

"The Talk" Home Buyer Marketing Campaign

North Carolina Housing Finance Agency

Communications: Creative Media

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2017 was the NC Housing Finance Agency’s best year ever for affordable loan production. A driver behind that success was a time-limited \$15,000 down payment assistance product. In 2018, we still offered our NC Home Advantage Mortgage™, with down payment help of up to 5% of the loan amount, and were rolling out a new \$8,000 down payment product for first-time buyers. However, we were concerned that even with these products, loan volume would drop and home buyers who could benefit from our remaining products might miss out without the buzz of five-figure down payment help.

We needed a fresh campaign to reach and motivate younger buyers. “The Talk” is a broad education and marketing campaign that promotes the NC Home Advantage Mortgage™ and its suite of products to millennials through engaging outreach that leverages relationships with our lending and real estate agent partners and positions them as home buying experts in the North Carolina affordable housing market.

Insights and Analysis

When we initially branded the NC Home Advantage Mortgage™ in 2016, a SWOT analysis of the affordable mortgage industry showed our strengths to be a solid online presence and reputation, an affordable mortgage with straightforward requirements, statewide partners and higher down payment help than other programs. Still true today, these strengths provided us with a solid foundation to build a new marketing campaign.

For the new campaign, we dug deeper into the psyche of millennials as a target public to pinpoint their unique circumstances and the best way to reach them. In the wake of the Great Recession, this cohort struggled in the job market and as late as 2015, a full one-third were living with their parents. Would-be buyers cited lack of down payment savings and inadequate home buying knowledge among the barriers to home ownership.

More than 50% of millennial buyers research mortgage products on their phones. Yet even with this self-sufficiency, most seek online tools from credible resources and trustworthy home buying partners to guide them. This knowledge helped us form the crux of our campaign.

Planning

Based on our research, we decided to tap into the large millennial home buyer market by addressing the barriers—real and perceived—between them and home ownership through direct outreach, education and partner connections.

Goal: Increase awareness and position of the North Carolina Housing Finance Agency as a leader for affordable mortgage products to increase annual loan volume.

Objective: Develop marketing campaign aimed at millennial buyers that leverages Agency’s partner relationships with direct outreach to lessen impact of product loss and minimize any loan volume loss in 2018 to under 5%.

Strategies

1. Educate millennials on home buying preparation and the process, how our products can make a difference and how our home buying partners could help them access those products.

Tactics/Activities: Product suite branding, online commercial, digital marketing, microsite, social media, blogs, infographics.

2. Collaborate with home buying partners to attract millennial home buyers to them and our products.

Tactics/Activities: Educational videos, social media graphics, customizable fliers, marketing how-to video and guidelines, in-person training and monthly eblasts

Implementation

Our Agency collaborated with Brasco/// Marketing in Raleigh to develop “The Talk,” a multimedia campaign that educates consumers on our products and motivates them to take action by having “The Talk” with our lending or real estate agent partners.

- **Product Suite Branding**—At the beginning of 2018, we continued offering the NC Home Advantage Mortgage™ for first-time and move-up buyers and Mortgage Credit Certificates (MCC) to qualified first-time buyers and military veterans that offer up to \$2,000 in annual tax credits. When we developed the \$8,000 down payment assistance product for first-time buyers and veterans, we realized we needed to brand all our products under the NC Home Advantage moniker, naming the new product the NC 1st Home Advantage Down Payment and renaming the MCC the NC Home Advantage Tax Credit and developing complementary logos.
- **Online commercial**—This entertaining video features a young woman having breakfast with her parents, a scenario we knew would resonate with those millennial would-be buyers still living at home. When her father says they need to have “the talk,” she starts to panic until she realizes he is referring to buying a home, and she immediately reassures him by sharing information about our mortgage product’s benefits. The commercial ends with her real estate agent arriving. (https://www.youtube.com/watch?v=OXO-_qFfzTY&t=2s). The commercial and accompanying digital ads (see below) promoted the NC Home Advantage Mortgage™ exclusively to keep the messaging simple and drive traffic to partners and our website, where buyers would learn about all the products.
- **Digital Advertising & Paid Search**—Banner and text ads complemented the video and were deployed using search, site and retargeting strategies.
- **Microsite and SEO Marketing**—Our microsite, NCHomeAdvantageMortgage.com was retooled to support the campaign, introduce all three products and serve as a bridge to our Agency site and partner contacts.
- **Content Marketing**—A combination of customized educational videos, weekly “Home Matters” blogs, and infographics, including the “Get the 411 on Home Buying 101” series, underscored the NC Housing Finance Agency’s reputation as an authority, showcased the NC Home Advantage Mortgage™ and its suite of products as viable home buying options, and positioned our partners as home buying experts.
- **Social Media**—Videos and ads on Facebook and Instagram and companion posts on Facebook, LinkedIn, Pinterest, YouTube and Twitter shared related content and engaged users.
- **Partner Support**—We educated partners through in-person trainings and webinars, including instructional videos and handouts on how to market the products, and monthly eblasts with links to new resources and marketing tips. Partners could access and download materials from our website in special “Resources for Clients” sections. Resources include customizable fliers

North Carolina Housing Finance Agency
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and social media graphics for partners to post, encouraging consumers to have “The Talk” with them.

