

19th Annual Lender Awards

Kentucky Housing Corporation

Communications: Special Event Marketing

HFA Staff Contact

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Summary

The 19th annual Lender Awards was the culmination of Kentucky Housing Corporation's (KHC) collective event planning and marketing efforts. It wove together a mix of information, lender recognition, lender marketing, programmatic marketing, storytelling, and annual reporting - and it yielded great results.

Overall traffic to the KHC social pages increased. Our closing cost grant and Freddie Mac HFA Advantage program fliers (programs released at the Lender Awards) were widely shared by loan officers, real estate partners and borrowers alike. Our partners benefitted from increased publicity through our press release, e-newsletter, and social media. Those not invited to the event were motivated to increase their sales in 2024 or become KHC-approved lending and real estate partners by seeing the flurry of publicity for our top partners. Lastly, awareness of KHC's programs was at an all-time high going into homebuying season with the posts by KHC and our partners, coupled with the buzz from our new programs.

Background

For nearly 20 years, KHC has celebrated its lending partners at the Lender Recognition Awards. It celebrates the top 20 percent of partners who produce 80 percent of KHC's annual loan volume. Historically, top producers gathered in March for a midweek lunch and eagerly awaited the announcement of the top loan officer and top lender for the previous year.

After hosting a virtual event for two years, we wanted to integrate all of the digital elements that made the pandemic years fun and meaningful into our in-person evening event in 2023. We filmed a nominees' video to generate buzz about the event, interviewed all of the winners and used their acceptance videos in the awards presentation and online, and we created a landing page with the top producers' rankings, pictures and videos.

After seeing how successful the event was in 2023, we wanted to build on the momentum in 2024. We knew that sharing videos and pictures from the event created a spike in our digital engagement. Loan officers and real estate agents tagged each other in their respective posts, shared the content on their channels, and used our posts to market our programs and to publicize their services. We started with last year's event as a base model and added more video components to see if it would generate more attention, and it worked!

Innovative

KHC's approach to the 2024 Lender Awards was innovative, because we did not treat it as an event worthy of one picture. We used it as a mutually beneficial opportunity to market lending partner and leverage that network to market ourselves to customers.

- We saw the Lender Awards as a chance to inform the public about our organization and our success last year. We helped more than 3,100 families and had more than \$570.6 million in loan production. As a state organization, we want to remain transparent and also regularly report how we are helping Kentuckians accomplish their homeownership goals.
- Collecting pictures and videos for the evening's presentation allowed us to build relationships with loan officers, lenders and real estate partners that we leveraged for podcasts, homebuyer interviews, closing Success Stories, and testimonials for other campaigns.

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- The three-week blitz generated publicity for our partners and for KHC. It drove more traffic to both of our sites. Increased business for them is good for us, and increased visibility is good for us, especially when we are offering new programs like the closing cost grant and Freddie Mac HFA Advantage loan, both of which we announced March 11 at the Lender Awards. When people come to comment on partners' posts and share their videos, they also see information our programs that they could use or they could share with others.
- We wanted to recognize and thank the people who make us successful and incentivize others to follow their lead. Every year after the awards ceremony, we have partners comment that they want to attend next year, and they work to accomplish that goal over the next calendar year.

Our ambitious schedule is also what sets us apart.

- We started the Lender Awards marketing in February with a teaser video. It announced the nominees for each category. We then sent that out on social media and in our e-newsletter to partners. At that time, we released the stripped-down version of the Lender Awards landing page with just the teaser video and information about the event.
- Then, we followed up with the registration information to invitees and continue to tease the event in e-newsletters and on social media.
- A week out from the event, we showed a homebuyer video and teased some of our statistics for the year and told people to stay tuned for the event.
- The day of, we had several posts from a welcome post to on-site pictures of us getting ready to posts scheduled throughout the event mirroring our awards show presentation, capped off with a winners post.
- The next day, we released the updated landing page, photos from the event and selfie booth photos; published the top producing lender page; sent out two press releases about the winners and a new program; sent an e-newsletter to partners; and began our aggressive schedule of lender recognition posts.
- The posts – two to three per day – combined pictures taken from the event and submitted pictures. We also supplement those with homebuyer videos, because we wanted to show the impact of our numbers. It is one thing to say we did \$570.6 million production. It is another thing to say those lenders helped Justin find a home when he was turned down by traditional lenders. We wanted to show every aspect of the homebuying experience in our campaign.
- Lastly, we added a homebuyer tips video this year. We interviewed some of our top lenders and loan officers about the advice they would give to prospective homebuyers – what they should do and what they shouldn't do. We cut it together as a compilation video and also ran the full individual videos over the three weeks. It was equal parts education, publicity, and recognition. Plus, it helped drive up our social engagement and loan production.

This year, we had more than 50 posts after the event alone, and we also had posts scheduled that were not Lender Awards-related, so it was a busy time on our social channels. Maintaining that level of content was only possible because we had a rigid plan.

Nathan Hall, our senior account administrator, set up a communications plan on OneDrive, so the whole Communications team could access and edit the plan. We started with the base of which top producers needed to be featured and then we supplemented with other posts. We all added links to the videos and updates about when the items had been scheduled. It allowed us to better space out the content so that we didn't feature a person too many times or give more attention to a lower ranked loan officer than we

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did to a top producer. We also recycled some of our best content to give the homeowner, loan officer, and story a bigger spotlight.

Demonstrate Measurable Benefits to Partners

KHC's weekly reservation volume before the Lender Awards was \$14.9 million, and in April and early May, it is \$16.4 million, a 10 percent increase. While that may not sound overwhelming, it is a big jump considering a tight mortgage market and the hurdles many real estate and lending partners face. They are thankful for the added, free publicity and KHC is grateful for the steady stream of reservations.

Among the top 10 posts during that time were:

- Closing Cost Grant Announcement – Reach of 20,501, 239 interactions, 186 shares
- Hannah O’Nan Top Loan Officer – Reach of 6,051, 28 interactions, 11 shares
- Blake Henderson Top Loan Officer – Reach of 5,752, 41 interactions, 11 shares
- Heather Hawkins Top Loan Officer – Reach of 5,567, 10 interactions, 3 shares
- Grady Underwood Plaque Presentation – Reach of 4,426, 20 interactions, 3 shares
- Teri Knott Top Loan Officer – Reach of 4,434, 71 interactions, 20 shares
- Kodi Denning Top Loan Officer – Reach of 2,859, 24 interactions, 7 shares
- Winners Picture – Reach of 2,189, 49 interactions, 5 shares
- Grady Underwood Top Loan Officer – Reach of 2,316, 15 interactions, 4 shares
- Sue Ann McKissick Top Loan Officer – Reach of 2,325, 31 interactions, 3 shares

Replicable

This was a highly replicable project, because there was no additional expense. The biggest expense was time – setting up the communication plan and conducting the interviews since the subjects were spread across the state. All of the videos were produced on the Adobe Suite and then put into a Canva template to look uniform and uploaded to YouTube. If an HFA did not have access to Adobe, it could easily edit the videos in Canva. For the compilation videos, due to time constraints, we had to edit in the platform.

All of the posts were scheduled on Hootsuite, and the communications plan was created in Microsoft Excel and shared through OneDrive for seamless editing. The photo scroll, PowerPoint, script, and all other elements of the event were also housed on OneDrive, which made it easier to share content and jointly edit this year.

