

# Lender & Real Estate Professionals Social Media Tool Kit

**Ohio Housing Finance Agency**  
Communications: Integrated Campaign

**HFA Staff Contact**

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**Ohio Housing Finance Agency**  
**Lender and Real Estate Professionals Social Media Tool Kit**  
**Category:** Communications: Integrated Campaign

**Lender and Real Estate Professionals Social Media Tool Kit**

High interest rates and limited housing stock are making homeownership more challenging across Ohio. The Ohio Housing Finance Agency (OHFA) set out this year to ensure Ohioans and the Agency's key homeownership partners (lenders and real estate agents) understood how OHFA's programs can help Ohioans realize their dreams of homeownership. OHFA developed an integrated marketing campaign to engage and educate key audiences. The campaign had three components: social media posts, news releases, and a Real Estate Agent and Lender Social Media Tool Kit. The goal is to build relationships with these key partners as well as awareness of the Agency and its programs.

While OHFA has been providing trainings on its programs to lenders and real estate agents for years, it wanted to ensure it was reaching as many lenders and real estate agents as possible due to the increased challenges to homeownership. OHFA began to study participants' data and determined there were areas of the state where it hadn't reached a real estate agent or lender even though the trainings are available online or in-person.

The team then set a goal to have at least one lender and/or real estate agent participate in an OHFA training in each county in Ohio. The Office of Public Affairs began crafting social media posts highlighting upcoming trainings and online resources for lenders and real estate agents. This was followed by targeted news releases to counties in which the Agency hadn't seen participation from a local lender or real estate agent. From July 1, 2024, until May 1, 2024, the offices of Public Affairs and Single Family Lending have reached lenders and real estate agents in 68 of Ohio's 88 counties. The teams anticipate reaching at least five more counties before the end of the state fiscal year on June 30, 2024.

To encourage continued engagement among lenders and real estate agents after the trainings, OHFA developed a social media tool kit. Comprised of short program videos, infographics, and text for posts and newsletters, it allows agents and lenders to communicate with their customers on popular platforms. The components, like existing marketing materials, allow lenders or real estate agents to co-brand with OHFA, which provides legitimacy to program information. To date, the Agency has received positive feedback on this campaign, and it hopes to continue to improve on it in the future.

**Campaign Replicability**

OHFA believes this marketing campaign could easily be replicated by other housing finance agencies to support their programs and services. Communications and marketing teams can work with program staff to determine the programs, audiences, and target areas to develop the campaign content, frequency, and metrics. OHFA created templates for the videos and infographics and would recommend this to other agencies considering this type of campaign. Templates make it easy to create content for the campaign and ensure brand consistency. OHFA recommends using established program metrics to help determine the success of the program. It eliminates the need to create new systems or processes to measure success.

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**Target Audiences Engagement**

The goal of this integrated marketing campaign is to increase engagement and participation by lending partners and real estate agents in OHFA trainings and over the long-term increase the use of OHFA programs by their clients to make more Ohioans homeowners. Materials were written to appeal to the lenders and real estate agents for co-branding but also for understanding by the homebuyer. Program metrics have shown that the tool kit has been downloaded by agents and lenders. OHFA also promotes the tool kit in its presentations and classes to further engage audiences on its programs and resources.

**Measurable Results**

The initial program results are encouraging, and we continue to identify ways to promote the tool kit and increase participation in the training programs.

The tool kit is on [OHFA's website](#) and has garnered 787 views from 483 users/visitors thus far, and there have been 2,447 clicks on the page.

A news release titled "[OHFA Releases Social Media Tool Kit for Real Estate Agents and Mortgage Lenders](#)" was posted on the website and resulted in 83 views from 76 users/visitors to the News Releases webpage thus far. The email including the news release had an open rate of 26% and was featured on the NCSHA website and published by the State House News Service.

The email and newsletter promotions resulted in:

- 49% open rate and a 5% click-through rate for an email to Lenders and Real Estate agents announcing the tool kit;
- 40% open rate and a 4% click-through rate for an email to Lenders and Real Estate agents highlighting continuing education classes and the tool kit;
- 32% open rate and a 1% click-through rate for a newsletter sent to real estate agents, which included an explanation of and link to the tool kit; and a
- 25% open rate and a 4% click-through rate for a newsletter sent to lenders, which included an explanation of and link to the tool kit.