Our budget for commercial, ad and microsite development was \$6,000, and we paid \$63,000 for nine months of ad placement. Other elements were handled by in-house staff. We launched the commercial, ads and updated microsite in April 2018 and launched all additional elements for National Home Ownership Month in June. The campaign ran through the end of 2018.

Evaluation

We used a combination of metrics to evaluate success:

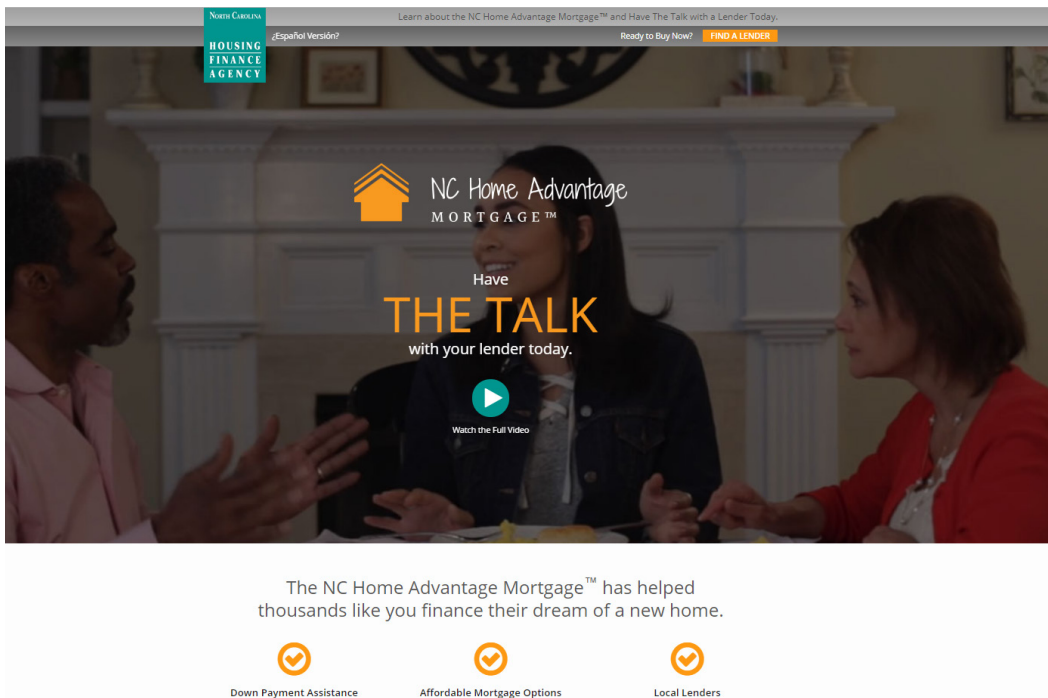
- The digital advertising, commercial, social media and blog posts were designed to drive traffic to the Home Buyer section of our website for education and action. **Traffic doubled from 2017 to 2018.**
- Inclusion of a real estate agent in the commercial and links from the microsite along with collateral for our real estate agent partners to use were aimed at increasing consumer contact with our preferred agents. **Referrals from our website to partner agents increased 50% over the same period in 2017.**
- Partner outreach tools were used to leverage home buying partnerships to reach target market. **Partner consumption of client resources increased by 40% over the same period in 2017.**
- Our objective of keeping loan volume reduction to less than 5 percent meant to minimize the impact of the end of a popular mortgage product. **Loan volume increased by a modest 2% over the same period in 2017 when we had the more lucrative product and the housing market was stronger.**

Looking ahead, we will capitalize on strengthened partner relationships and successful product marketing with a new B2B campaign in 2019. “Partner Perks” will include marketing tools and add enhanced partner recognition among consumers and in the industry. We also will leverage our 2018 success with buyers for a 2019 campaign, “Home Means Possibilities,” that uses their experiences to inspire and motivate new buyers. Stay tuned!

