

Data-driven decisions



The support to sell

Realcomp Launches Down Payment Resource (DPR) for MLS Subscribers!



**Find Out How Your Business Can
Benefit from DPR ...**

Updated: June 22, 2015



What is Down Payment Resource (DPR)?

It's a simple, single source for Realcomp MLS Subscribers to use to discover specific homeownership programs for which their listings and/or their homebuyers may be eligible.

Down Payment Resource is now integrated with the Realcomp listing data, helping Realcomp REALTOR® subscribers to know about a wide variety of programs that can help their prospective buyers save on down payments and closings costs.

Down Payment Resource is the nation's only search engine for homebuyer programs. It provides information about down payment assistance, grants, affordable first mortgages, tax credits and more during the home search process. The tool helps uncover options that may make buying a home more affordable.

Approximately 71 percent of Realcomp's MLS residential listings may be eligible for one or more down payment assistance programs. Eligible listings are flagged with the Down Payment Resource icon.





How Do I Access Down Payment Resource (DPR) through Realcomp?

There are a number of ways by which you can access the DPR dashboard...

- Click the DPR logo, which appears on the Realcomp Login Dashboard;
 - Click the DPR link, which appears on the homepage of RCO3[®] under the Links section (shown at right); or
 - Click the DPR product page, which appears on Realcomp.MoveInMichigan.com, under the Products & Services section.
- **Be sure to login to our corporate website with your ID and password to be able to access this feature.



The aforementioned ways will take you to the Down Payment Resource Dashboard (shown below).

Welcome FRAN GREEN | Log Out

Member Home Page | New Search | FAQ | Help

WELCOME TO DOWN PAYMENT RESOURCE

Be the market expert. Show your buyers what's possible.

- Access hard to find homebuyer program information
- Connect eligible buyers with eligible properties
- Market your eligible listings with new solutions
- Generate actionable leads

Personal Marketing Tool

DPR Pricing Tool

Marketing Resources

Client Search

Manage Client Accounts

View Saved Searches

Search Programs by Name

DPR Features

DPR Blog

DPR in the News

DPR Partners

Tweets

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 **DownPayment Resource** @dwnpmtresource 22m

How Banks Can Help Young #Homebuyers Manage Student Debt--and impact #housing market americanbanker.com/bankthink/how... @STRATMORgroup

Expand

 **Wall Street Journal** @WSJ 11 Sep

Family members of 9/11 victims will gather today to mark the 13th

Tweet to @dwnpmtresource

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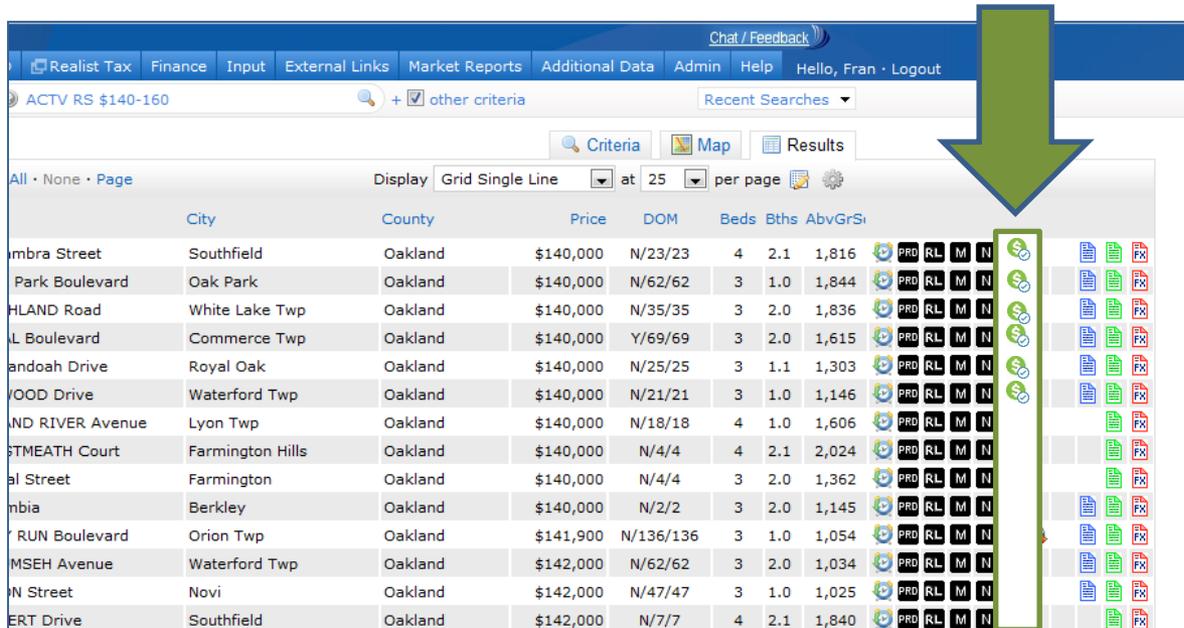
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All of Realcomp's listings have been processed by DPR for program eligibility.

