Please tell us a little more about your home so we are ready to best assist you.

1. Have you owned a home in the last 3 years?

Yes No

2. Are you a veteran?

Yes No

Details

3. How many adults will live in the home?

1 2 3+

4. What is the value of the home you wish to purchase?

HOME VALUE

\$

3. How many adults will live in the home?

1 2 3+

4. What is the value of the home you wish to purchase?

HOME VALUE

\$

5. Please search by the specific address or county of your desired home.

Address County

6. Please enter your email.

We need this so we can send you your results. You'll also be subscribed to our newsletter which contains resources and opportunities to make the most of any program. You can unsubscribe at any time. See our [Privacy Policy](#).

EMAIL ADDRESS

email@email.com

I CONSENT TO SHARING MY EMAIL ADDRESS WITH ONE OF IFA'S LENDING PARTNERS.

By unchecking this box, you are opting out of being contacted by an IFA lending partner.

Let's find out what programs will work for you!

[VIEW ELIGIBILITY](#)



LENDERS
AND
REALTORS
ARE THE
**GATEWAY TO
HOMEOWNERSHIP**



FIND A LENDER OR REALTOR

HOME / FIND A LENDER OR REALTOR

Your Gateway to Homeownership

In our opinion, each of the lender and realtor partners listed below should be wearing a cape in their head shot. After all, they are homeownership dream makers and wisdom wizards. They serve as advocates for Iowa homebuyers throughout the home-buying process.

The lenders listed on the IFA Lender Listing are active IFA participating lenders.

That's why we partner with them to offer our mortgage and down payment assistance programs. It's a win-win for homebuyers—granting them access to programs only offered by IFA—as well as the convenience and unmatched service of working with a lender and realtor in hometowns across our great state. Find your perfect match to make your homeownership dreams come true below!

LENDER & REALTOR

Lender & Realtor Portal

LOG INTO THE PORTAL

FIND A LENDER

FIND A REALTOR

REQUIREMENTS

- **Application Process**
- **Good Standing**
- **Training**

BENEFITS

- **Leads Based on Demographic Area**
- **Marketing and Testimonial Spotlights**
- **Proof of ROI | Homebuyer Conversions**

IOWA FINANCE
AUTHORITY



PREFERRED
LENDER

"I APPRECIATE IFA'S FORWARD-THINKING AND INNOVATIVE LEADS SYSTEM WHICH CONNECTS IOWA HOMEBUYERS WITH LENDERS IN THEIR AREA, LIKE ME WHO ARE READY, WILLING AND ABLE TO ASSIST THEM THROUGH THE PROCESS. **I'VE RECEIVED COUNTLESS LEADS THROUGH THE SYSTEM** AND HAVE HAD THE PLEASURE OF HELPING SEVERAL BECOME HOMEBUYERS THROUGH IFA'S PROGRAMS."

Jessica Greving – IFA Preferred Lender
Residential Mortgage Network



PICTURE THIS: A COMPREHENSIVE APPROACH

GRABBING ATTENTION

PICTURE THIS WITH REAL LIFE SCENARIOS

SOCIAL

- AMPLIFY STORYTELLING TO REINFORCE THE CAMPAIGN AND BOOST ENGAGEMENT.
- TARGET CONTENT TO USER WITH RELEVANT BEHAVIORS, DEMOGRAPHICS, INTERESTS, ETC.

DIGITAL ADS

- INCREASE CLICK THROUGH RATE TO IFA RESOURCES AND INFORMATION
- TARGET USERS ACROSS THE WEB WITH AD PLACEMENT ON RELEVANT SITES
- SEARCH
- RANK AND MATCH WITH USER SEARCHES FOR ADDITIONAL CLICKS AND CONVERSIONS

PICTURE THIS: A COMPREHENSIVE APPROACH

ADVOCACY PROGRAM

CREATED A NETWORK OF BRAND ADVOCATES AMONG THE LENDER AND REALTOR COMMUNITY.

CLOSING THE LOOP!

CONVERTED MARKETING TO LEADS TO HOMEBUYERS.