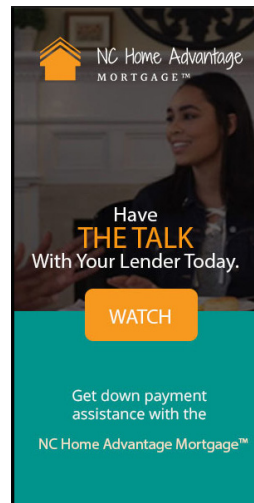
Product Logos



Microsite Screenshot



Digital Ads



411 on Home Buying 101

So you've found the perfect house, spoken with your lender, and you're headed toward closing on your new home. You've got your down payment ready, but there is another expense that you should plan for when it comes time to sign on the dotted line—closing costs!

NORTH CAROLINA HOUSING FINANCE AGENCY
101 SERIES CLOSING COSTS
nchfa.com

CLOSING COSTS

What Expenses are Included in Closing Costs?

- Attorney fees
- Inspection charges
- Appraisal fees
- Loan origination fees
- Title insurance and title search fees
- Recording and underwriting fees

What Are Closing Costs?
Closing costs are fees that are charged at the end of a real estate sale (including pre-paid expenses) and are generally paid by the buyer of the home. In some cases, you may be able to negotiate for the seller to pay all or a portion of your closing costs.

Are Closing Costs Negotiable?
Certain items can be negotiated when you close on your home. Check your Closing Disclosure statement against your Loan Estimate from your lender and compare line by line. Your lender explains the costs to you in detail, so you know exactly what you are paying for.

How Much Should I Expect to Pay in Closing Costs?
A home buyer can expect to pay 2-5% of the total purchase price of their home in closing fees, so it is a good idea to set aside at least that much in your budget when you decide on a home purchase price.

WANT TO LEARN MORE ABOUT CLOSING COSTS?
If you are having trouble coming up with funds for closing costs, the North Carolina Housing Finance Agency may be able to help. Our N.C. Home Advantage Mortgage™ offers down payment assistance of up to 5% of the loan amount, which can help free up funds to pay your closing costs.

Learn more at <https://www.nchfa.com/news/closing-costs-101>

Think home ownership is out of your league?
THINK AGAIN.
See how we can help and learn more at www.nchfa.com/nc-homeadvantage-mortgage

NC Home Advantage MORTGAGE™

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NORTH CAROLINA HOUSING FINANCE AGENCY
101 SERIES CREDIT SCORE
nchfa.com

CREDIT SCORE

What is a Credit Score?
A credit score is a numerical representation of your creditworthiness. It is based on your credit history and is used by lenders to determine the interest rate and terms of a loan. A higher score indicates a lower risk borrower, which typically results in a lower interest rate.

750-850 You can expect to enjoy the best interest rates on your loans, as you are seen as a very low risk borrower by lenders.

700-749 You would qualify for a home purchase. However, you may not receive the best interest rates available.

640-699 You would qualify for a home purchase. However, you may not receive the best interest rates available.

580-639 You may be able to secure a loan for a home, but you will be saddled with a high interest rate and high fees.

300-579 You will be unlikely to secure a loan for a home or other large purchase, as you are seen as a very high risk borrower by lenders.

10% = NEW CREDIT The number of credit lines you open in a short span of time.

15% = LENGTH The length or duration of your credit history.

10% = MIX The variety of your credit lines.

35% = HISTORY Your payment history makes up the largest chunk of your credit score.

30% = \$ OWED The amount you owe at the time your credit report and credit score are pulled will account for the second largest chunk of your score.

WANT TO LEARN MORE ABOUT YOUR CREDIT?
Understanding the basics of your credit score can help you make better financial decisions and allow you to have the upper hand in loan negotiations.

Learn more at www.nchfa.com/news/credit-score-101

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NORTH CAROLINA HOUSING FINANCE AGENCY
101 SERIES DOWN PAYMENT
nchfa.com

DOWN PAYMENT

What is a Down Payment?
When you purchase a home, you will need a certain amount of money down toward the home before they will finance the rest. The amount that you put down on the home is called the down payment.

How Can I Come Up With a Down Payment?
This is where your home purchase should really begin—researching your lenders and saving up for a down payment. Because a down payment is generally a larger amount than most people have lying around, you may have to save up for months or even years.

Can I Use Cash Gifts as a Down Payment?
Yes, but there are certain restrictions. Cash gifts can only be used as a down payment if the gift comes from a relative. The source of the gift can be documented.

How Much Down Payment Do I Need?
The amount required to secure your mortgage loan is dependent on many things. Although a down payment of 20-25% has become standard, many lenders will accept down payments between 3-10% as well.

NEED DOWN PAYMENT HELP?
If you want to buy a home but need help with the down payment, the NC Housing Finance Agency can help. In fact, with the NC Home Advantage Mortgage™ with down payment assistance, buyers can get help of up to 5 percent of the loan amount to toward the entire down payment on the home or to give the buyer's existing savings a boost!

