

Home Talk: Illuminating Pathways to Affordable Homeownership

North Dakota Housing Finance Agency
Communications: Integrated Campaign

HFA Staff Contact

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INTRODUCTION

Amidst the backdrop of North Dakota's challenging housing market, with soaring prices and a dwindling inventory, the need for concerted efforts to enhance lender engagement and information sharing has never been more urgent. The dream of homeownership is slipping out of reach for many individuals and families across the state, underscoring the critical importance of initiatives aimed at addressing these barriers.

North Dakota Housing Finance Agency (NDHFA) relies on a network of participating lenders who originate loans on NDHFA's behalf. By fostering stronger partnerships and creating a forum for information sharing among lenders, we are working toward more accessible and affordable housing opportunities for all North Dakotans.

NDHFA presents *Home Talk*, a strategic campaign aimed at enhancing engagement and sharing knowledge with participating lenders through a monthly webcast series. This initiative serves as a dynamic platform for achieving multifaceted objectives in advancing affordable housing opportunities and fostering collaborative relationships within the lending community.

OBJECTIVES

Our goal is to **increase homeownership opportunities** through the following strategic objectives:

- **Enhance program awareness** among participating lenders, sharing program changes, updates, and available options aimed at making housing more affordable for state residents. This involves highlighting key features, eligibility criteria, and any recent modifications to ensure lenders are well-informed.
- **Facilitate education and training** for participating lenders, both new and existing, to deepen their understanding of program intricacies. This involves delivering comprehensive information on program benefits, application processes, and best practices to optimize program utilization.
- **Build and strengthen relationships** with participating lenders by offering accessibility and support. This includes being readily available to address inquiries, provide guidance, and offer assistance as lenders navigate program requirements and client interactions.
- **Address staffing changes** within the lending community by ensuring all lenders, regardless of tenure or experience, have access to relevant program information and resources. This involves accommodating diverse learning needs and schedules through the flexibility of the webcast format.
- **Promote efficiency and effectiveness** in use of programs by discussing real-life examples and sharing practical insights during the webcast sessions. This includes showcasing success stories, discussing common challenges, and offering solutions to streamline processes and expand homeownership opportunities.
- **Maximize accessibility and convenience** by providing a platform that allows lenders to participate from their own desks, thereby saving time and eliminating the need for travel. Additionally, provide flexibility by offering access to recorded sessions for those unable to attend live, ensuring inclusivity and maximizing participation.

Through our monthly webcast series, we aim to elevate awareness among participating lenders about crucial program updates, policy changes, and innovative options designed to enhance housing affordability for residents across our state. By delivering comprehensive insights and real-time updates, we will empower lenders to stay informed and equipped with the latest program knowledge.

TARGET AUDIENCE

Reaching **participating lenders** is crucial for maximizing our impact in promoting homeownership. As the primary facilitators of home purchases, lenders play a pivotal role in connecting aspiring homeowners with viable solutions. Our initiative recognizes this fundamental truth and prioritizes targeted engagement with lenders to ensure they are equipped with the necessary knowledge and resources.

TACTICS

At the heart of *Home Talk* lies our commitment to engaging participating lenders effectively through a **multi-faceted approach**. Through direct email invitations, exclusive access to live webcasts, and convenient on-demand content availability, we foster a sense of partnership and inclusivity among our audience. We leverage social media channels to amplify our reach, allowing for easy sharing with borrowers, and facilitating ongoing dialogue, ensuring sustained engagement beyond the webcast sessions. Additionally, we offer co-branded marketing materials, providing a cohesive and impactful outreach strategy across all channels.

REALIZING OBJECTIVES: DEMONSTRATING GOAL ATTAINMENT

When launching *Home Talk* in late 2022, we utilized existing resources and talent within our organization, minimizing startup costs to \$100 for a dual monitor mount and \$75 for paint. By creatively repurposing items sourced from team members and within the agency, we continued to refresh our set design, investing an additional \$50 to enhance its aesthetic appeal. Moving forward, we are committed to ongoing improvements, with a focus on enhancing lighting and set elements as resources permit.

We have managed registration and hosting of the webcast through Teams. Recognizing the importance of continuous improvement, we are in the process of refining our workflow to unlock new capabilities, such as integrating multiple camera angles and enhancing video intros/outros to elevate production quality. To achieve this, we are transitioning to open-source software solutions, thereby minimizing costs to solely the investment of time required for learning and implementation.

Measurable Results

- The impact of *Home Talk* is evident in the tangible results achieved since its inception. We have experienced a **235 percent increase** in registration numbers. Furthermore, NDHFA's key lending programs such as Home Access and Roots have witnessed substantial growth in utilization, with **increases of 169 percent and 142 percent**, respectively. Additionally, we have seen significant progress in minority usage of our programs: the **minority use** of the Roots program has surged by **94 percent**, while the minority use of FirstHome has seen an increase of **18 percent**.
- The number of participating lenders has seen a substantial **40 percent increase**, inclusive of those in pending status. This underscores the growing recognition among lenders of the value and impact of our programs. Lenders are motivated by a desire to remain competitive in a dynamic market where clients seek comprehensive solutions. We are connecting with lenders whose counsel will directly impact the ability of a hopeful purchaser to become a homeowner – and to ensure they are in a mortgage that is a good fit for them and their finances.