Since February 2024, more than 850 real estate agents have participated in OHFA's online and in-person trainings, which included promotion of the new tool kit. This is an added resource for the agency and its partners as OHFA sees its loan reservation volume greatly surpass the previous year's reservations over the same period. From July 2022 to April 2023 reservations were \$562,420,931 and from July 2023 to April 2024 reservation volume was \$926,791,407.

**Benefits Outweigh Costs**

This campaign benefits all parties involved: OHFA, real estate agents, mortgage lenders, and potential homebuyers. It outlines the benefits potential homeowners can obtain if using an OHFA program while also allowing for the self-promotion of an individual lender or real estate agent. Because OHFA has created these materials, real estate agents and lenders do not need to create their own materials, which ensures OHFA program information is accurate and always current. OHFA's tool kit provides promotional materials for agents and lenders that may not have the ability or availability to create their own content, which in turn saves them time and money. OHFA did not have to expend any additional costs to create these materials as the team used current programs to design and create the collateral materials.

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**Effective Use of Resources**

In addition to staff members' time, OHFA used software it already had to create and share the content virtually. The development of the tool kit was folded into current work plans and launched as part of the annual communications and marketing calendar.

**Achieves Strategic Objectives**

Each year, OHFA outlines communication and outreach objectives in its Annual Plan. This integrated marketing campaign achieved the following objectives for the agency:

**3.1. Improve the customer experience through technology updates and personalized assistance.**

- Created social media infographics and videos using current technology platforms to create materials for lenders and real estate agents.

**3.2 Promote awareness of affordable housing programs in Ohio through marketing and outreach efforts and encourage brand awareness.**

- Educates real estate professionals and lending partners on OHFA programs and services that could benefit their customers/clients.
- Markets/Promotes our programs and services to and through real estate agents and lending partners.
- Increases awareness of OHFA and its programs and services, which can benefit future borrowers.

**3.5. Utilize a data-driven framework to inform programmatic and policy decisions.**

- Uses internal tracking platforms to target areas of the state where OHFA has not already trained a real estate agent or lender.

Overall, this integrated campaign helps OHFA achieve its mission: to open the doors to affordable places to call home.

**Social Media Tool Kit Announcement Email / Sent February 12th 2024**



**OHIO HOUSING  
FINANCE AGENCY**



**SOCIAL  
MEDIA  
TOOL KIT**  
*for OHFA's Single Family Programs*



**Are you looking to market yourself and OHFA's homebuyer and down payment assistance programs online?**

Mortgage lenders and real estate agents can market OHFA homebuyer programs on their social media channels utilizing OHFA's new Social Media Tool Kit for **free!**

You can download videos and graphics/images for all of OHFA's homebuyer programs, including Your Choice! Down Payment Assistance, Ohio Heroes, Grants for Grads, Mortgage Tax Credit, and Next Home.

[Click Here to Access the Tool Kit](#)

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**Social Media Tool Kit Press Release Email / Sent February 21, 2024**



# PRESS RELEASE

**Contact:** Penny Martin    [pmartin@ohiohome.org](mailto:pmartin@ohiohome.org)    614.728.2911

**FOR IMMEDIATE RELEASE**  
February 21, 2024

## **OHFA Releases Social Media Tool Kit for Real Estate Agents and Mortgage Lenders**

(COLUMBUS, Ohio) — The Ohio Housing Finance Agency (OHFA) has developed a free, downloadable social media tool kit for real estate professionals and mortgage lenders to market themselves while also promoting OHFA's homebuyer and down payment assistance programs.

"We work closely with mortgage lenders and real estate agents to promote OHFA homebuyer programs," says OHFA Single Family Relations Program Manager Jon Duy. "This tool kit provides them additional resources to educate their clients on the benefits of using OHFA programs. Together we'll help Ohioans realize their dreams of homeownership."

The tool kit consists of social media posts, videos, and graphics/images for all of OHFA's homebuyer programs, including Your Choice! Down Payment Assistance, Ohio Heroes, Grants for Grads, Mortgage Tax Credit, and Next Home.

Real estate agents and mortgage lenders can download the kit by visiting [www.ohiohome.org/partners/toolkit.aspx](http://www.ohiohome.org/partners/toolkit.aspx).

For more information on OHFA's homeownership programs, visit [www.myohiohome.org](http://www.myohiohome.org).