The Closing Cost Grant program flier and Freddie Mac flier were created in Canva, and we converted the flier design to a post and shared it on our social platforms. We used MailChimp to create the landing page, e-newsletters, and to send out the press release.

Conclusion

Creating a comprehensive campaign for the Lender Awards made sense from a business standpoint. It was cheap to produce, easy to share, highly visible on multiple channels, ingratiated us to our partners, educated our audience about KHC programs and products and led to increased production numbers. Overall, it was a win. Next year, we plan to increase our bank of marketing tools so that our top producers have more materials to share following the event so they will not have to rely on screenshots from the landing page or pictures of our fliers. We know they are hungry for content, and we want to feed the need.

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Visual Aids and Resources

Pre-event coverage

- [eGram announcing the awards](#)
- [eGram announcing registration with teaser video](#)
- [Teaser video](#)



The [two social posts](#) announcing the winners generated excitement and set the tone for the coming event.

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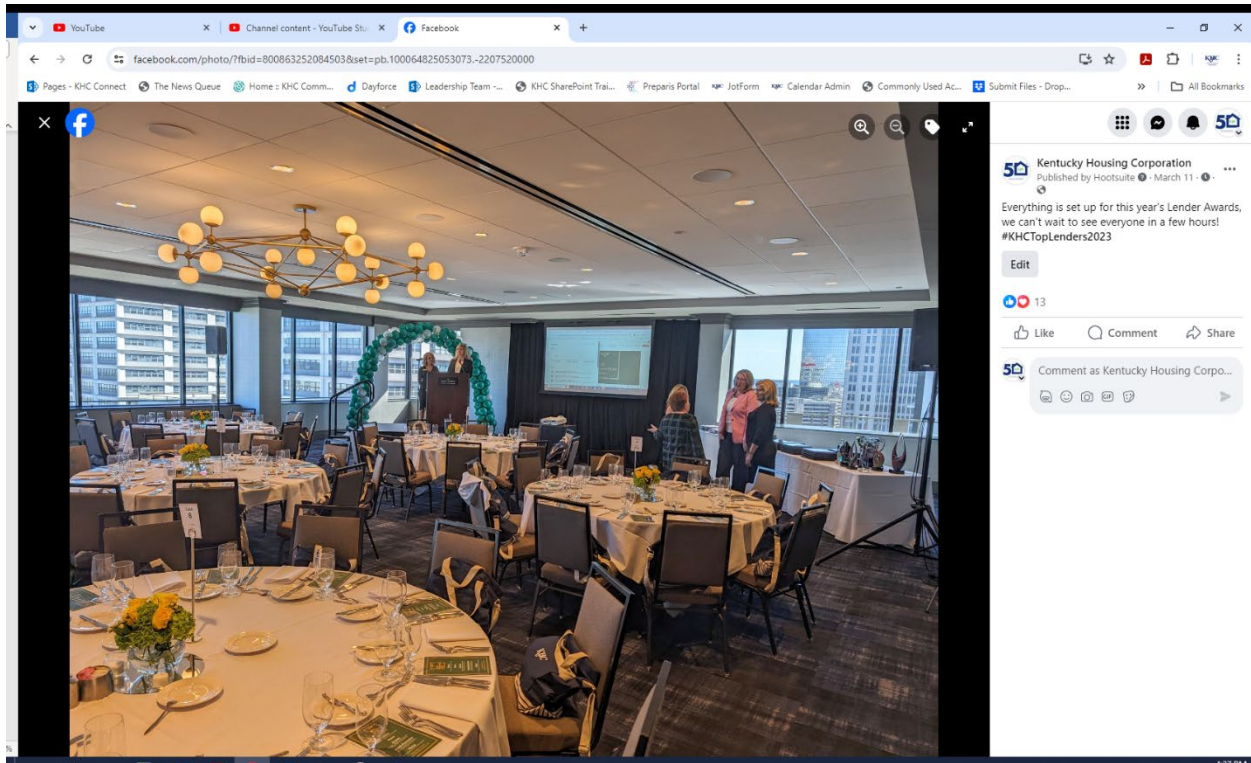
Event Coverage



Welcome post:

<https://www.facebook.com/photo.php?fbid=800778478759647&set=pb.100064825053073.-2207520000&type=3>

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Setting up: <https://www.facebook.com/photo/?fbid=800863252084503&set=pb.100064825053073.-2207520000>



2023 Production Numbers: <https://www.facebook.com/kyhousing/videos/394936306572556>

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Borrower Breakdown: <https://www.facebook.com/kyhousing/videos/1395462921331633>



That's a wrap: <https://www.facebook.com/kyhousing/videos/332182005992574>

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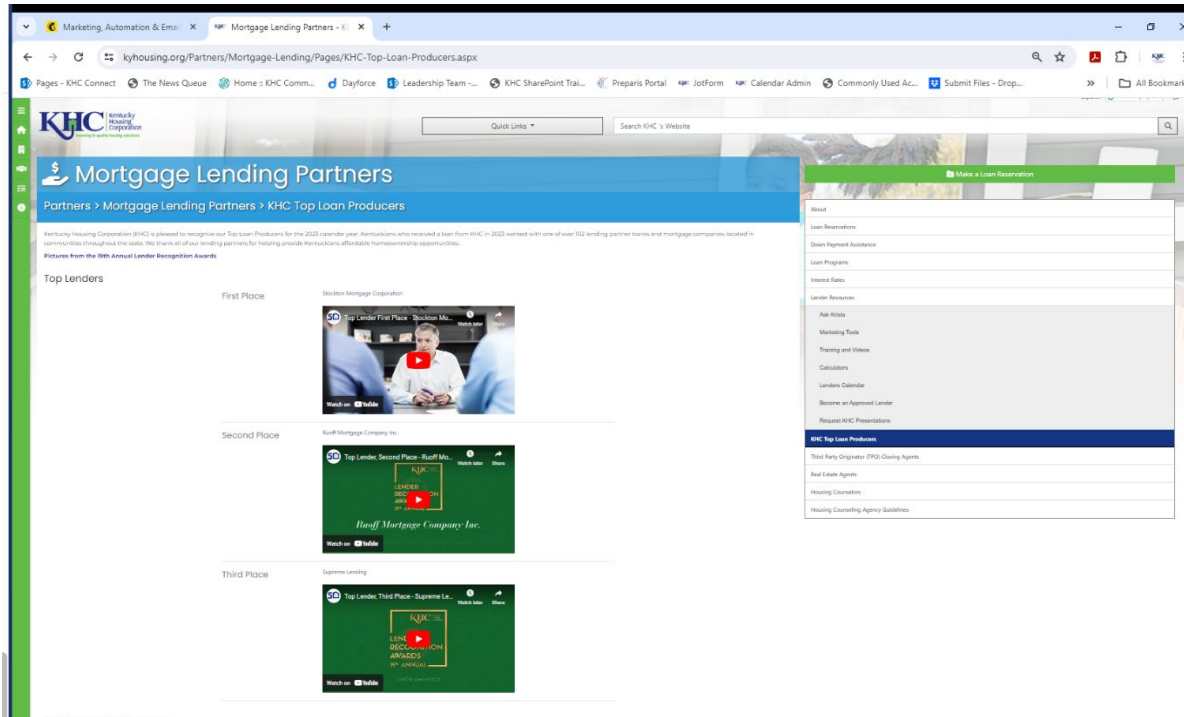


Winners:

<https://www.facebook.com/kyhousing/posts/pfbid03Fjt9EgzTZ87HJhbMsAX9epdWM7wR2ZSn9B1W8Tkcf4CorNaGCMLkNyjKaaQvDJI>

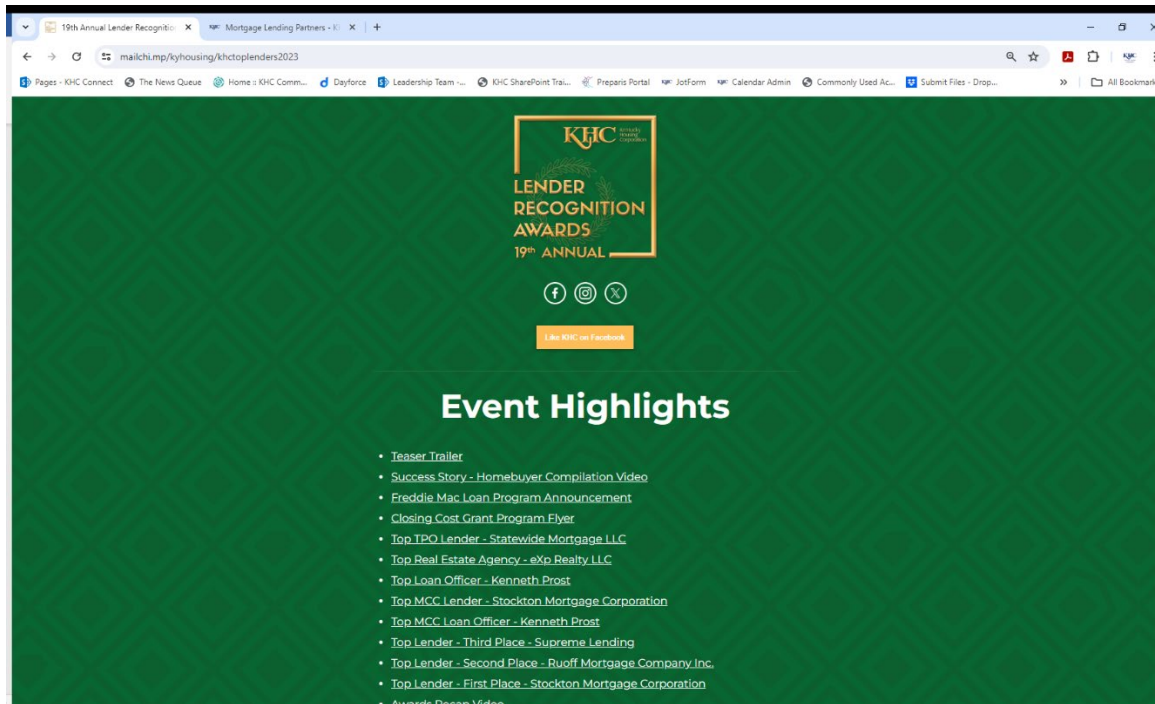
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Post-Event Coverage



The [KHC Top Loan Producers page](#) highlights our top three lenders for the previous year, top overall loan officer and other top producing loan officers listed in the order of their loan volume.

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The [19th annual Lender Recognition Awards page](#) originally had a teaser link (history of the page can be found [here](#)) with the nominees for each category. After the event, it lists all of the award winners, their loan volume and links to all of the videos from the night. It also has a photo gallery of recipient photographs and selfie booth photographs that attendees can download.

- [Press release from the event](#)
- [Freddie Mac press release](#)
- [eGram after the event](#)

Presentation videos shared on social media

- [We work in homeownership](#)
- [Homebuyer compilation](#)
- [Tips for Homebuyers](#)
- [Top Real Estate Partner](#)
- [Top TPO Lender](#)
- [Top MCC Lender](#)
- [Top MCC Loan Officer](#)
- [Top Lender Third Place](#)
- [Top Lender Second Place](#)
- [Top Loan Officer Overall](#)
- [Top Lender First Place](#)

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Closing Cost Grant post:

<https://www.facebook.com/photo/?fbid=801110295393132&set=pb.100064825053073.-2207520000>

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Freddie Mac announcement post

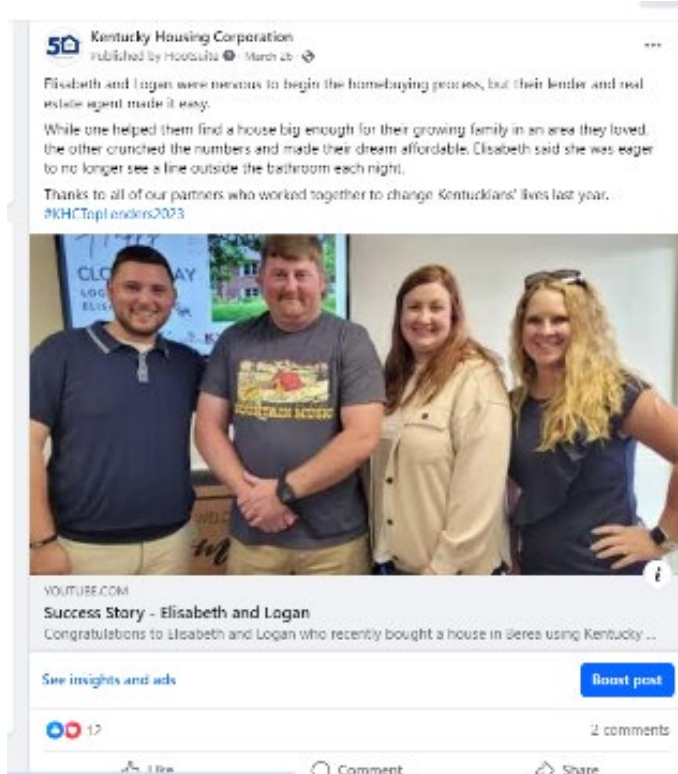
<https://www.facebook.com/photo/?fbid=801734481997380&set=pb.100064825053073.-2207520000>



March 20: Kenny Bennett Success Story:

<https://www.facebook.com/kyhousing/videos/7377563595620391>

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March 26: Elisabeth and Logan Success Story: <https://www.youtube.com/watch?v=0m2L8oxQyEg>




March 22: Lexie Success Story: <https://fb.watch/rNu1r0oedB/>

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Kentucky Housing Corporation
Published by Hootsuite · March 15 ·

Last year, KHC-approved lenders helped more than 3,100 families like Justin purchase a home. 🏡
For the Bourbon County native, owning a home was a dream he never thought possible. He did not know where to start. He did not know what he needed. He did not think he would qualify.
Then, he met Angie Stamper and Kyle Best who helped him find a home, get financing and close in a month. He qualified for down payment assistance and the mortgage revenue bond, which gave him a below... See more



YOUTUBE.COM
Success Story - Justin
Justin worked with Kyle Best and Angie Stamper to close on his dream home in Bourbon Coun...


See insights and ads Boost post

👍❤️ 15 4 comments · 0 shares

March 15: Justin and Michelle Success Story: <https://www.youtube.com/watch?v=jR-p4JsR2ZM>

Kentucky Housing Corporation
Published by Hootsuite · March 18 ·

Thank you to all of the #KHCtopLenders2023 like Kyle Best who invited us last year to interview their borrowers. Stories like Austin and Cassie's show the power of affordable housing and the impact of KHC's programs. <https://www.ly/KR8V50QR3hk>



YOUTUBE.COM
Success Story: Austin and Cassie Home Closing
With guidance from loan officer Kyle Best (Ganaco Financial) and assistance from two KHC gen...