Learn more at <https://www.nchfa.com/news/mortgage-credit-certificate-101>

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NC Home Advantage MORTGAGE™

You've found your dream home in what seems to be the perfect neighborhood. However, if that neighborhood has a homeowners association (HOA), it's important to understand the pros and cons of an HOA before you make an offer. Read on to decide if an HOA neighborhood is right for you.

NORTH CAROLINA HOUSING FINANCE AGENCY
101 SERIES HOMEOWNERS ASSOCIATION
nchfa.com

HOMEOWNERS ASSOCIATION

What is a Homeowners Association?
Simply put, a homeowners association is a nonprofit entity that maintains common areas for the community. The rules of an HOA are made and enforced by a board of directors, which is usually made up of community residents, and its bylaws.

What are the Rules of an HOA?
Each HOA creates and enforces its own bylaws, regulations, fee structure and more. This means the HOA has the freedom to make changes that fit the needs of the residents and the community.

What are the Duties of an HOA?

- Maintain roads, landscaping and common areas
- Collect HOA fees
- Prepare budget and financial statements
- Address complaints and enforce rules
- Review homeowners proposed property changes

What are HOA Fees?
When you live in a community governed by an HOA, you will have to pay either monthly or annual fees to the association. These fees are charged to every resident of the community and are used to maintain common areas, enforce rules, update the community and more.

DISCOVER PROS AND CONS OF LIVING WITH AN HOA

PROS

- Your family has access to community amenities
- Community maintenance costs are shared among residents
- Your neighborhood will be maintained and attractively enhance increasing property values

CONS

- Fees can be expensive
- Changes to your property may be subject to HOA approval
- HOA rules or local ordinances can limit property values

WANT TO LEARN MORE ABOUT HOAS?
Homeowners associations are required to publish fees and bylaws and many have websites. When choosing a home that might potentially be connected to an HOA, it is important to get information in advance of your purchase. Talk to your real estate agent for more information about your potential HOA, or contact the board of directors directly to learn what you need to know to make an informed decision.

Learn more at <https://www.nchfa.com/news/hoa-101>

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NORTH CAROLINA HOUSING FINANCE AGENCY
101 SERIES NC HOME ADVANTAGE MORTGAGE
nchfa.com

NC HOME ADVANTAGE MORTGAGE

Who Qualifies for the NC Home Advantage Mortgage™?
The NC Home Advantage Mortgage™ can give eligible first-time and move-up home buyers in North Carolina the boost they need to buy a home they can afford. You may be eligible if you:

- are purchasing a new or existing home in NC
- occupy the home as your principal residence within 60 days of closing
- have an annual income below \$87,500
- have a credit score at or above 640
- are applying for an FHA, USDA, VA or conventional loan type through a participating lender & meet sales price limits for the loan type
- are a legal resident of the United States

What Does the NC Home Advantage Mortgage™ Offer?

- Stable, fixed rate mortgages
- Forgivable down payment assistance of up to 5% of the loan amount
- Competitive interest rates
- Local lenders to meet your needs

Is Repayment Required for the Down Payment Assistance?
Down payment assistance is offered as a zero interest, deferred second mortgage. Repayment is only required if you sell, refinance or transfer your home before your 5% of the loan.

Eligible Property Types Include:

- new and previously owned single family homes
- townhouses
- condominiums
- duplexes
- new manufactured homes

WANT TO LEARN MORE ABOUT THE NC HOME ADVANTAGE MORTGAGE™?
Learn more about the NC Home Advantage Mortgage™, see if you qualify and discover how it may help make home ownership an option for you.

Learn more at <https://www.nchfa.com/news/nc-homeadvantage-mortgage-101>

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NORTH CAROLINA HOUSING FINANCE AGENCY
101 SERIES MORTGAGE CREDIT CERTIFICATE
nchfa.com

MORTGAGE CREDIT CERTIFICATE

Can a Mortgage Credit Certificate really save first-time home buyers and military veterans up to \$2,000 on their tax liability every year? It sure can! Learn more about this money saving tool below.

What is a Mortgage Credit Certificate (MCC)?
The MCC enables eligible first-time buyers and military veterans to save up to \$2,000 annually on their federal taxes. Qualified buyers can claim a federal tax credit for 30% of the interest paid on an existing home (50% on new construction). By reducing your federal income tax liability if you have one, the MCC leaves more money in your pocket to use toward your mortgage. The NC Housing Finance Agency administers the Mortgage Credit Certificate for North Carolina through participating lenders statewide.

How Does It Work?
If you are eligible, your lender will reissue an MCC when you are qualified for a home loan.

Am I Eligible?