EARLY RESULTS

01

**1,000 POTENTIAL
HOMEBUYERS
SUBSCRIBED TO
DRIP CAMPAIGN**

02

**5% INCREASE IN
QUICK CHECKS
COMPARED TO ADS
WITHOUT PREDICTIVE
DATA (2,143)**

03

**40% INCREASE IN
HOMEBUYER LEADS
SENT TO LENDERS
OVER LAST YEAR.**



THE FUTURE OF
MARKETING IS
IN THE DATA



IOWA FINANCE
AUTHORITY

iowafinance.com

Ashley Jared

Communications Director
Iowa Finance Authority
ashley.jared@iowafinance.com

The Power of Predictive Data in Marketing to Homebuyers

Can you tell me who will buy a home in the next six months?



Mission

Build the highest-performing
predictive models for consumer
real-estate transactions

Vision

Enhance Consumer Experience

Reduce “junk”. Deliver relevant marketing to the right people at the right time.

Empower for Fairness

Make equitable outreach easy.

Promote Relationship-building

Leverage technology to enrich the human element in real estate transactions, rather than degrade it.

Improve Market Efficiency

Reduce the friction around forming productive relationships and stimulate the economy.

Expanding applications

- Home Purchase
- Moves
- Home Sales
- Senior Housing
- Other



Reasons Americans Move

1. Affordability / Cost of Living - 43%
2. Job - 37%
3. Safety - 31%
4. Family and Friends - 26%
5. Community Beliefs - 16%
6. Schools - 15%
7. Taxes - 14%
8. Effects of Climate Change - 7%

Source: June 2023 Moving Survey by the research team at Architectural Digest

Our Reasons



1.Space







2. Closer to Family



3. New job
4. Turnover frequency (years)
 - a. Me: 5, 9, 3 and counting
 - b. Her: 5, 5, 3, 3 and counting
 - c. House: ...3, 5, 3, 3, 3 and counting
5. Hundreds more...

Input Data → Response: 0 or 1?



Consumer



Property




Market Env.



Other Trends

Consumer Marketing List


- Every consumer 18+
- Ordered by Score
- Score change



▼

██████████	██████████	██████████	92%	↑
██████████	██████████	██████████	89%	↑
██████████	██████████	██████████	71%	↑
██████████	██████████	██████████	68%	—
██████████	██████████	██████████	75%	↑

Most likely



Gerald Frankfort
3456 Beacon St., Tustin, CA 926800
233-453-2343, geraldfrankfort@gmail.com

71% ↑ 7%

██████████	██████████	██████████	68%	—
██████████	██████████	██████████	65%	↑
██████████	██████████	██████████	63%	↑
██████████	██████████	██████████	61%	↓
██████████	██████████	██████████	57%	—
...				
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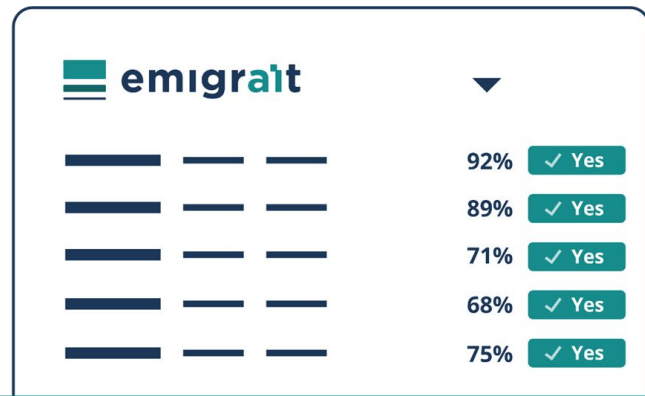
Least likely