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**Mike DeWine**  
*Governor*  
State of Ohio

**Shawn Smith**  
*Executive Director*  
Ohio Housing Finance Agency



**Ohio Housing Finance Agency**  
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**Jon Duy's Continuing Education Email to Realtors with Social Media Tool Kit Spotlight /**  
**Sent March 13, 2024**



Hello,

OHFA is offering several **free** continuing education courses and webinars between now and May.

To register for a course, click its title below:

**Fair Housing Foundations (3 Hours Civil Rights)**  
*This course takes a historical view at fair housing and civil rights. The course will also detail current housing, advertising and lending laws. Case studies, housing statistics, videos and pictures are used to present the information in an interesting format.*



**OHFA Homebuyer Programs (1 Hour of Elective CE)**  
*This webinar reviews the variety of loan options offered by OHFA, including down payment assistance, mortgage tax credits and interest rate discounts for homebuyers. The course will review eligibility requirements and which product combinations could reduce out-of-pocket expenses.*

Thanks,  
Jon Duy



**Are you looking to market yourself and OHFA's homebuyer and down payment assistance programs online?**

Mortgage lenders and real estate agents can market OHFA homebuyer programs on their social media channels utilizing OHFA's new Social Media Tool Kit for **free!**

You can download videos and graphics/images for all of OHFA's homebuyer programs, including Your Choice! Down Payment Assistance, Ohio Heroes, Grants for Grads, Mortgage Tax Credit, and Next Home.

[Access the Social Media Toolkit](#)



**Ohio Housing Finance Agency**  
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**Jon Duy's Email to Realtors about Web Resources Including Social Media Tool Kit /**  
Sent April 22, 2024



Hello Real Estate Partners,

Did you know the Ohio Housing Finance Agency has various [online tools](#) designed to help your clients achieve homeownership? Check out the video below for more information.



**Ohio Housing Finance Agency**  
**Lender and Real Estate Professionals Social Media Tool Kit**  
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**Jon Duy's Email to Lenders about Web Resources Including Social Media Tool Kit /**  
Sent April 22, 2024



Hello Mortgage Professionals,

Did you know the Ohio Housing Finance Agency has various [online tools](#) designed to help your clients achieve homeownership? Check out the video below for more information.



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**Social Media Tool Kit Posts Text Content Options**

**Down Payment Assistance Program**

Suggested Months: January, February, September

Suggested Text for Real Estate Agents: Your key to homeownership starts with down payment assistance from the Ohio Housing Finance Agency. Contact me for more information on OHFA's homebuyer programs and how you can make homeownership #PartOfYourFuture

Suggested Text for Mortgage Lenders: Your key to homeownership starts with down payment assistance from the Ohio Housing Finance Agency. Contact me to see if you qualify for OHFA's homebuyer programs and see how you can make homeownership #PartOfYourFuture

Downloadable image is available as follows.

Video for downloading can be found at <https://ohiohome.org/partners/images/DPA.mp4>.

**Grants for Grads Program**

Suggested Months: June, December

Suggested Text for Real Estate Agents: From caps and gowns to keys to your new home, reward this achievement with Grants for Grads down payment assistance. Contact me for more information on OHFA's homebuyer programs and how you can make homeownership #PartOfYourFuture

Suggested Text for Mortgage Lenders: From caps and gowns to keys to your new home, reward this achievement with Grants for Grads down payment assistance. Contact me to see if you qualify for OHFA's homebuyer programs and see how you can make homeownership #PartOfYourFuture

Downloadable image is available as follows.

Video for downloading can be found at <https://ohiohome.org/partners/images/G4G.mp4>.

**Ohio Heroes Program**

Suggested Months: July, November

Suggested Text for Real Estate Agents: DYK? Those who work in public service careers may be eligible for a discounted mortgage interest rate through the Ohio Heroes program. Contact me for more information on OHFA's homebuyer programs and how you can make homeownership #PartOfYourFuture

Suggested Text for Mortgage Lenders: DYK? Those who work in public service careers may be eligible for a discounted mortgage interest rate through the Ohio Heroes program. Contact me to see if you qualify for OHFA's homebuyer programs and see how you can make homeownership #PartOfYourFuture

Downloadable image is available as follows.

Video for downloading can be found at <https://ohiohome.org/partners/images/OhioHeroes.mp4>.

