

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

OCTOBER 1, 2018

Reporting Dates: 3<sup>rd</sup> QUARTER 2018

During the second and third quarter of 2018, HFA of Leon County determined that the best way to market the Escambia Program serving, Leon County, was to participate in the Parade of Homes. The Parade of Homes was held over two weekends which included May 12-13 and May 19-20. The Board is reviewing efforts and will determine if this effort may be repeated in 2019

## **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.

### ***Increase Communication with Lenders***

- Support and coordinate efforts to produce more homeownership opportunities
- Met with Lenders in March and April
- Lenders participated in the Parade of Homes Campaign
  - University Lending Group
  - On Q Financial
  - Capital City Bank

### ***Increased Media Presence***

- Advertised in the Parade of Homes Magazine
- Created Website in conjunction with the Parade of Homes Magazine to promote Lenders and to track website "hits"
- Radio Stations (Hank FM and Cumulus) featured ads during the Parade of Homes and the preceding weekend to inform potential buyers about the first time home buyer program with a reference to the website
- HFA of Leon County voted to keep the website open for the remainder of the year to provide links to lenders and the Escambia HFA site

### ***Financial and Staffing Efforts:***

- HFA of Leon County Budgeted \$1500 for the Parade of Homes efforts for ad and radio costs
- Staff Coordinated efforts with Lender, Advertiser and Radio Station including graphics and jingle
- Several lenders also financially participated in covering cost incurred for this campaign

### **Focus of the Next Efforts in last Quarter of 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
- Contact participating lenders based on their success to gain insight in to increasing participation
- Ongoing and active media communication with the end result of making potential homebuyers aware of the opportunities available for homeownership