See insights and ads Boost post

👍 0 2 shares

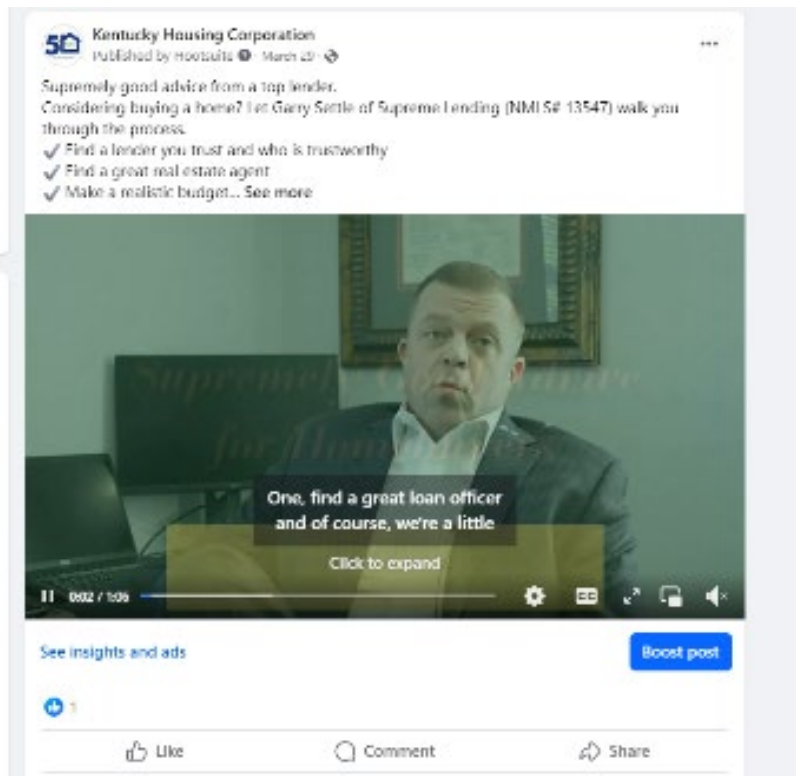
👍 Like 💬 Comment ➦ Share

March 18: Austin and Cassie Success Story: https://www.youtube.com/watch?v=K6MOKR_B2a0

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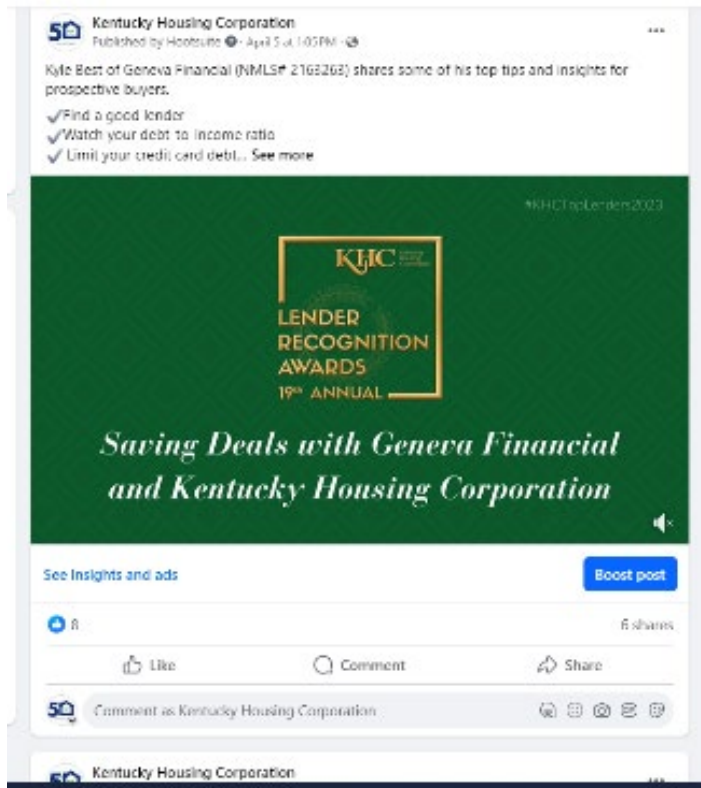


March 29: Thanks for a great year: <https://www.facebook.com/kyhousing/videos/1197739641636637>



March 29: Supremely Good Advice from Supreme Mortgage: https://fb.watch/rNuKa6K_yT/

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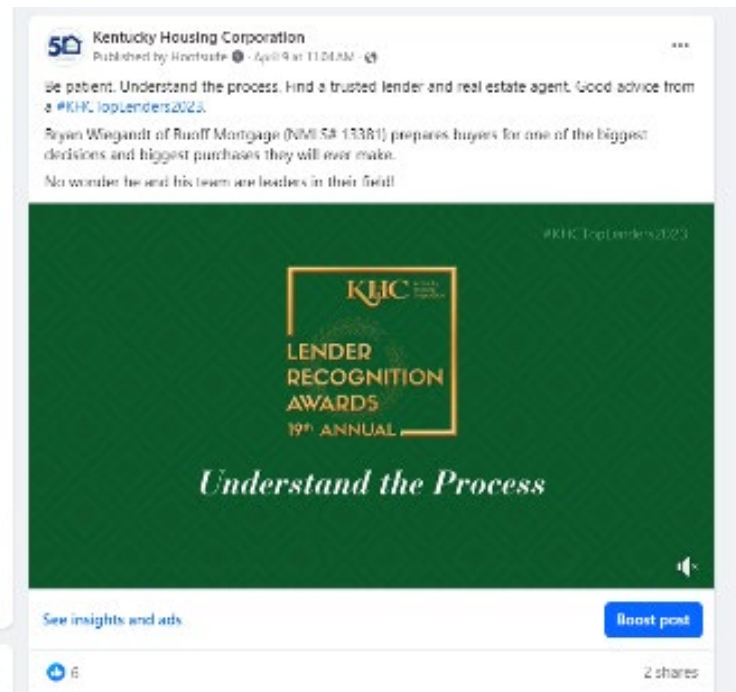


April 1: Helping Homebuyers Statewide with Statewide Mortgage: <https://fb.watch/rNuMI8YzPQ/>



April 5: Saving Deals with Geneva Financial: <https://fb.watch/rNuR9bMR51/>

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April 9: Understand the Process from Ruoff Mortgage: <https://fb.watch/rNuY38DT7G/>

Social Post Insights

During last night's Lender Recognition Awards, KHC announced the new Closing Cost Grant available starting today...
 Post · Published on: Tue Mar 12, 10:00am

Overview

Reach	Impressions	Interactions	Link clicks
20,501	23,079	239	21
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Reach

Interactions

Reactions	Comments	Shares	Saves
44	6	186	3
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Feed preview

Kentucky Housing Corporation
 Published by Hootsuite · March 12

During last night's Lender Recognition Awards, KHC announced the new Closing Cost Grant available starting today! It's \$2,000 - no repayment required - to help homeowners for a limited time with down payment and closing costs. For more details, contact a KHC-approved lender; you can find one in your area on KHC's website at <https://ow.ly/Oaup50QR2bJ>.

CLOSING COST GRANT

Beginning Tuesday, March 12, 2024, KHC's Closing Cost Grant is available to help homebuyers with their purchase.

