

HOUSING FINANCE AUTHORITY LEON COUNTY MARKETING REPORT TO ESCAMBIA COUNTY HOUSING FINANCE AUTHORITY

APRIL 1, 2018

Reporting Dates: 1st QUARTER 2018

During the final quarter of 2017, Federal Tax changes loomed with information that put the bond programs at risk. The changes that were to have occurred incorporating the MCC program into the Escambia Program on December 15, 2017, have been incorporated.

The following efforts are fully implemented:

Update website

- Current information has been posted which includes the latest flyer from Escambia County HFA, which, administers the first time homebuyer program
- Maintain a current website and make sure that current terms and that the latest rate and down payment information is available for consumers.

Work with the Tallahassee Lending Consortium

- Support and coordinate efforts to produce more homeownership opportunities
- Discussions have continued

In Progress:

Increased Media Presence

- Create a place at the table to better communicate the availability of loans for qualified borrowers
- Create a Marketing Campaign associated with Parade of Homes May 12-13 and May 19-20 partnering with major lenders in the Escambia to inform and educate potential buyers
- Participating lenders meetings took place on March 14 with more to follow with two lenders who expressed that a marketing campaign would be positive for their programs and committed be included with University Lending agreeing to assist in the production and cost. Other lenders are still be consulted
- Two local radio stations have been contacted and will tie efforts around the Parade of Homes on weekends May 12-13 and May 19-20 including lenders being available on location
- HFA of Leon County will consider a partial funding, in conjunction with Escambia and lenders, of this effort at their next Board meeting to fund:
 - Ad in Parade of Homes
 - Cost of radio ads
 - Production of Jingle for Radio

Focus of the Next Efforts in Second Quarter 2018:

- Acquire information to enable tracking of active lenders success in making loans
- Acquire Profile of buyers to better target loans and marketing efforts
 - Requested zip codes of borrowers to better target efforts
 - Ongoing and active media communication with the end result of making potential homebuyers aware of the opportunities available for homeownership