ConsumerScoreFile_.csv

A6

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	pid_match	fn	mn	ln	suffix	address	unit	city	county	state	zip	z4	mapscore	mapscore_email	phone_1	phone_2	phone_3	est_income	est_wealth	
2	69107894	BRE A	STR			106 CHASE		BLAIRSTOV	BENTON	IA	52209	9786	0.510009	0.395985	3E+09	3E+09		\$50K-74K	\$80K-\$99K	
3	-19121601	ANCR	STO			1109 SE CC		ANKENY	POLK	IA	50021	3719	0.100022	0.034515	ANGIEVAN	5E+09	5E+09	5E+09	\$75K-99K	<\$5K
4	50341926	TODW	NEA			1046 BELL		WATERLOO	BLACK HA	IA	50702	4621	0.030028	0.02746		3E+09	7E+09		\$50K-74K	
5	16100957	RANK	SWE			3221 4TH		DES MOINI	POLK	IA	50313	4325	0.001029	-0.04495	RANGERT	5E+09			\$75K-99K	<\$5K
6																				
7																				
8																				
9																				
10																				
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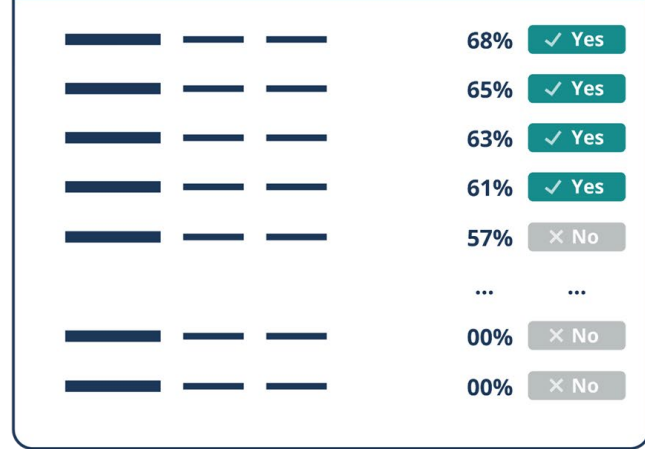
We check if they actually buy