Details

- \$2,000 Closing Cost Grant - no repayment required.
- Can be used for down payment, closing costs, and prepaids.
- Can be combined with any of KHC's other programs - DAP, MCC.
- Can be added directly in PowerLender.

Congratulations to Hannah O'Nan (NMLS #2028230) with Geneva Financial LLC, one of KHC's Top Loan Officers fo...
 Post · Published on: Wed Mar 27, 11:00am

Overview

Reach	Impressions	Interactions	Link clicks
6,051	6,401	28	1
Higher than typical	Higher than typical	Higher than typical	Typical

Reach

Interactions

Reactions	Comments	Shares	Saves
15	2	11	0
Typical	Typical	Higher than typical	Typical

Feed preview


Kentucky Housing Corporation
 Published by Hootsuite · March 27

Congratulations to Hannah O'Nan (NMLS #2028230) with Geneva Financial LLC, one of KHC's Top Loan Officers for 2023!

When you're ready to purchase a home in Fayette, Scott, Clark, Franklin, Jefferson, Powell, Estill, Bourbon, Montgomery, Boyle, Jessamine, and Garrard counties, call 859-771-9005, email hannah@genevafi.com, or visit <https://ow.ly/bSyl50QX6t6>.

#KHCTopLenders2023

Top Loan Officer

←  Congratulations to Blake Henderson (NMLS #1780946) with Honor Home Loans, one of KHC's Top Loan Officers fo... < > ... Boost

Post · Published on: Thu Mar 21, 10:00am

Overview

Reach [👤]	Impressions ^{👁️}	Interactions [👍]	Link clicks [🔗]
5,752	6,303	41	3
Higher than typical	Higher than typical	Higher than typical	Typical

Reach

— Typical — Facebook post reach

Interactions [👤]

Reactions [👍]	Comments [💬]	Shares [🔄]	Saves [🔖]
18	12	11	0
Higher than typical	Higher than typical	Higher than typical	Typical

Feed preview


50 Kentucky Housing Corporation
Published by Hootsuite · March 21 · ...

Congratulations to Blake Henderson (NMLS #1780946) with Honor Home Loans, one of KHC's Top Loan Officers for 2023!

When you're ready to purchase a home in Lincoln, Boyle, Mercer, Garrard, Pulaski, Rockcastle, Russell, McCreary, and Jessamine Counties, call 606-669-7648 , email bhenderson@honorhl.com, or visit <https://ow.ly/alwS50QX1Zg>.

#KHCTopLenders2023

#KHCTopLenders2023

←  Congratulations to Heather Hawkins (NMLS #618806) with Stockton Mortgage, one of KHC's Top Loan Officers for... < > ... Boost

Post · Published on: Thu Mar 28, 10:00am

Overview

Reach [👤]	Impressions ^{👁️}	Interactions [👍]	Link clicks [🔗]
5,567	6,290	10	--
Higher than typical	Higher than typical	Typical	

Reach

— Typical — Facebook post reach

Interactions [👤]

Reactions [👍]	Comments [💬]	Shares [🔄]	Saves [🔖]
5	2	3	0
Typical	Typical	Typical	Typical

Feed preview

50 Kentucky Housing Corporation
Published by Hootsuite · March 28 · ...

Congratulations to Heather Hawkins (NMLS #618806) with Stockton Mortgage, one of KHC's Top Loan Officers for 2023!

When you're ready to purchase a home in her area, call 270-779-9601, email heather.hawkins@stockton.com, or visit <https://ow.ly/S1Vb50QX6ME>.

#KHCTopLenders2023

#KHCTopLenders2023

← Congratulations to Grady Underwood of Republic State Mortgage (NMLS #641271), who was a #KHCTopLenders20... Post · Published on: Wed Mar 27, 5:51pm Boost

Overview

Reach [👤]	Impressions [👁]	Interactions [👍]	Link clicks [🔗]
4,426 <small>Higher than typical</small>	4,426 <small>Higher than typical</small>	20 <small>Typical</small>	--

Reach

Interactions [👤]

Reactions [👍]	Comments [💬]	Shares [🔗]	Saves [🔖]
15 <small>Typical</small>	2 <small>Typical</small>	3 <small>Typical</small>	0 <small>Typical</small>

Feed preview

Kentucky Housing Corporation
Published by Molly Williamson Tate · March 27

Congratulations to Grady Underwood of Republic State Mortgage (NMLS #641271), who was a #KHCTopLenders2023. He missed the big celebration March 11, so Kay Smith brought the party to him.

Thanks for helping so many Kentucky homebuyers, Grady!

[See insights and ads](#) Boost

👍❤️ 15 2 💬 3 🔗

👍 Like 💬 Comment 🔗 Share

Most relevant ▾

Comment as Kentucky ...

Stewart Jason
Congrats 🎉

4w Like Reply Hide

Most relevant is selected, so some comments may have been filtered out.

← Congratulations to Teri Knott (NMLS #56539) with Stockton Mortgage, one of KHC's Top Loan Officers for 2023! ... Post · Published on: Tue Mar 19, 11:00am Boost

Overview

Reach [👤]	Impressions [👁]	Interactions [👍]	Link clicks [🔗]
4,434 <small>Higher than typical</small>	4,676 <small>Higher than typical</small>	71 <small>Higher than typical</small>	2 <small>Typical</small>

Reach

Interactions [👤]

Reactions [👍]	Comments [💬]	Shares [🔗]	Saves [🔖]
38 <small>Higher than typical</small>	13 <small>Higher than typical</small>	20 <small>Higher than typical</small>	0 <small>Typical</small>

Feed preview


Kentucky Housing Corporation
Published by Hootsuite · March 19

Congratulations to Teri Knott (NMLS #56539) with Stockton Mortgage, one of KHC's Top Loan Officers for 2023!

When you're ready to purchase a home in Jefferson, Shelby, and Spencer Counties, call 502-939-8374 or 502-939-8374, email tknott@stockton.com, or visit <https://ow.ly/UoRw50GRFsj>.

#KHCTopLenders2023

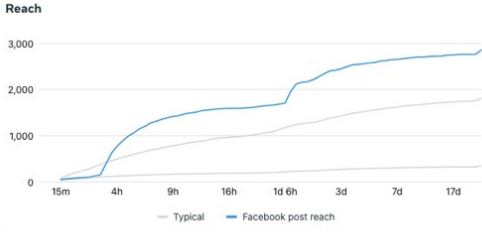
Top Loan Officer

←  Congratulations to Kodi Denning (NMLS #2024170) with Geneva Financial, one of KHC's Top Loan Officers for 2023... Post · Published on: Tue Mar 26, 11:00am Boost

Overview

Reach	Impressions	Interactions	Link clicks
2,859 <small>Higher than typical</small>	3,198 <small>Higher than typical</small>	24 <small>Typical</small>	--


Reach



Interactions


Reactions	Comments	Shares	Saves
16 <small>Typical</small>	1 <small>Typical</small>	7 <small>Typical</small>	0 <small>Typical</small>

Feed preview


 Kentucky Housing Corporation
Published by Hootsuite · March 26

Congratulations to Kodi Denning (NMLS #2024170) with Geneva Financial, one of KHC's Top Loan Officers for 2023!