- Be a first-time home buyer or a qualified military veteran
- Meet certain income limits
- Have certain sales price limits

How Long Do I Keep the Tax Credit?
When you obtain an MCC, the tax benefits are yours for the life of the loan. That means if you have a 30-year loan, you can enjoy the tax benefits for 30 years, as long as you have a tax liability and continue to live in the home as your primary residence.

WANT TO LEARN MORE ABOUT MORTGAGE CREDIT CERTIFICATE?
Contact one of our participating lenders about the Mortgage Credit Certificate to see if you qualify.

Learn more at <https://www.nchfa.com/news/mortgage-credit-certificate-101>

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NC Home Advantage MORTGAGE™

Home Matters Blogs

Budgeting 101

April 2, 2018 by Madison Fialer Lewis



Did you know that April is Financial Literacy Month? Take advantage of the additional financial info available to learn how to better manage your money and secure your future. The first step toward financial literacy is budgeting: how to build your budget and stick to it. Read on to learn how budgeting basics can up your financial literacy and help you reach your financial goals.

What is a Budget?

Simply put, a budget is a tool that you can use to make sure that you are spending less than you earn and living within your means. A budget can help you understand how much money is coming in and where the money is going when it goes out. This tool can also help you:

- Create savings goals
- Plan for the future
- Have more financial peace of mind

Where Do I Start?

The first step in creating a budget is to take stock of your current financial situation. Look at the past few months of your bank statements to see how much money you had coming in and how much money you had going out. Don't just look at your bank accounts, but look at your credit cards, too. Then, write down where every penny came and went throughout the month and put this information into categories like rent, groceries, recreation, cable, etc. Be as specific as possible. Once you understand your financial past, you can start thinking about your financial future!

How Do I Create a Budget?

Once you have a list of where your money goes monthly, you can start developing a budget. Review your list from the previous months to see where you may have been spending more than you intended to. Find areas where you are spending more than you want to—or more than you need to—and make a resolution to cut back. For example, if you only meant to spend \$20 on movie tickets last month but ended up spending \$100, that might be an area you would want to cut back on. Think up some financial goals for yourself and set up your new budget to match. Here are some things to keep in mind:

- Be realistic. Don't set goals that will be too hard for you to achieve right away, or else you will be setting yourself up for failure. If your goal is to save \$1,000 this year by saving \$75 per month instead of \$1,000 all at once. The more you set yourself up for success, the more successful you will be with your budget.
- Use tools to help you be successful, and write your budget down instead of keeping mental notes. Use pen and paper, a spreadsheet or even a budgeting app such as Mint.
- Update your budget daily, not weekly or monthly. Taking control of your spending every day will help make sure you capture every expense, even the small ones that may seem insignificant. It will also help you easily identify when you are spending too much in one area.

Where Can I Learn More About Budgeting?

Budgeting is a learning curve and the more you educate yourself, the better at it you will become. You can access financial literacy resources online or through your bank or financial advisor. A few great resources include:

- <http://www.moneymanagement.org/Financial-Education.aspx>
- <https://www.practicalmoneyskills.com/>
- <https://www.oac.gov/topics/community-affairs/resource-directories/financial-literacy/index-financial-literacy.html>

Creating a budget can help you achieve long-term savings goals, like saving up for a down payment on a home. If buying a home is on your list of priorities, the NC Housing Finance Agency may be able to help make home ownership happen for you. Learn more about home buying resources available at www.nchfa.com/home-buyers.

Money Tips for Home Buyers

April 30, 2018 by Madison Fialer Lewis



If you are brushing up on your financial literacy to reach a goal of buying a home, you've come to the right place. The reality of getting your finances to buy a home may seem daunting, but with enough time and effort, you can make sure all your financial ducks are in a row in time to snag the home of your dreams. Read on for some great financial tips so you can make your dreams of home ownership come true!

Start Budgeting

If you currently rent a home, you might have a little more flexibility in your finances. However, when you purchase a home of your own, your monthly payment will be one of the most important bills you pay. That's why getting into the habit of having a budget before you buy a home is crucial. If you've never had a budget before, or want to make your current budget better, check out [Budgeting 101](#). Here are some quick tips to get you started.

- Take stock of how much money comes in every month and how much goes out. Ideally, you bring in more money than you spend.
- If you are overspending, cut back in certain unnecessary areas like entertainment and on luxuries that you can do without.
- Use tools to help you be successful, whether it is just writing down your purchases on a piece of paper, in a spreadsheet or using a budget app from your bank or Mint.
- Be realistic while setting your budget so you have goals you can achieve.