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**Mortgage Tax Credit Program**

Suggested Months: March, April

Suggested Text for Real Estate Agents: Feeling taxed trying to buy a home? OHFA's Mortgage Tax Credit can provide up to \$2,000 in tax savings per year. Contact me for more information on OHFA's homebuyer programs and how you can make homeownership #PartOfYourFuture

Suggested Text for Mortgage Lenders: Feeling taxed trying to buy a home? OHFA's Mortgage Tax Credit can provide up to \$2,000 in tax savings per year. Contact me to see if you qualify for OHFA's homebuyer programs and see how you can make homeownership #PartOfYourFuture

Downloadable image is available as follows.

Video for downloading can be found at <https://ohiohome.org/partners/images/MTC.mp4>.

**Next Home Program**

Suggested Months: August, October

Suggested Text for Real Estate Agents: Not a first-time homebuyer? Not a problem! OHFA's Next Home program offers down payment assistance. Contact me for more information on OHFA's homebuyer programs and how you can make homeownership #PartOfYourFuture  
Suggested Text for Mortgage Lenders: Not a first-time homebuyer? Not a problem! OHFA's

Next Home program offers down payment assistance. Contact me to see if you qualify for OHFA's homebuyer programs and see how you can make homeownership #PartOfYourFuture

Downloadable image is available as follows.

Video for downloading can be found at <https://ohiohome.org/partners/images/NextHome.mp4>.

**Social Media Tool Kit Image Posts**  
Down Payment Assistance



**Homeownership.**  
Make it Part of Your Future.

 **MYOHIOHOME.ORG**  
OHIO HOUSING FINANCE AGENCY

.....

Homebuyers can receive 5% of the purchase price toward their down payment and closing costs using OHFA's Your Choice! Down Payment Assistance program.

.....

SEE IF YOU QUALIFY BY VISITING [MYOHIOHOME.ORG](http://MYOHIOHOME.ORG).



Grants for Grads

**Homeownership.**  
Make it Part of Your Future.

.....

Recent college graduates (within the last 48 months) can receive 5% of the purchase price toward their down payment and closing costs using OHFA's Grants for Grads program.

.....



SEE IF YOU QUALIFY BY VISITING [MYOHIOHOME.ORG](http://MYOHIOHOME.ORG).

 **MYOHIOHOME.ORG**  
OHIO HOUSING FINANCE AGENCY



Mortgage Tax Credit



**Homeownership.**  
Make it Part of Your Future.

.....

First-time homebuyers may be eligible for a Mortgage Tax Credit that could provide up to \$2,000 in tax savings per year.

.....

SEE IF YOU QUALIFY BY VISITING [MYOHIOHOME.ORG](http://MYOHIOHOME.ORG).

 **MYOHIOHOME** .ORG  
OHIO HOUSING FINANCE AGENCY



Next Home



**Homeownership.**  
Make it Part of Your Future.

 **MYOHIOHOME** .ORG  
OHIO HOUSING FINANCE AGENCY

.....

OHFA's Next Home program provides 30-year fixed-rate mortgages to those who are not first-time homebuyers. Homebuyers are able to combine Next Home with 2.5% YourChoice! Down Payment Assistance.

.....

SEE IF YOU QUALIFY BY VISITING [MYOHIOHOME.ORG](http://MYOHIOHOME.ORG).



**Ohio Housing Finance Agency**  
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Ohio Heroes

**Homeownership.**  
Make it Part of Your Future.

 **MYOHIOHOME** .ORG  
OHIO HOUSING FINANCE AGENCY

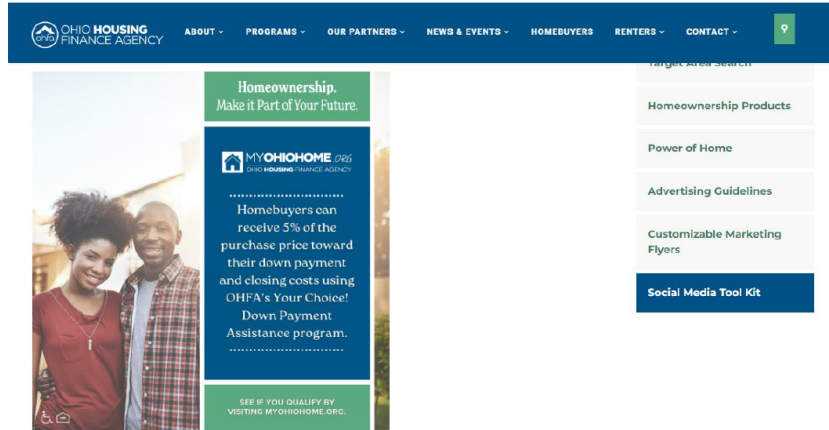
.....  
OHFA's Ohio  
Heroes rewards  
Ohio first  
responders and  
teachers with  
discounted  
mortgage  
interest rates.  
.....