When you're ready to purchase a home in her area, call 859-779-5003, email kdenning@genevafi.com, or visit <https://ow.ly/9qfx50QX3iR>.
#KHCTopLenders2023



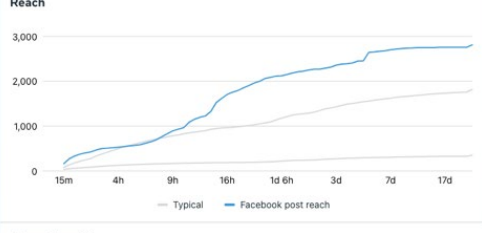
Kentucky Housing Corporation Send message

←  What a great night! Congratulations to all of the winners and all of the top lenders, loan officers and real estate part... Post · Published on: Mon Mar 11, 10:55pm Boost

Overview

Reach	Impressions	Interactions	Link clicks
2,819 <small>Higher than typical</small>	2,869 <small>Higher than typical</small>	49 <small>Higher than typical</small>	--


Reach




Interactions

Reactions	Comments	Shares	Saves
44 <small>Higher than typical</small>	0 <small>Typical</small>	5 <small>Typical</small>	0 <small>Typical</small>

Feed preview

 Kentucky Housing Corporation
Published by Hootsuite · March 11

What a great night! Congratulations to all of the winners and all of the top lenders, loan officers and real estate partners. Thanks for helping so many families in Kentucky! #KHCTopLenders2023




See insights and ads Boost

44 5





Like Comment Share

Comment as Kentucky ...

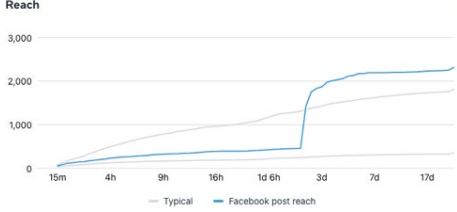
←  **Congratulations to Grady Underwood (NMLS #641271) with Republic State Mortgage Company, one of KHC's Top L...** > > ... Boost


Post · Published on: Tue Mar 26, 9:00am





Overview

Reach 	Impressions 	Interactions 	Link clicks 
2,316 <small>Higher than typical</small>	2,372 <small>Typical</small>	15 <small>Typical</small>	--




Reach



Interactions 

Reactions 	Comments 	Shares 	Saves 
8 <small>Typical</small>	3 <small>Higher than typical</small>	4 <small>Typical</small>	0 <small>Typical</small>


Feed preview

 **Kentucky Housing Corporation**
Published by Hootsuite  · March 26 

Congratulations to Grady Underwood (NMLS #641271) with Republic State Mortgage Company, one of KHC's Top Loan Officers for 2023!


When you're ready to purchase a home in his area, call 606-872-0451 or 606-220-2780, email gunderwood@rsmc.net, or visit <https://ow.ly/iA250QX36Q>.

#KHCTopLenders2023







Top Loan Officer

Kentucky Housing

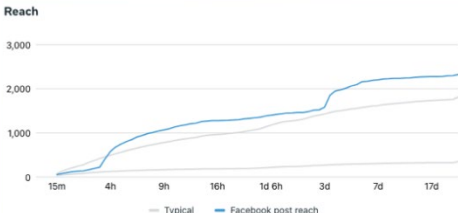
←  **Congratulations to Sue Ann McKissick (NMLS #36014) with Stockton Mortgage, one of KHC's Top Loan Officers for...** > > ... Boost


Post · Published on: Thu Mar 28, 11:01am





Overview

Reach 	Impressions 	Interactions 	Link clicks 
2,325 <small>Higher than typical</small>	2,483 <small>Higher than typical</small>	31 <small>Higher than typical</small>	--




Reach



Interactions 

Reactions 	Comments 	Shares 	Saves 
15 <small>Typical</small>	13 <small>Higher than typical</small>	3 <small>Typical</small>	0 <small>Typical</small>


Feed preview

 **Kentucky Housing Corporation**
Published by Hootsuite  · March 28 













































Congratulations to Sue Ann McKissick (NMLS #36014) with Stockton Mortgage, one of KHC's Top Loan Officers for 2023!
























When you're ready to purchase a home in Christian, Todd, Trigg, Hopkins, and Caldwell Counties, call 270-889-5552, email smckissick@stockton.com, or visit <https://ow.ly/kSX750QX6Sz>.























#KHCTopLenders2023













































Top Loan Officer

<input type="checkbox"/>		Be patient. Understand the process. Find a ... Kentucky Housing Corporation	Boost	...	Tue Apr 9, 11:03am	  	511 Reach	12 Post engagements	6 Reactions	0 Comments	2 Sha
<input type="checkbox"/>		Be patient. Understand the process. Find a ... kyhousing	Boost	...	Tue Apr 9, 11:01am		25 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Kyle Best of Geneva Financial (...) kyhousing	Boost unavailable	...	Fri Apr 5, 1:05pm		38 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Kyle Best of Geneva Financial (NMLS# 216...) Kentucky Housing Corporation	Boost	...	Fri Apr 5, 1:05pm	  	671 Reach	33 Post engagements	8 Reactions	0 Comments	6 Sha
<input type="checkbox"/>		Homebuying is no joke. Like Mark Sherrill o... kyhousing	Boost	...	Mon Apr 1, 2:01pm		40 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Homebuying is no joke. Like Mark Sherrill o... Kentucky Housing Corporation	Boost	...	Mon Apr 1, 2:00pm	  	409 Reach	4 Post engagements	2 Reactions	1 Comments	0 Sha
<input type="checkbox"/>		We'd like to once again thank our mortgage... Kentucky Housing Corporation	Boost	...	Fri Mar 29, 3:15pm	  	390 Reach	6 Post engagements	3 Reactions	0 Comments	0 Sha
<input type="checkbox"/>		We'd like to once again thank our mortgage... kyhousing	Boost	...	Fri Mar 29, 3:15pm		35 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Supremely good advice from a top lender. ... Kentucky Housing Corporation	Boost	...	Fri Mar 29, 1:01pm	  	346 Reach	5 Post engagements	1 Reactions	0 Comments	0 Sha
<input type="checkbox"/>		Supremely good advice from a top lender. ... kyhousing	Boost	...	Fri Mar 29, 1:00pm		24 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Desmond Flowers (NML... kyhousing	Boost	...	Thu Mar 28, 1:01pm		44 Reach	--	3 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Desmond Flowers (NML... Kentucky Housing Corporation	Boost	...	Thu Mar 28, 1:01pm		832 Reach	26 Post engagements	15 Reactions	3 Comments	2 Sha
<input type="checkbox"/>		Congratulations to Sue Ann McKissick (NM... kyhousing	Boost	...	Thu Mar 28, 11:01am		33 Reach	--	0 Likes	1 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Sue Ann McKissick (NM... Kentucky Housing Corporation	Boost	...	Thu Mar 28, 11:01am		2.3K Reach	630 Post engagements	233 Reactions	247 Comments	3 Sha
<input type="checkbox"/>		Congratulations to Heather Hawkins (NMLS... kyhousing	Boost	...	Thu Mar 28, 10:00...		38 Reach	--	0 Likes	1 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Heather Hawkins (NMLS... Kentucky Housing Corporation	Boost	...	Thu Mar 28, 10:00...		5.6K Reach	286 Post engagements	166 Reactions	48 Comments	3 Sha
<input type="checkbox"/>		Congratulations to Jared Daugherty (NMLS... kyhousing	Boost	...	Thu Mar 28, 9:00am		44 Reach	--	1 Likes	1 Comments	0 Sha

