

Loan Wizard

Presentation for NCSHA

Taking It Online: Digital Mortgages, Apps and Other Innovations

Boston, MA

October 22, 2019

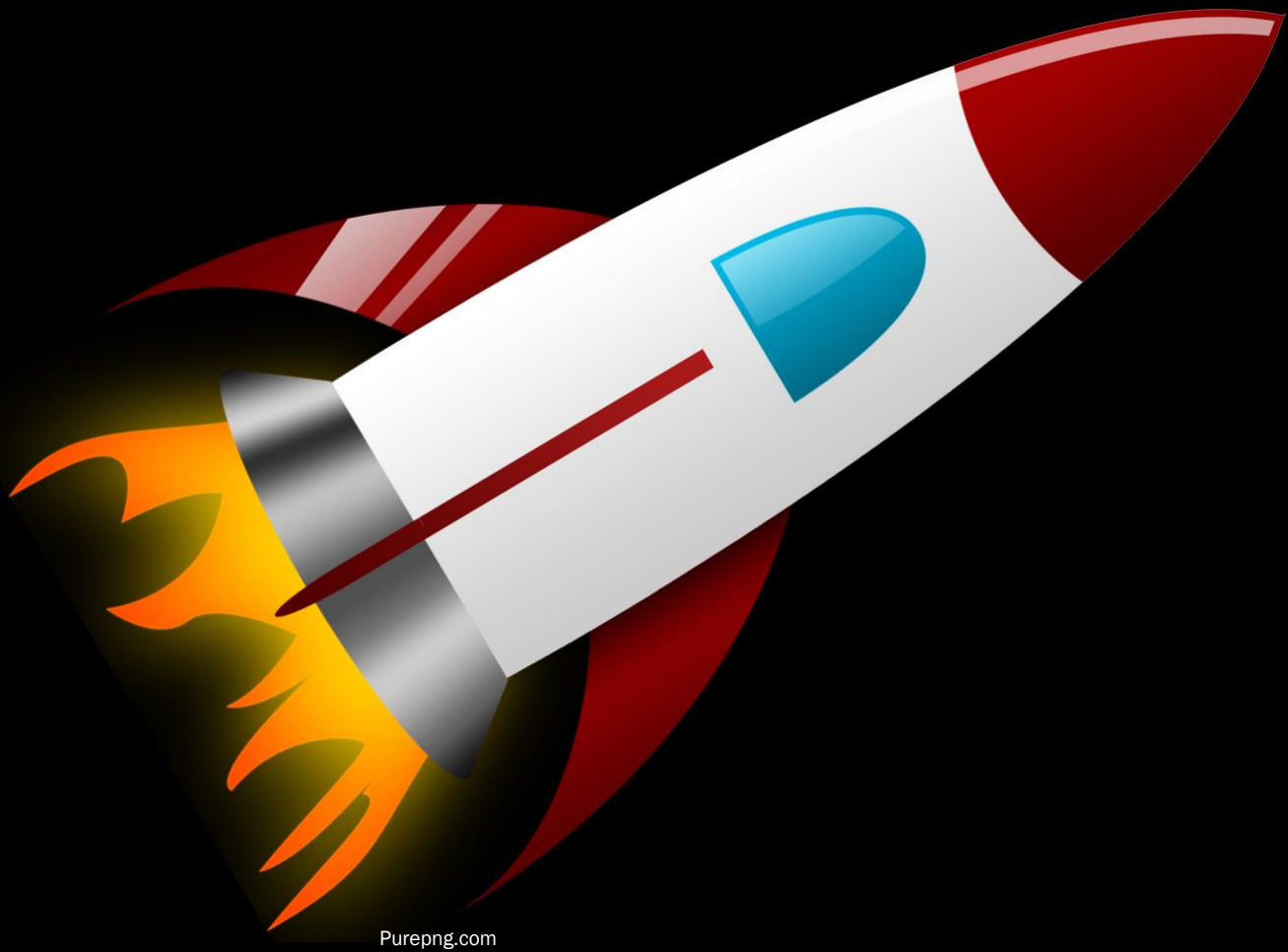
MISSION

TO PROVIDE ALASKANS ACCESS TO SAFE,
QUALITY, AFFORDABLE HOUSING.



The Problem:

- The process is intimidating.
- All of the options!
- Who to trust?
- Buyer habits are changing.