- Our loan servicing portfolio **has grown by 15 percent**, which creates additional income that supports agency-funded grants programs. All agency-funded grant programs further support the overall mission to ensure that every North Dakotan has access to safe, decent, and affordable housing.

These measurable outcomes underscore the effectiveness of our campaign in driving positive change within the lending community.

Our monthly webcast extends beyond sharing program updates; it serves as a catalyst for increasing homeownership opportunities within our state. Through strategic collaboration, we empower participating lenders with insights into programs outside the agency, such as Community Works DREAM Fund and USDA Homeownership programs, that offer specific assistance to households. By highlighting these external resources during some of our webcasts, we enable lenders to identify additional avenues for supporting clients and facilitating home purchases that may otherwise seem unattainable. This proactive approach not only expands the pool of potential homeowners but also reinforces our commitment to making homeownership a reality for all residents of our state.

CONCLUSION

Home Talk reflects the power of strategic communication and collaboration in advancing affordable housing. Its effectiveness is evident in its tangible outcomes: exponential growth in program utilization, heightened lender interest, and expanded community outreach, all achieved with very little expense and easy to replicate. By leveraging existing resources and prioritizing cost-effective solutions, we have not only ensured sustainable scalability but also demonstrated a significant return on investment.

Home Talk has successfully advanced our strategic objectives of enhancing program awareness, fostering collaborative relationships, and promoting efficiency within the lending community. Its pivotal role in facilitating education, addressing staffing changes, and maximizing accessibility underscores its alignment with our overarching goals. By empowering lenders with knowledge and resources, we are paving the way for increased homeownership opportunities and socioeconomic prosperity for more North Dakotans.

With measurable results, cost-effective implementation, and strategic alignment with organizational objectives, *Home Talk* delivers effective communication and engagement in the pursuit of sustainable homeownership.



Join Homeownership Division Director
Brandon Dettlaff for NDHFA's
Home Talk - your one stop shop
for homeownership talk



June 8th - USDA Rural Development

Learn more about available [single family programs](#) with special guest, USDA Rural Development.

[Tune in](#) to HomeTalk on **June 8th at 11 a.m. CT** to be in the know!

[Register for Home Talk](#)

About "Home Talk"

Participating Lenders are invited to join NDHFA's Homeownership Division staff for live, monthly discussions about the agency's loan programs. The 20-minute webinars will be hosted at 11:00 a.m. on the first Thursday of each full week of the month.

- For best results [download Microsoft Teams](#) prior to the event. You can logon using a mobile device, a tablet or a computer.
- You will enter with your camera and microphone off. There is a chat feature available where you can post questions during the webinar.
- Recordings of past "Home Talk" webinars are posted on [NDHFA's Lender Dashboard](#) (login required).

Questions?

Webinar comments or topic suggestions: contact Homeownership Division Director Brandon Dettlaff at bdettlaff@nd.gov.

For a prompt response to your loan acquisition questions, message NDHFA's acquisition team at hfaacquisition@nd.gov.



FirstHome™

qualify if you have not owned a home as your principle residence in the last three years

62% of borrowers in 2023 received down payment and/or closing cost assistance.



FirstHome provides affordable mortgage loans to low- to moderate-income first-time homebuyers.





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FirstHome helps open doors to first-time homeownership by making affordable mortgage loans a reality for low- to moderate-income individuals. ndhfa.org #FirstHome #Affordable Housing #HomesForAll #NDHFA

HomeAccess

Assists low- to moderate-income buyers

- Single parents
- Honorably discharged veterans
- Households with elderly or disabled household members

60% The greatest number of program users in 2023 were single parents.

HomeAccess is here to support the dreams of homeownership for qualified low- to moderate-income buyers. ndhfa.org #HomeAccess #AffordableHousing #NDHFA #HomesForAll

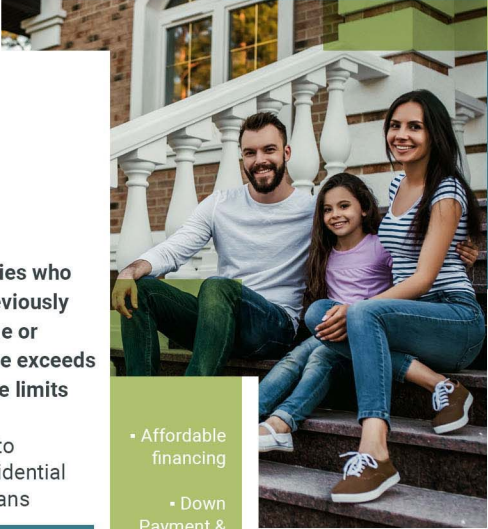
ND Roots

Assists families who may have previously owned a home or whose income exceeds the FirstHome limits

Can be used to refinance residential real estate loans

- Affordable financing
- Down Payment & Closing Cost Assistance

In 2023, **63%** received down payment or closing cost assistance



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ND Roots can empower borrowers to secure their dream homes, whether they've owned before or exceed FirstHome limits. ndhfa.org #LendingWithPurpose #NDRoots #NDHFA #HomesForAll #AffordableHousing

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DID YOU KNOW? As long as you have not owned a home as your principal residence in the last 3 years, you qualify as a first-time homebuyer

Qualifying as a first-time homebuyer can mean significant savings. Believe it or not, you could qualify even if you've owned a home before. ndhfa.org #HomesForAll #AffordableHousing #NDHFA #FirstTimeHomebuyer




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DID YOU KNOW? A borrower can purchase a home with as little as \$500 cash.