<input type="checkbox"/>		Congratulations to Grady Underwood of Re... Kentucky Housing Corporation	Boost	...	Wed Mar 27, 5:51pm	4.4K Reach	530 Post engagements	143 Reactions	31 Comments	3 Sha
<input type="checkbox"/>		Congratulations to Grady Underwood of Re... kyhousing	Boost	...	Wed Mar 27, 5:50p...	50 Reach	--	4 Likes	1 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Hannah O'Nan (NMLS #... kyhousing	Boost	...	Wed Mar 27, 11:00...	46 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Hannah O'Nan (NMLS #... Kentucky Housing Corporation	Boost	...	Wed Mar 27, 11:00...	6K Reach	1.1K Post engagements	506 Reactions	93 Comments	11 Sha
<input type="checkbox"/>		Congratulations to Jessica Reinhart (NMLS ... kyhousing	Boost	...	Wed Mar 27, 10:00...	31 Reach	--	1 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Jessica Reinhart (NMLS ... Kentucky Housing Corporation	Boost	...	Wed Mar 27, 10:00...	497 Reach	10 Post engagements	7 Reactions	0 Comments	1 Sha
<input type="checkbox"/>		Congratulations to Tina Gonzalez (NMLS #... kyhousing	Boost	...	Wed Mar 27, 9:00am	34 Reach	--	1 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Tina Gonzalez (NMLS #... Kentucky Housing Corporation	Boost	...	Wed Mar 27, 9:00am	1.8K Reach	34 Post engagements	4 Reactions	0 Comments	9 Sha
<input type="checkbox"/>		Congratulations to David Willoughby (NML... kyhousing	Boost	...	Tue Mar 26, 1:00pm	37 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to David Willoughby (NML... Kentucky Housing Corporation	Boost	...	Tue Mar 26, 1:00pm	446 Reach	5 Post engagements	3 Reactions	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Katrina Salyers (NMLS #... kyhousing	Boost	...	Tue Mar 26, 12:00...	30 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Katrina Salyers (NMLS #... Kentucky Housing Corporation	Boost	...	Tue Mar 26, 12:00...	682 Reach	30 Post engagements	7 Reactions	1 Comments	1 Sha
<input type="checkbox"/>		Congratulations to Kodi Denning (NMLS #2... kyhousing	Boost	...	Tue Mar 26, 11:00am	51 Reach	--	1 Likes	1 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Kodi Denning (NMLS #2... Kentucky Housing Corporation	Boost	...	Tue Mar 26, 11:00am	2.9K Reach	609 Post engagements	327 Reactions	108 Comments	7 Sha
<input type="checkbox"/>		Congratulations to Grady Underwood (NML... kyhousing	Boost	...	Tue Mar 26, 9:00am	28 Reach	--	1 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Grady Underwood (NML... Kentucky Housing Corporation	Boost	...	Tue Mar 26, 9:00am	2.3K Reach	433 Post engagements	217 Reactions	106 Comments	4 Sha
<input type="checkbox"/>		Congratulations to Jay Melgar (NMLS #190... kyhousing	Boost	...	Mon Mar 25, 1:00pm	25 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Jay Melgar (NMLS #190... Kentucky Housing Corporation	Boost	...	Mon Mar 25, 1:00pm	731 Reach	14 Post engagements	7 Reactions	0 Comments	2 Sha
<input type="checkbox"/>		Congratulations to Rob Trump (NMLS #129... kyhousing	Boost	...	Mon Mar 25, 10:00...	28 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Rob Trump (NMLS #129... Kentucky Housing Corporation	Boost	...	Mon Mar 25, 10:00...	454 Reach	5 Post engagements	4 Reactions	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Chad Goodin (NMLS #4... kyhousing	Boost	...	Mon Mar 25, 9:00a...	25 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Chad Goodin (NMLS #4... Kentucky Housing Corporation	Boost	...	Mon Mar 25, 9:00a...	527 Reach	7 Post engagements	5 Reactions	0 Comments	0 Sha
<input type="checkbox"/>		Congratulations to Jason Lawrence (NMLS ... kyhousing	Boost	...	Fri Mar 22, 1:00pm	40 Reach	--	2 Likes	0 Comments	0 Sha

<input type="checkbox"/>		Congratulations to Jason Lawrence (NMLS #50 Kentucky Housing Corporation	Boost	...	Fri Mar 22, 1:00pm	632 Reach	9 Post engagements	5 Reactions	0 Comments	0 Shares
<input type="checkbox"/>		No one has helped more homebuyers in so... Kentucky Housing Corporation	Boost	...	Fri Mar 22, 11:07am	341 Reach	12 Post engagements	5 Reactions	2 Comments	0 Shares
<input type="checkbox"/>		No one has helped more home... kyhousing	Boost unavailable	...	Fri Mar 22, 11:00am	32 Reach	--	0 Likes	1 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Connie Lancaster (NMLS #50 Kentucky Housing Corporation	Boost	...	Fri Mar 22, 9:01am	37 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Connie Lancaster (NMLS #50 Kentucky Housing Corporation	Boost	...	Fri Mar 22, 9:00am	721 Reach	22 Post engagements	11 Reactions	2 Comments	1 Shares
<input type="checkbox"/>		Congratulations to Blake Henderson (NMLS #50 Kentucky Housing Corporation	Boost	...	Thu Mar 21, 10:00...	41 Reach	--	1 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Blake Henderson (NMLS #50 Kentucky Housing Corporation	Boost	...	Thu Mar 21, 10:00...	5.8K Reach	886 Post engagements	417 Reactions	128 Comments	11 Shares
<input type="checkbox"/>		Congratulations to Darrell DeVore (NMLS #50 Kentucky Housing Corporation	Boost	...	Thu Mar 21, 9:00am	33 Reach	--	2 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Darrell DeVore (NMLS #50 Kentucky Housing Corporation	Boost	...	Thu Mar 21, 9:00am	1.9K Reach	445 Post engagements	240 Reactions	76 Comments	7 Shares
<input type="checkbox"/>		Congratulations to Thomas Freppon (NMLS #50 Kentucky Housing Corporation	Boost	...	Wed Mar 20, 1:00pm	41 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Thomas Freppon (NMLS #50 Kentucky Housing Corporation	Boost	...	Wed Mar 20, 1:00pm	2K Reach	534 Post engagements	263 Reactions	97 Comments	4 Shares
<input type="checkbox"/>		Congratulations to Jaime Brown (NMLS #4... kyhousing	Boost	...	Wed Mar 20, 9:00...	43 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Jaime Brown (NMLS #4... Kentucky Housing Corporation	Boost	...	Wed Mar 20, 9:00...	1.5K Reach	258 Post engagements	103 Reactions	72 Comments	2 Shares
<input type="checkbox"/>		Congratulations to David Wyder (NMLS #5... kyhousing	Boost	...	Tue Mar 19, 9:55pm	86 Reach	--	1 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to David Wyder (NMLS #5... Kentucky Housing Corporation	Boost	...	Tue Mar 19, 3:00pm	479 Reach	4 Post engagements	1 Reactions	1 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Brian Wilson (NMLS #4... kyhousing	Boost	...	Mon Mar 18, 3:00pm	35 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Brian Wilson (NMLS #4... Kentucky Housing Corporation	Boost	...	Mon Mar 18, 3:00pm	706 Reach	21 Post engagements	10 Reactions	1 Comments	1 Shares
<input type="checkbox"/>		Thank you to all of the #KHCTopLenders20... Kentucky Housing Corporation	Boost	...	Mon Mar 18, 11:00...	524 Reach	12 Post engagements	8 Reactions	0 Comments	2 Shares
<input type="checkbox"/>		Congratulations to Kyle Best (NMLS #2163... kyhousing	Boost	...	Mon Mar 18, 10:00...	52 Reach	--	3 Likes	0 Comments	1 Shares
<input type="checkbox"/>		Congratulations to Kyle Best (NMLS #2163... Kentucky Housing Corporation	Boost	...	Mon Mar 18, 10:00...	2.3K Reach	306 Post engagements	167 Reactions	40 Comments	8 Shares
<input type="checkbox"/>		Congratulations to Kyle Greene (NMLS #17... kyhousing	Boost	...	Mon Mar 18, 9:00am	30 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>		Congratulations to Kyle Greene (NMLS #17... Kentucky Housing Corporation	Boost	...	Mon Mar 18, 9:00am	1K Reach	53 Post engagements	22 Reactions	7 Comments	3 Shares