SEE IF YOU QUALIFY BY  
VISITING MYOHIOHOME.ORG.

**Power Point Slide Included in Training Presentation to Partners**

**Social Media Tool Kit**

- Visit [ohiohome.org](http://ohiohome.org) and click on “Our Partners” and then “Real Estate Agents.”

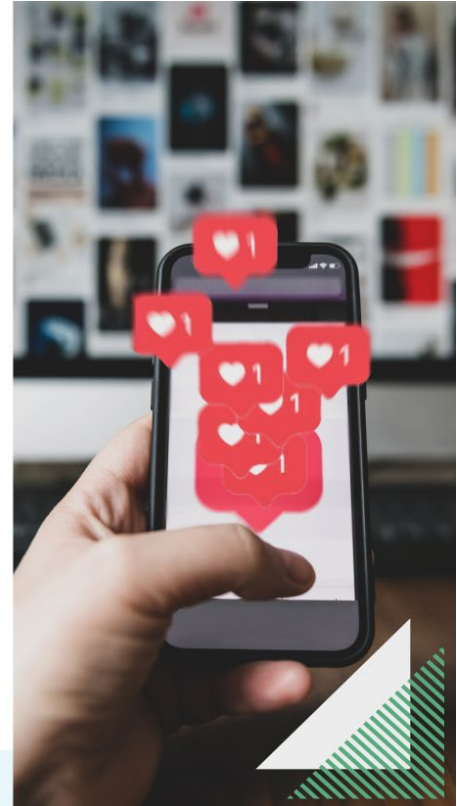


**Social Media Tool Kit Promo Sheet**

# SOCIAL MEDIA TOOL KIT

*for OHFA's Single Family Programs*

Download the Ohio Housing Finance Agency's (OHFA's) free social media tool kit to market yourself while also promoting OHFA's homebuyer and down payment assistance programs. In the kit, you'll find social media posts (which are customizable), videos, and graphics/images for all OHFA's homebuyer programs, including Your Choice! Down Payment Assistance, Ohio Heroes, Grants for Grads, Mortgage Tax Credit, and Next Home. Download the kit now by scanning the QR code above or visiting [www.ohiohome.org/partners/toolkit.aspx](http://www.ohiohome.org/partners/toolkit.aspx).



Social Media Posts

Date	Post Content	Hashtag(s)
2/16/2024	Are you a #realestate professional in need of #fairhousing training? Register for upcoming free trainings and webinars for which you could earn CEUs by visiting: <a href="https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx">https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx</a> .	#realestate #fairhousing
2/22/2024	Are you a #realestateagent or #lender who could use some help promoting OHFA programs on social media? If so, you're in luck as OHFA's created a tool kit for you! For more info.: <a href="https://ohiohome.org/partners/toolkit.aspx">https://ohiohome.org/partners/toolkit.aspx</a> .	#realestateagent #lender
2/23/2024	Jon Duy received thumbs up from participants from First Financial Bank and Landsel Title during his #FairHousing class on Wednesday in Columbus. For more info. on free trainings for #realestate pros: <a href="https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx">https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx</a> .	#realestate #fairhousing
2/29/2024	Jon Duy got an assist from NFM Lending's Justus Sharp during his #FairHousing class yesterday in Grove City. For more info. on free trainings for #realestate pros: <a href="https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx">https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx</a> .	#realestate #fairhousing
3/13/2024	Are you a #realestate professional in need of #fairhousing training? Register for upcoming free trainings and webinars for which you could earn CEUs by visiting: <a href="https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx">https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx</a> .	#realestate #fairhousing
4/10/2024	Are you a #realestate professional in need of #fairhousing training? Register for upcoming free trainings and webinars for which you could earn CEUs by visiting: <a href="https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx">https://www.ohiohome.org/RegistrationsExtClasses/HOClassReg1.aspx</a> .	#realestate #fairhousing
4/26/2024	We're hiring two Housing Examiner Trainees in the Office of Multifamily Housing, Program Compliance. These positions are based around Columbus. Apply today: <a href="https://ohiohome.org/jobs.aspx">https://ohiohome.org/jobs.aspx</a> . #OhioHousing #affordablehousing	#OhioHousing #affordablehousing