Get Your Debt Under Control

Minimizing debt is a big deal when it comes to buying a home. Potential lenders look at your DTI (debt-to-income) ratio to make sure that you don't have too much debt to afford a mortgage. Before you buy a home, it is important to understand your debt, how much of it you have, what you should pay off and what debt might help you secure a home loan. To get a better picture of your debt situation, check out [Debt 101](#). Here are some debt reduction tips to get you on the right track:

- Pay off the debts with the highest interest rates and monthly costs first.
- Ask your lenders and creditors for lower interest rates on accounts that you already hold, and avoid opening new lines of credit.
- Never pay anyone to get you out of debt. Instead, contact a nonprofit credit counselor for help if your debt proves to be too much to handle.

Improve Your Credit Score

When you apply for a mortgage, lenders will want to make sure that you are a smart investment for them. The best way to show that you are a borrower that they can trust to repay the loan is to have a [great credit score and a credit report](#). A credit score of 680 or above is required for most mortgage loans, but the better your score, the better your potential mortgage terms. A higher score will allow you to get a larger loan and have more favorable interest rates. If your credit score is low, here are some ways you can bring it up:

- Keep your credit card balances low.
- Pay off debts as much as possible.
- Keep your existing lines of credit open, but don't open any new ones. Length of your credit is an important determining factor in credit scores.
- Pay your bills on time.
- Get current and stay current if you have missed payments on any accounts.
- Check your credit report often and check for errors. If you see any unauthorized activity on your credit report such as credit cards that you haven't opened yourself, you may be a victim of identity theft. Learn more about ways to avoid identity theft [here](#).

Savings 101

April 9, 2018 by Madison Fialer Lewis



April is Financial Literacy Month, a month-long effort to highlight the importance of financial knowledge and a great time to improve your own knowledge. This week, we are highlighting the importance of savings and how to build a savings account that you can depend on. Read on to learn savings basics!

Why Should I Save?

According to Bank Rate, [more than 40 percent](#) of Americans would not be able to cover an unexpected \$200 expense without borrowing money or using a credit card. This highlights exactly why it is so important to save for long- and short-term goals as well as the importance of having a well-stocked emergency fund. We can't plan for the unexpected, but we can prepare, and if you have important goals for the future, whether it is buying a car or a home or just a simple vacation, saving consistently is the way to reach them.

How Much Do I Need to Save?

The recommended amount to have in savings differs from person to person and lifestyle to lifestyle. Most financial planners recommend saving at least 10 percent of your income in various ways including retirement funds, emergency funds and short- and long-term savings accounts. If that number seems overwhelming, you're not alone. According to a [2016 study](#), 68 percent of Americans have less than \$1,000 in savings. That doesn't have to be you! The trick is to make savings a priority, set attainable goals and commit to your financial future.

How Do I Set Savings Goals?

Goals are different for every person, so to set meaningful goals you have to take stock of what is important to you. Everyone should have an emergency fund ready to handle unexpected expenses such as medical visits and car repairs. Other than that, you might have long- or short-term goals like buying a house, buying a car, saving for retirement or paying off existing debt. Pick a few goals that are important to you and determine how much you will need in each. Start by committing to saving \$1,000 in an emergency fund, and go from there.

How Do I Reach My Goals?

Savings is more like a marathon than a sprint—it will take time to reach your goals, and that's okay! Saving a little bit at a time rather than a whole lot all at once will make it much easier to reach your savings goals without sacrificing quality of life. Once you have determined how much you need to save, think about when you need to have that amount saved up and work backwards to determine how much you will need to save per month to reach your goals. For example, if you want to have \$1,000 in an emergency fund one year from now, you will need to save about \$100 each month. If you want to save up \$10,000 for a down payment on a house five years from now, you will need to save \$2,000 per year to meet your goal. That means each month you will need to put away about \$167. If you need help determining how much you should be saving, there are many [savings calculator tools](#) out there that can help you better understand your financial goals.


Don't Forget About Retirement

With many more pressing and immediate matters in mind, it can be easy to push off saving for retirement—but the earlier you start saving the more you will have when it comes time to retire. If saving a lot toward retirement seems daunting, it's okay to start small. Talk to your employer about 401k options, or open an IRA account with your bank. Then, start with saving just 1 percent of your income. Each year, work toward bumping up one more percentage point until you are saving at least 3 percent of your income each year toward securing a well-funded retirement.


Quick Tips for Easy Savings

- Make savings automatic. Instead of manually moving money into your savings account, set up an automatic draft each month or each paycheck.
- Keep a separate savings account for each savings goal, and name your accounts to match. Taking money from savings account XYZ might be easy, but mentally it is much harder to borrow from your account labeled New Car Fund.

Social Media Promotion

 **North Carolina Housing Finance Agency**
Posted by Hootsuite
Tuesday at 3:45 PM · 🌐

Have you been asking yourself what the first step is you need to take to begin the home buying process? The answer is simple: have "The Talk" with your lender today!
<http://ow.ly/DcIT30nS5oK> <https://nchomeadvantage.com/>



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👤 1

Partner Support

5 Tips to Market NC Home Advantage to Your Clients

Video player controls: Play (k), 0:02 / 7:58

View this email in your browser

LET'S HAVE "THE TALK"

learn how marketing our mortgage options could help you reach more clients!