<input type="checkbox"/>		@SupremeLending (NMLS #2129) is the Th... ↳ kyhousing	Boost	...	Thu Mar 14, 1:01pm	24 Reach	--	1 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Supreme Lending (NMLS #2129) is the Thir... ↳ Kentucky Housing Corporation	Boost	...	Thu Mar 14, 1:01pm	1.1K Reach	90 Post engagements	39 Reactions	12 Comments	5 Sha
<input type="checkbox"/>		It is going fast! KHC is offering a limited tim... ↳ kyhousing	Boost	...	Thu Mar 14, 11:01am	31 Reach	--	2 Likes	0 Comments	0 Sha
<input type="checkbox"/>		It is going fast! KHC is offering a limited tim... ↳ Kentucky Housing Corporation	Boost	...	Thu Mar 14, 11:01am	1.7K Reach	59 Post engagements	16 Reactions	0 Comments	19 Sha
<input type="checkbox"/>		Ruoff Mortgage Company (NMLS #141868)... ↳ Kentucky Housing Corporation	Boost	...	Thu Mar 14, 9:01am	767 Reach	26 Post engagements	13 Reactions	1 Comments	4 Sha
<input type="checkbox"/>		@RuoffMortgage Company (NMLS #14186... ↳ kyhousing	Boost	...	Thu Mar 14, 9:00am	22 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Statewide Mortgage LLC (NMLS #1304) is t... ↳ Kentucky Housing Corporation	Boost	...	Wed Mar 13, 1:01pm	1K Reach	98 Post engagements	54 Reactions	2 Comments	20 Sha
<input type="checkbox"/>		@StatewideMortgage LLC (NMLS #1304) is... ↳ kyhousing	Boost	...	Wed Mar 13, 1:00pm	35 Reach	--	0 Likes	0 Comments	1 Sha
<input type="checkbox"/>		Welcome to Kentucky, @FreddieMacCorpl... ↳ kyhousing	Boost	...	Wed Mar 13, 11:01...	36 Reach	--	2 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Welcome to Kentucky, Freddie Mac! KHC n... ↳ Kentucky Housing Corporation	Boost	...	Wed Mar 13, 11:01...	2.2K Reach	59 Post engagements	15 Reactions	1 Comments	12 Sha
<input type="checkbox"/>		This year, we have introduced a new award ... ↳ kyhousing	Boost	...	Wed Mar 13, 9:02am	31 Reach	--	0 Likes	0 Comments	0 Sha
<input type="checkbox"/>		This year, we have introduced a new award ... ↳ Kentucky Housing Corporation	Boost	...	Wed Mar 13, 9:01am	497 Reach	16 Post engagements	10 Reactions	0 Comments	3 Sha
<input type="checkbox"/>		Ken Prost (NMLS #63076) is the Top MCC ... ↳ Kentucky Housing Corporation	Boost	...	Tue Mar 12, 3:00pm	369 Reach	5 Post engagements	4 Reactions	0 Comments	1 Sha
<input type="checkbox"/>		Ken Prost (NMLS #63076) is the Top MCC ... ↳ kyhousing	Boost	...	Tue Mar 12, 3:00pm	42 Reach	--	2 Likes	0 Comments	0 Sha
<input type="checkbox"/>		Ken Prost (NMLS #63076) is th... ↳ kyhousing	Boost unavailable	...	Tue Mar 12, 1:01pm	25 Reach	--	0 Likes	0 Comments	0 Share
<input type="checkbox"/>		Ken Prost (NMLS #63076) is the Top Loan ... ↳ Kentucky Housing Corporation	Boost	...	Tue Mar 12, 1:01pm	492 Reach	27 Post engagements	17 Reactions	0 Comments	6 Share
<input type="checkbox"/>		@Stockton.Mortgage Corporation (NMLS #... ↳ kyhousing	Boost	...	Tue Mar 12, 11:02am	22 Reach	--	0 Likes	0 Comments	0 Share
<input type="checkbox"/>		Stockton Mortgage Corporation (NMLS #8... ↳ Kentucky Housing Corporation	Boost	...	Tue Mar 12, 11:01am	445 Reach	9 Post engagements	5 Reactions	0 Comments	2 Share
<input type="checkbox"/>		During last night's Lender Recognition Awa... ↳ kyhousing	Boost	...	Tue Mar 12, 10:01am	54 Reach	--	3 Likes	0 Comments	4 Share
<input type="checkbox"/>		During last night's Lender Recognition Awa... ↳ Kentucky Housing Corporation	Boost	...	Tue Mar 12, 10:00a...	20.5K Reach	959 Post engagements	276 Reactions	37 Comments	186 Share
<input type="checkbox"/>		@Stockton.Mortgage (NMLS #8259) is the ... ↳ kyhousing	Boost	...	Tue Mar 12, 9:01am	90 Reach	--	2 Likes	0 Comments	3 Share

<input type="checkbox"/>	 That's a wrap on the Lender Awards! Congr... kyhousing	Boost	...	Mon Mar 11, 10:00...		37 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>	 That's a wrap on the Lender Awards! Congr... Kentucky Housing Corporation	Boost	...	Mon Mar 11, 10:00...	  	403 Reach	21 Post engagements	11 Reactions	0 Comments	1 Shares
<input type="checkbox"/>	 KHC lenders and loan officers helped 3,152... kyhousing	Boost	...	Mon Mar 11, 8:00pm		22 Reach	--	0 Likes	0 Comments	0 Shares
<input type="checkbox"/>	 KHC lenders and loan officers helped 3,152... Kentucky Housing Corporation	Boost	...	Mon Mar 11, 8:00pm	  	1.5K Reach	13 Post engagements	7 Reactions	0 Comments	2 Shares
<input type="checkbox"/>	 KHC worked with 102 companies and 635 l... Kentucky Housing Corporation	Boost	...	Mon Mar 11, 7:30pm	  	740 Reach	17 Post engagements	12 Reactions	0 Comments	1 Shares
<input type="checkbox"/>	 KHC worked with 102 companies and 635 l... kyhousing	Boost	...	Mon Mar 11, 7:30pm		34 Reach	--	2 Likes	0 Comments	0 Shares
<input type="checkbox"/>	 Welcome to the 19th annual Lender Awards... kyhousing	Boost	...	Mon Mar 11, 7:00pm		48 Reach	--	4 Likes	0 Comments	0 Shares
<input type="checkbox"/>	 Welcome to the 19th annual Lender Awards...					607 Reach	18	13	0	1