Most likely

 **Gerald Frankfort**
3456 Beacon St., Tustin, CA 92680
233-453-2343, geraldfrankfort@gmail.com

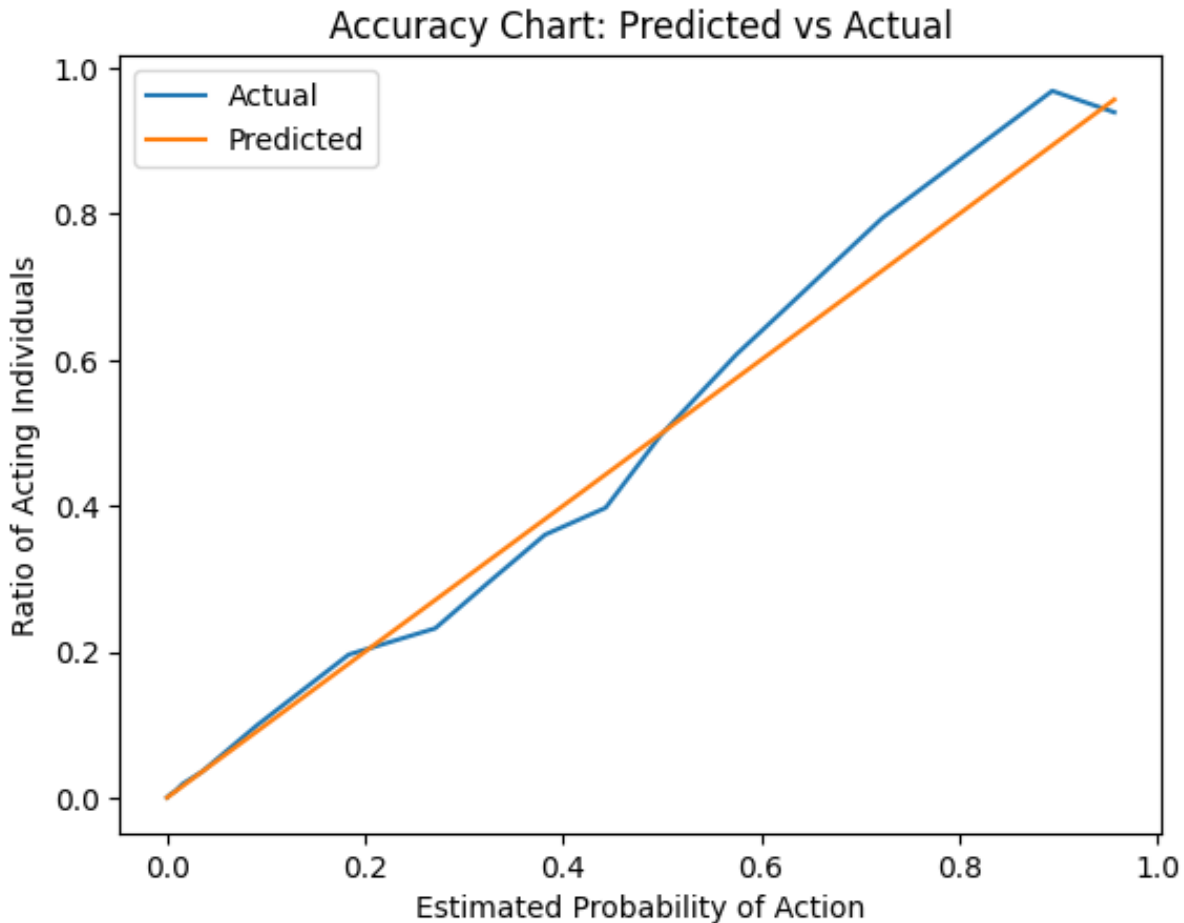
71% Yes



Least likely

Accuracy Check

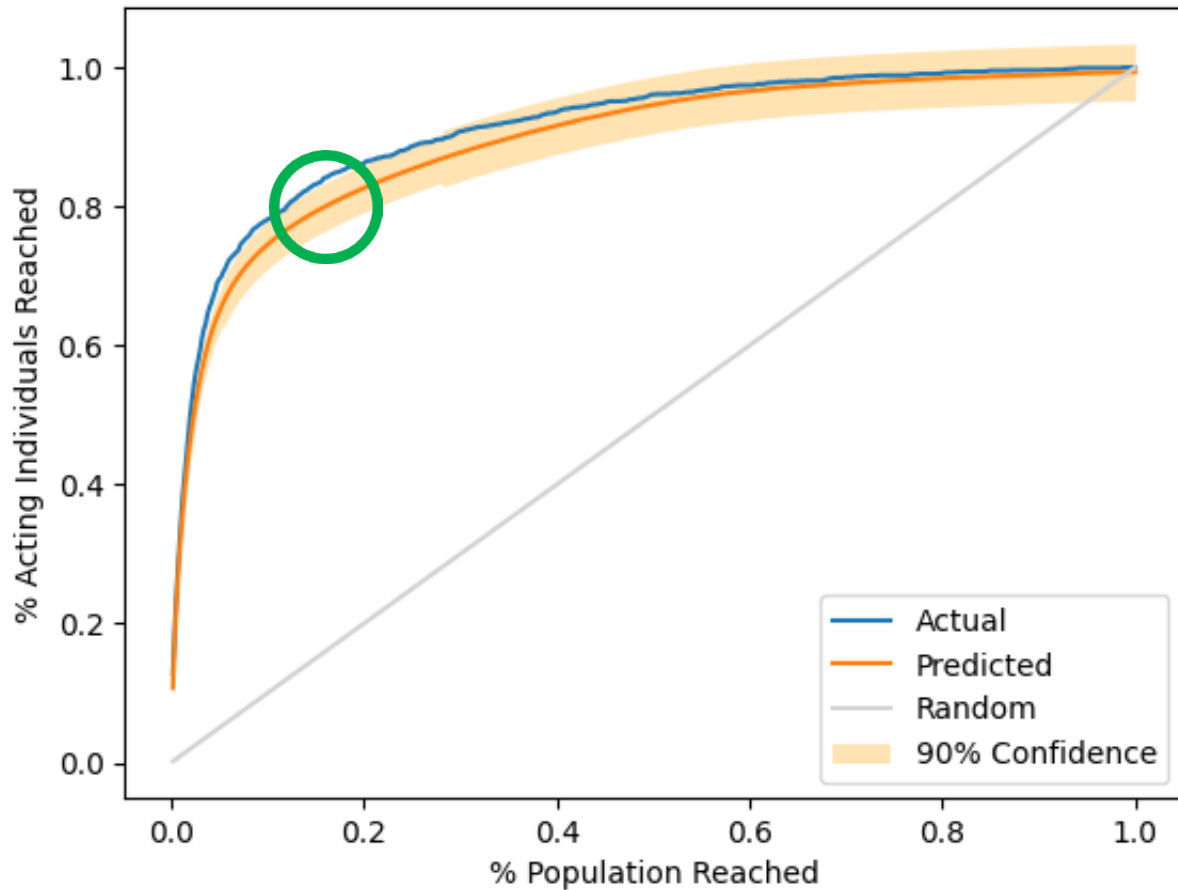
Verify that scores are accurate.



