

New Hampshire Housing

Build Your Team – Homeownership Website

Empowering New Buyers

Program Overview

New Hampshire Housing developed the **Build Your Team** platform to simplify the homebuying process and reduce barriers for first-time and repeat homebuyers navigating an increasingly complex housing market. The Homeownership team knew they had programs that could truly change lives - programs designed to help even the most disadvantaged households achieve stable, sustainable homeownership. But they also saw that too many prospective buyers were getting lost along the way, never connecting to the resources meant to support them. **Build Your Team** was created to close that gap—ensuring that every potential homebuyer has a clear path forward and the support needed to succeed, rather than falling through the cracks of an increasingly complex system.

Guiding Users Through the Homebuying Process

Many potential homebuyers delay or abandon their goal of buying a home due to confusion about where to start, uncertainty about financing, or lack of access to trusted professionals. The **Build Your Team** platform addresses these challenges by centralizing information, simplifying next steps, and connecting future homebuyers with vetted partners who are aligned with NH Housing programs and the homebuyer's success.

At the center of this experience is the **Build Your Team** referral form, which serves as the primary entry point for prospective homebuyers. When a user completes the referral form, they are enrolled into New Hampshire Housing's customer relationship management (CRM) system, through HubSpot. From there, in addition to a direct outreach from the selected contact, they receive a structured series of nurturing communications designed to guide them through the homebuying process. These communications provide timely information about NH Housing programs, introduce key steps in the homebuying journey, and encourage users to connect with a housing counselor and complete homebuyer education, while also ensuring they are connected with a vetted partner who will help guide them through each step of the process. This approach ensures that the homebuying process, and education and counseling, are not treated as separate or optional steps, but rather as integrated components of a successful path to homeownership.

Connecting Top Partners

A critical component of the program is the strength and intentional design of the partner network. Participation in **Build Your Team** is limited to invited partners who demonstrate alignment with NH Housing's mission and performance standards. These partners include:

- Top-performing loan officers and lending institutions
- Individuals who have completed NH Housing's Fellows program
- Members of New Hampshire Housing's advisory groups, including the Lender Advisory, Realtor Advisory, and Awareness Advisory teams; and
- Partners who speak a language other than English fluently are intentionally included to address community needs and improve access for underserved populations. Through this platform, NH Housing can connect homebuyers with professionals who collectively speak more than 23 languages, expanding access to homeownership resources across diverse communities.

Invited partners complete a participation form that allows them to present themselves in a more personal and approachable way. Rather than focusing solely on credentials, partners share insights such as their top advice for first-time homebuyers, what makes their services unique and even their favorite hidden gem in New Hampshire. This thoughtful approach helps build

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trust and makes it easier for homebuyers to connect with professionals they feel comfortable working with.

The website itself was intentionally designed with a bright, modern color palette and clean, rounded elements to create a welcoming, contemporary experience—distinct from the traditional look and feel of a government agency. Inspired by the familiarity of a profile-based browsing experience, the platform allows prospective homebuyers to explore and connect with professionals in a way that feels intuitive, personal, and tailored to finding the right fit.

We recognize that purchasing a home is one of the most significant financial decisions in a person's life and feeling confident in and connected to the professionals guiding that journey is essential.

Build Your Team Results

The **Build Your Team** platform has also become a powerful driver of engagement and relationship building. Since 2024, more than 3,200 referrals have been generated through the platform, with 61 percent representing new contacts.

In the first quarter of 2026 alone, over 400 referrals were submitted, reflecting continued growth and strong user engagement in the platform. Each referral initiates a structured CRM workflow that delivers targeted communication and tracks interactions over time.

In addition to supporting homebuyers, this platform allows NH Housing to track partner referrals and strengthen relationships with high-performing lenders and real estate professionals. Because participation is limited and performance-driven, partners are motivated to remain engaged with NH Housing programs.

The impact of the **Build Your Team** platform is reflected in both user experience and program outcomes. Homebuyers benefit from a clearer understanding of the process, earlier engagement with education and counseling resources, and stronger alignment with qualified professionals. We have seen this impact firsthand through numerous success stories—where a single referral has led to a meaningful connection, guiding a homebuyer from their first inquiry all the way to a successful closing. Because partner participation is limited and performance-driven, partners are not only motivated to remain engaged with NH Housing programs, but also committed to delivering outcomes that truly make a difference for the households they serve.

What sets **Build Your Team** apart is its shift from a program-centered model to a relationship-centered approach. Instead of requiring homebuyers to navigate multiple systems and resources on their own, the platform brings together trusted real estate professionals, essential information, and clear next steps into one cohesive experience. It engages users at the earliest stage of their journey, when uncertainty is highest, and provides the structure and support needed to move forward with confidence.

This approach directly supports New Hampshire Housing's mission to promote, finance, and support affordable housing opportunities. By expanding access to trusted partners, integrating education into the homebuying journey, and reducing barriers to entry, **Build Your Team** helps ensure that more New Hampshire residents can achieve sustainable homeownership.

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