It doesn't seem possible, does it – but it is! Your first home could be closer than you think! Check with a FirstHome certified agent <https://bit.ly/44DxTeG> or find a participating lender here: <https://bit.ly/3pK6EAt> #HomesForAll #AffordableHousing #FirstHome #NDHFA

You may qualify for Downpayment or Closing Cost Assistance even if you've owned a home before.



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It's TRUE! Many people aren't aware this can be a help to them in their homebuying journey. ndhfa.org or find a lender at <https://bit.ly/3pK6EAt> #HomesForAll #AffordableHousing #NDHFA

NDHFA Series

Closing Costs

New Year, New Home



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Closing costs can be a surprise for first-time homebuyers. Be sure to discuss closing costs with your lender and your agent so you are prepared – and consider closing cost assistance if cash is in short supply. Find a FirstHome certified agent here: <https://bit.ly/44DxTeG> and a participating lender here: <https://bit.ly/3pK6EAt> #ClosingCosts #HomebuyingTips #HomesForAll #AffordableHousing #NDHFA

MORTGAGE MASTERY

LOAN TYPE



IT'S ALL ABOUT FINDING THE PERFECT MORTGAGE FIT

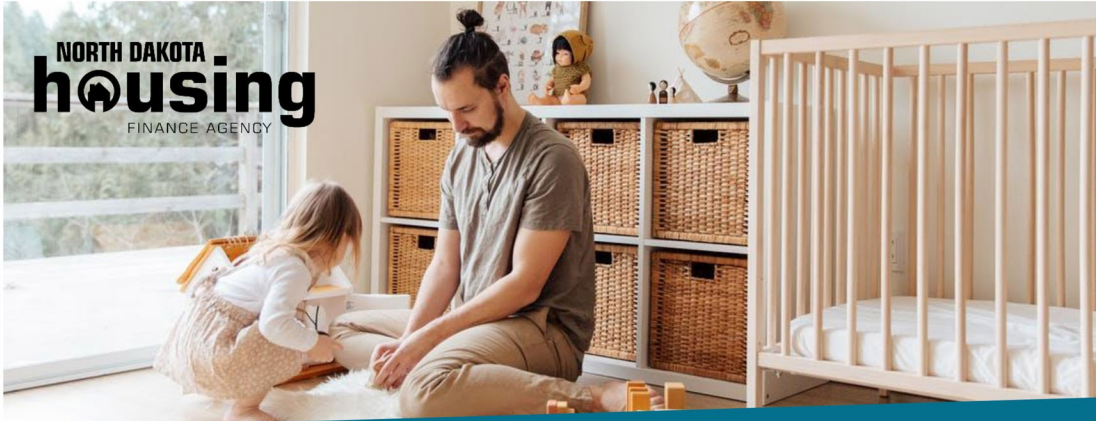
A WORLD OF OPTIONS IS WAITING FOR YOU
The right loan can make a new home possible



FirstHome™ HomeAccess ND Roots

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Dive into homeownership with confidence! Mortgage options from conventional to FHA, VA and more have eligibility requirements, terms, and benefits unique to each. Discover how loan programs like FirstHome, HomeAccess, or ND Roots may be able to increase your buying power. An expert can help you unlock the ideal loan type for your needs and goals. ndhfa.org #MortgageMastery #HomesForAll #AffordableHousing #NDHFA



Move On To Your Next Home

North Dakota Housing Finance Agency (NDHFA) offers affordable financing and the ability to receive down payment and closing cost assistance to certain homebuyers who are looking to purchase another home as their primary residence. Contact one of NDHFA's participating lenders to learn about HomeAccess.

What is HomeAccess?

Through its HomeAccess program, NDHFA provides single parents, veterans and families with disabled or elderly household members with affordable financing and down payment and closing cost assistance.

How to qualify

One of the following must describe the household:

- You must be a single parent with at least one dependent child residing in the home 50 percent of the time.
- You or your spouse must have served in the active military, naval or air service and been discharged or released from active duty under conditions other than dishonorable.
- You, your spouse, or your dependent(s) must be permanently disabled or age 65 or older and reside in the home.
- You must meet income and purchase price limits.

Down payment and closing cost assistance

- Assistance equals 3 percent.

Get Started!

Lender name here
NDHFA Participating Lender

*Additional
Contact Information*

For more details visit
www.ndhfa.org.