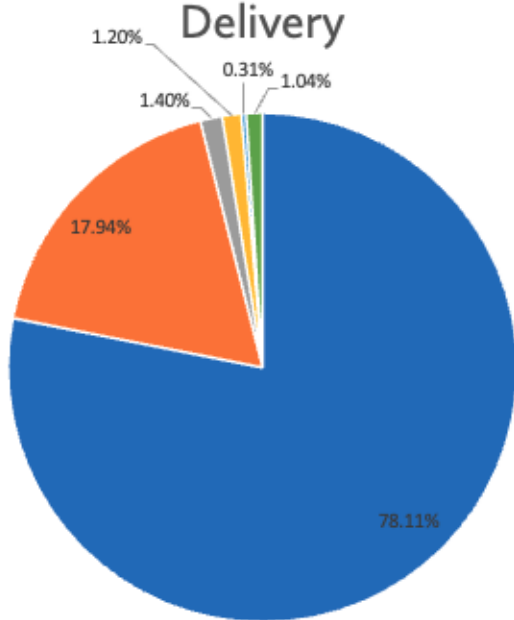
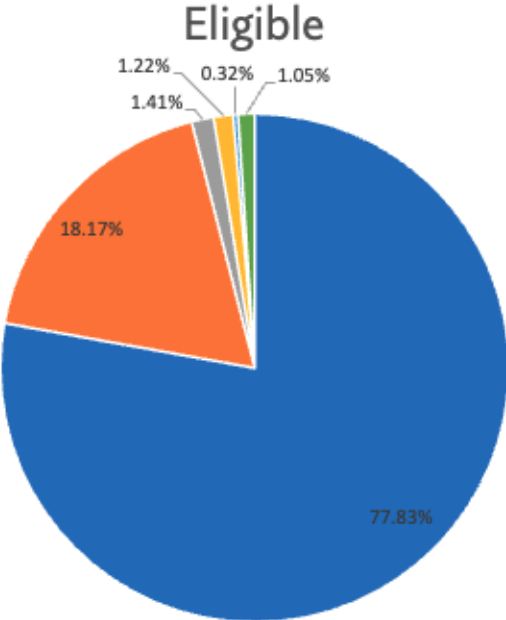
Efficiency Review

Can you beat 80/20?