NC Home Advantage MORTGAGE™

NC Home Advantage TAX CREDIT

NC Home Advantage DOWN PAYMENT

What's New?

To help you promote our mortgage products and position yourself as a premier home buying partner with your clients, we will be sending monthly updates with tips and tools for marketing the NC Home Advantage suite of products.

Updated Brand

With the launch of the new NC 1st Home Advantage Down Payment earlier this month, we began branding all our mortgage products under the NC Home Advantage Mortgage™ umbrella. This means we are now promoting the Mortgage Credit Certificate as the NC Home Advantage Tax Credit.

New Marketing Campaign

Even more exciting is that the Agency kicked off a new marketing campaign for NC Home Advantage just in time for prime home buying season. Our new campaign follows up on last year's "Find Your Mortgage Match" with "The Talk," a message that not only promotes the NC Home Advantage Mortgage™ but showcases lenders and real estate agents as key players in the home buying process.

You can check out the new campaign at www.NCHomeAdvantage.com - this is an informational web page that our digital advertising will drive consumer traffic to. Home buyers can watch our new commercial from the top of the page and then scroll down to learn about all three mortgage products, use the interactive phone to check out their eligibility and contact with you, our partner lenders and real estate agents.

Partner Marketing Tools

We offer a robust collection of marketing tools to help you reach more clients. Our updated flyers are customizable with easy-to-understand written and video instructions, so you can brand them to yourself or with a partner. We also now offer social media graphics that are designed to encourage potential borrowers to ask you about our programs. Rounding these out are our 411 on Home Buying 101 Series, Pocket Guide to Home Ownership and instructional videos on our products. You can find all of these and more on the Resources for Clients page in the [Lender](#) and [Real Estate Agent](#) sections of our website.

Website

MARKETING POLICIES AND GUIDELINES FOR THE NC HOUSING FINANCE AGENCY'S HOME BUYER PRODUCTS

We appreciate the work that you do to offer our mortgage products to eligible home buyers. Please adhere to the following policies when marketing our products to your clients via printed materials and advertisements, digital advertising, and traditional and social media.

General Marketing Policies

- All marketing material must state that products are offered by the NC Housing Finance Agency. (Please note that we avoid using the NCHA acronym whenever possible.) Language cannot imply that the product is offered only by the partner but must clarify that the partner works with the Agency to offer the product.
- The NC Housing Finance Agency's logo and the NC Home Advantage product logos cannot be used on any websites or marketing materials other than those administered by the Agency. If you promote that you offer home buying products from us on your website, please link to <http://www.nchfa.com/home-buyers>.
- Media interviews can mention that the partner offers our products but questions about the products themselves should be directed back to the Agency. Partners cannot speak on the Agency's behalf unless approved by our Public Relations and Marketing Business Group. Please notify us of any media interviews mentioning our products by emailing pressoffice@nchfa.com.
- Embargoed information about our products cannot be discussed with the media, on social media or in any other public fashion until the embargo date has passed.
- Our down payment loans should not be called grants. While they are forgivable, they are not grants.

Promoting the NC Home Advantage Brand

We have rebranded our home buyer products under the NC Home Advantage umbrella. Names were chosen to keep a consistent brand so they should be used when you discuss what is available. Our current suite of products include:

- NC Home Advantage Mortgage™** - For income- and first-time buyers with incomes up to \$87,500, offers up to 5% down payment assistance.
- NC 1st Home Advantage Down Payment** - For first-time buyers and military veterans with eligible incomes depending on family size and county. \$8,000 downpayment help.
- NC Home Advantage Tax Credit** - For first-time buyers and military veterans who are approved for a Mortgage Credit Certificate before purchase; up to \$2,000 in federal tax savings per year.

Printed Materials

The Agency offers printed materials for partners to use with clients. Downloadable English and Spanish fliers on our programs are available in the "Resources for Clients" areas in the Lender and Real Estate Agent sections at www.nchfa.com. Fliers also come in customizable versions, including versions for cobranding. To customize, you must first download the flier and save it under a new name on your system. Then you can drop in your business card(s) in the allotted space(s) and print for distribution.

We also offer printed English and Spanish fliers for use at home buyer fairs and trade shows. If you need printed materials, please email pressoffice@nchfa.com.