Purepng.com





Meet AHFC's LOAN WIZARD

A Magical Tool for Finding the Right Loan

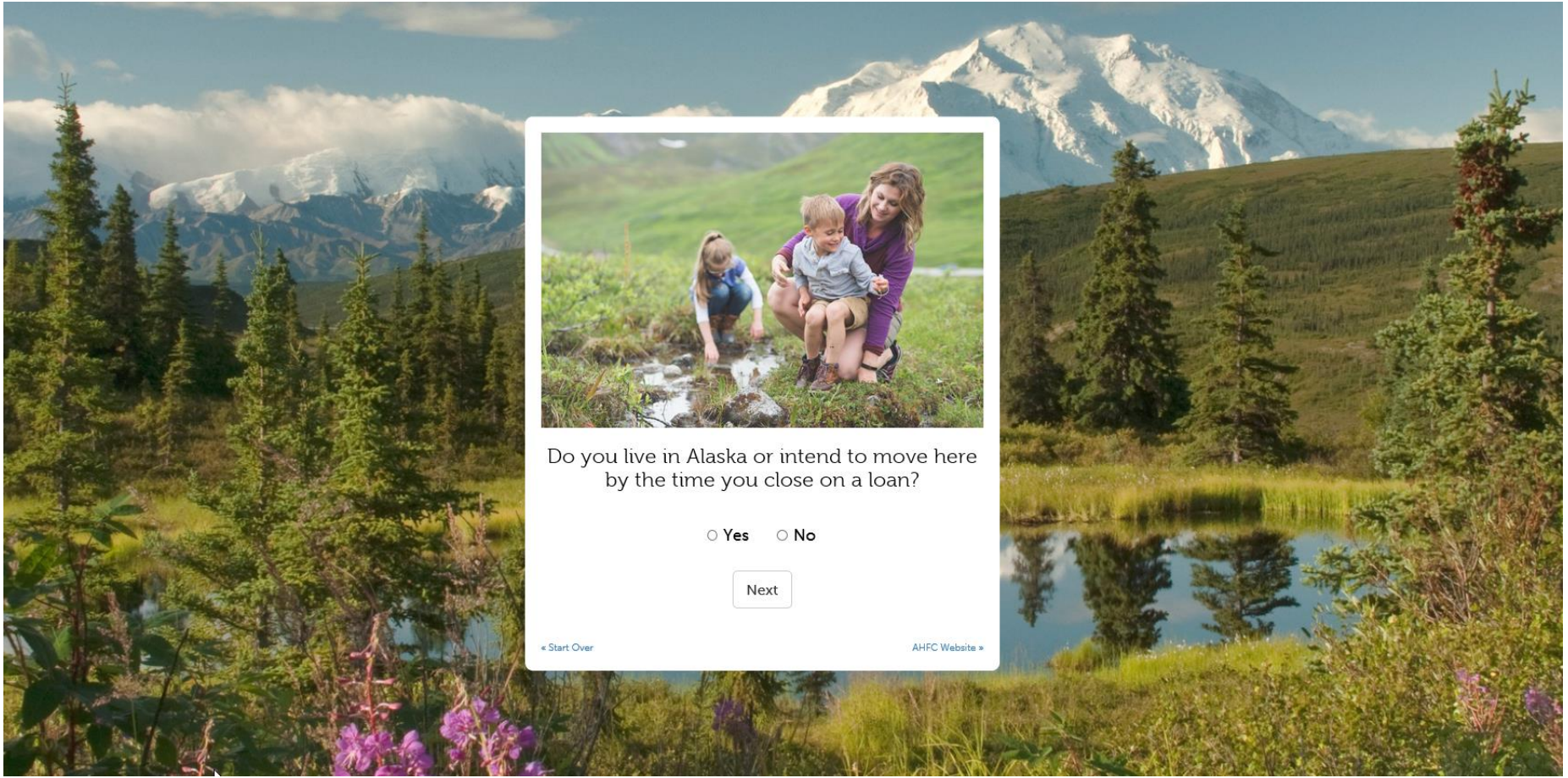
Easy to Use

Time Saving

No More Guesswork

Covers all AHFC Loans

Visit ahfc.us/loanwizard



Do you live in Alaska or intend to move here by the time you close on a loan?

- Yes
- No

Next

« Start Over

AHFC Website »



Have you owned a primary residence in the last three years?

Yes No

Back

Next

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[AHFC Website »](#)



Are you a veteran?

Yes No

Back

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Are you purchasing in a rural area?

Yes No

Back

Next

Your Results are Ready!

You may qualify for the following programs:

Loans - Closing Cost Assistance

AHFC's Closing Cost Assistance Program, provides a competitive, 30-year fixed interest rate with closing assistance. Assistance of either 3 or 4 percent of the loan amount is available, depending on credit qualifications.

Loans - First-Time Homebuyer

A first-time homebuyer is someone who has not owned a primary residence in the last three years. AHFC has two programs for first-time homebuyers, the Tax-Exempt and the Taxable First-Time Homebuyer.

Loans - Rural Owner Occupied

Small communities are an integral part of Alaska's rich heritage. AHFC supports the residents in these rural areas with special loans to purchase or renovate homes.

Loans - Taxable Program

The Taxable Program is available statewide for Alaskan borrowers who are going to occupy the home as their primary residence. It is a program that helps AHFC meet our core mission to provide quality, safe, affordable housing.

Option - Affordable Housing Enhanced

The Affordable Housing Enhanced Loan Program (AHELP) option is designed to work in partnership with other agencies to promote affordable home ownership. It is a program that helps AHFC meet our core mission to provide quality, safe, affordable housing, and serving low to moderate income Alaskan borrowers.

Options - Renovation

AHFC provides renovation options covering three possible scenarios: Purchase Renovation, Second Mortgage for Renovation, or Refinance Renovation.

Get your results by email

Please provide us with your email address, so we may send you your personalized results. We will not share your email address with anyone.

Key Audiences/Promotion:

- Real Estate Professionals
- Lenders
- Alaskan Homebuyers

The Launch:

Alaska Realtor's Convention
+ Facebook Live!





**We Wondered,
What Else?**



What Else?

- Extend marketing/build corporate reputation as trusted source, approachable and Alaskan.













What's Next?

- Rental Wizard