Lift Comparison: Predicted vs Actual

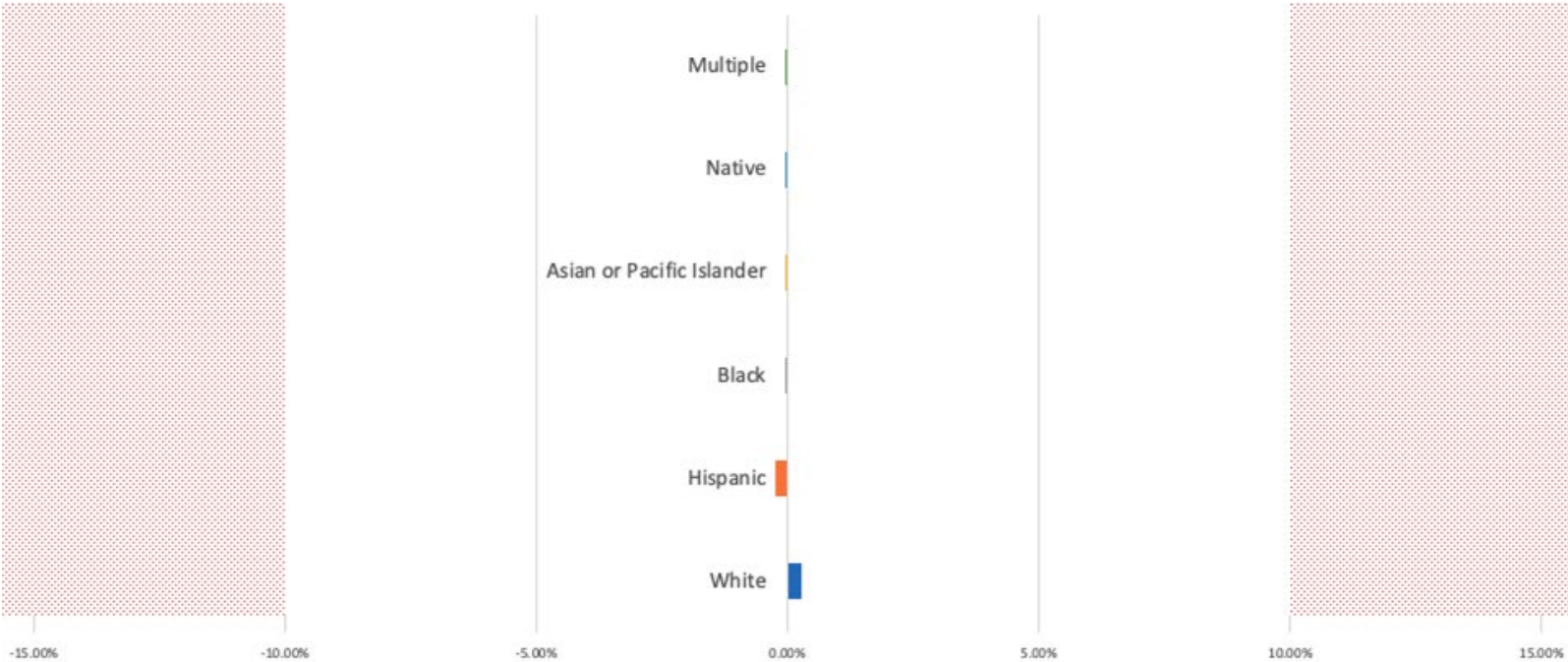


Equitable Outreach Reporting



■ White ■ Hispanic ■ Black ■ Asian or Pacific Islander ■ Native ■ Multiple

Equitable Outreach Reporting



■ White ■ Hispanic ■ Black ■ Asian or Pacific Islander ■ Native ■ Multiple

Other Products

At Risk of Foreclosure | Financial Pain Point Insights

- Verified Default Payment status
- In Collections of any kind
- In Financial Pain
- Past Due Taxes (real estate / property)
- Overdue HOA Fees

Home Repair Insights

- Age of Home
- Property Land Use
- Property Size / # of Rooms

National Fair Housing Alliance v. Facebook (2018)

Allegations:

- Exclusion of protected groups
- Narrow geographical area for ad viewership
- Lookalike Audience / Special Ad Audience

National Fair Housing Alliance v. Facebook (2018)

Changes promised (2019): Facebook will...

- **Establish a separate advertising portal for creating housing, employment, and credit (“HEC”) ads [...] that will have limited targeting options, to prevent discrimination.**
- **Create a page where [...] users can search for and view all housing ads that have been placed by advertisers for the rental, sale, or finance of housing or for real estate related transactions**
- **Require advertisers to certify that they are complying**
- **Provide educational materials and features to inform advertisers**
- **Meet regularly with the Plaintiffs and their counsel to report on [...] the terms of the settlements**
- **Permit the Plaintiffs to engage in testing of Facebook’s ad platform**
- **Work with NFHA to develop a training program for Facebook’s employees on fair housing and fair lending laws**
- **Engage academics, researchers, civil society experts, and civil rights/liberties and privacy advocates (including plaintiffs) to study the potential for unintended bias in algorithmic modeling used by social media platforms**

USA v. Meta Platforms (2022)

Allegations:

- Trait-based targeting (acknowledging actions taken in 2019)
- Lookalike Audience / Special Ad Audience
- Delivery Determinations
 - Personalization Algorithms predict which FB users will be most likely to click on, or otherwise interact with, an ad.
 - In part, on the basis of FHA protected characteristics
 - Facebook's use of these algorithms has an unlawful, disparate impact on users by disproportionately steering certain housing ads away from users because of FHA-protected characteristics such as race