Companies and individuals should not develop fliers solely to promote any of our products but should instead use our customizable fliers to ensure that our brand is consistent for consumers. Companies and individuals, however, can mention our programs as part of the overall mortgage work that they do. Company-created fliers (and advertisements) mentioning our programs should be reviewed by the Agency prior to distribution. For approval, send samples to pressoffice@nchfa.com.

First-Time Home Buyer?

LET'S HAVE "THE TALK"
ask me how you may qualify for \$8,000 down payment help!

NC Home Advantage MORTGAGE™

NC Home Advantage TAX CREDIT

NC Home Advantage DOWN PAYMENT

The NC Home Advantage suite of products is offered statewide by the North Carolina Housing Finance Agency, a self-supporting public agency.

LET'S HAVE "THE TALK"

ask me how exciting mortgage options could make your home more affordable!

NC Home Advantage MORTGAGE™

NC Home Advantage TAX CREDIT

NC Home Advantage DOWN PAYMENT

First-Time Home Buyer?

LET'S HAVE "THE TALK"
ask me how you may save up to \$2,000 in taxes annually!

NC Home Advantage MORTGAGE™

NC Home Advantage TAX CREDIT

NC Home Advantage DOWN PAYMENT

The NC Home Advantage suite of products is offered statewide by the North Carolina Housing Finance Agency, a self-supporting public agency.

Think Buying a New Home is Out of Reach?

NC Home Advantage MORTGAGE™

Whether you are buying your first home or moving up to your next, the NC Home Advantage Mortgage™ offers down payment assistance up to 5% of the loan amount to give you the purchase boost you need.

Am I Eligible?

- You are buying a home in North Carolina
- You occupy the home within 60 days of closing
- Your annual income does not exceed \$87,500
- Your credit score is 640 or higher (620 if purchasing a manufactured home)
- You are a permanent legal resident of the U.S.

What If It's a First-Time Buyer?

If you are a first-time buyer or military veteran, you may be eligible for even more financing options. First-time buyers include anyone who hasn't owned a home as a principal residence in three years or is buying a second-time home but your eligibility requirements and other details.

How To Apply

You may be eligible for \$8,000 in down payment assistance with the NC 1st Home Advantage Down Payment. Similar to this other down payment assistance option available with the NC Home Advantage Mortgage™, this down payment help is a 5% interest second mortgage, which is forgiven 20% per year on the end of years 1-15.

How To Apply

The NC Home Advantage suite of products is offered statewide by the NC Housing Finance Agency, a self-supporting public agency, through participating lenders. Find a lender near you at www.nchfa.com/home-buyers or by calling 1-800-393-0388.

1-800-393-0388

www.nchfa.com

Buying Your First Home? Get an \$8,000 Boost!

NC Home Advantage MORTGAGE™

If you are a first-time home buyer or military veteran and qualify for an NC Home Advantage Mortgage™, you may also be eligible for \$8,000 in down payment assistance with the NC 1st Home Advantage Down Payment.

Am I Eligible?

- You are a first-time home buyer (have not owned a home as your principal residence in the past three years), military veteran or are purchasing a home in a targeted area
- You are purchasing a home in North Carolina
- You occupy the home as your principal residence within 60 days of closing
- Your income and home sales price do not exceed certain limits
- Your credit score is 640 or higher
- You are a permanent legal resident of the U.S.

How To Apply

The NC Home Advantage suite of products is offered statewide by the NC Housing Finance Agency, a self-supporting public agency, through participating lenders. Contact the home buying partner at right for more information or go to www.nchfa.com/home-buyers.

1-800-393-0388

www.nchfa.com

Buying Your First Home? Save Up to \$2,000 in Taxes Annually

NC Home Advantage TAX CREDIT

The NC Home Advantage Tax Credit allows eligible buyers to receive a federal tax credit of 30% of the mortgage interest paid annually on existing homes (50% on new construction). If you qualify, you could save up to \$2,000 per year on your federal tax liability.

Am I Eligible?

- You are a first-time buyer (have not owned a principal residence in three years), military veteran or are purchasing a home in a targeted area
- You are buying a home in North Carolina
- You occupy the home within 60 days of closing
- Your income and home sales price do not exceed certain limits
- You are a permanent legal resident of the U.S.

How Does the MCC Work?

On a \$148,000 mortgage with an interest rate of 4.5%, you might pay \$1,600 in interest the first year of your loan. The MCC would allow you to take a federal income tax credit up to \$1,600 (50% of \$3,200) for that year. These are not the only tax benefits you can take. You can also take a mortgage interest deduction for the remaining 70% of the mortgage interest paid if you itemize deductions.

How To Apply

The NC Home Advantage suite of products is offered statewide by the NC Housing Finance Agency, a self-supporting public agency, through participating lenders. Contact the home buying partner for more information or go to www.nchfa.com/home-buyers.

1-800-393-0388

www.nchfa.com