Each eligible listing has been flagged with a DPR icon.



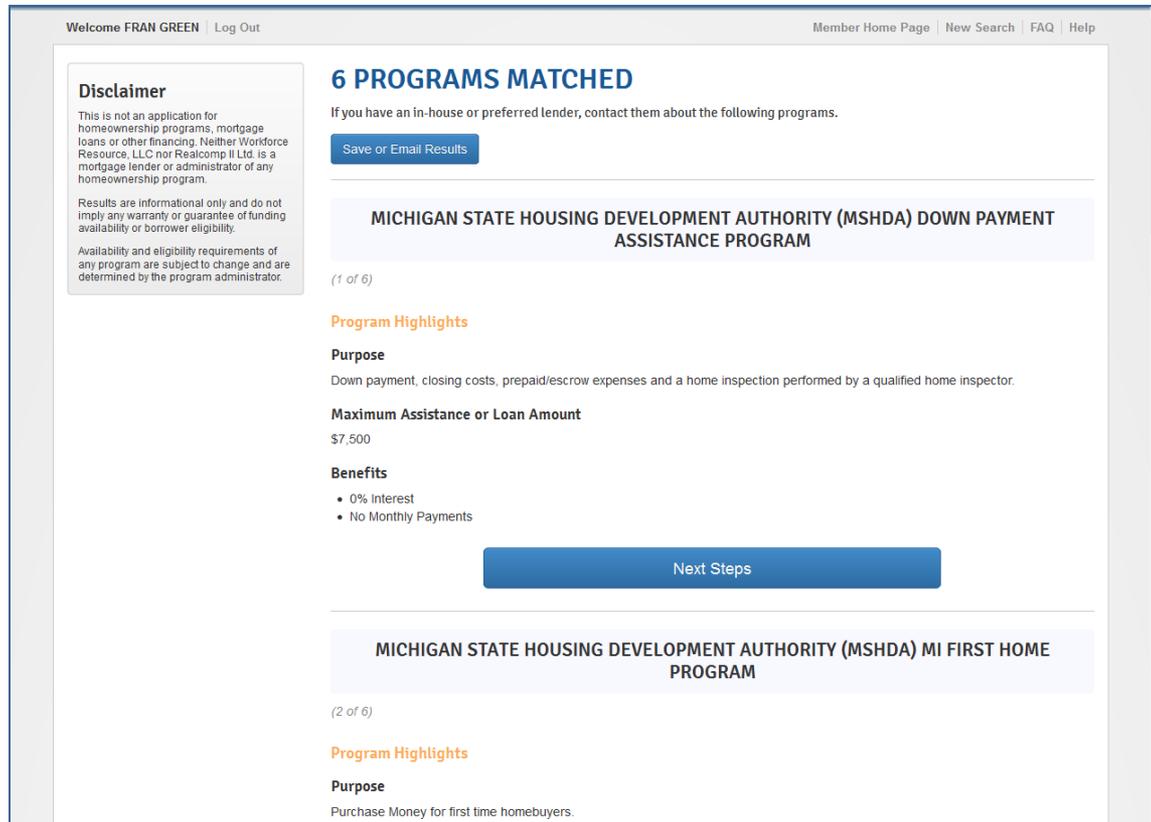
Simply click it to see how many down payment assistance programs match that listing ... and to take the *next steps*.



City	County	Price	DOM	Beds	Bths	AbvGrSi	DPR Icon
Imbra Street	Southfield	\$140,000	N/23/23	4	2.1	1,816	PRD RL M N DPR
Park Boulevard	Oak Park	\$140,000	N/62/62	3	1.0	1,844	PRD RL M N DPR
HLAND Road	White Lake Twp	\$140,000	N/35/35	3	2.0	1,836	PRD RL M N DPR
L Boulevard	Commerce Twp	\$140,000	Y/69/69	3	2.0	1,615	PRD RL M N DPR
andoah Drive	Royal Oak	\$140,000	N/25/25	3	1.1	1,303	PRD RL M N DPR
OOD Drive	Waterford Twp	\$140,000	N/21/21	3	1.0	1,146	PRD RL M N DPR
ND RIVER Avenue	Lyon Twp	\$140,000	N/18/18	4	1.0	1,606	PRD RL M N DPR
STMEATH Court	Farmington Hills	\$140,000	N/4/4	4	2.1	2,024	PRD RL M N DPR
al Street	Farmington	\$140,000	N/4/4	3	2.0	1,362	PRD RL M N DPR
mbia	Berkley	\$140,000	N/2/2	3	2.0	1,145	PRD RL M N DPR
Y RUN Boulevard	Orion Twp	\$141,900	N/136/136	3	1.0	1,054	PRD RL M N DPR
MSEH Avenue	Waterford Twp	\$142,000	N/62/62	3	2.0	1,034	PRD RL M N DPR
N Street	Novi	\$142,000	N/47/47	3	1.0	1,025	PRD RL M N DPR
ERT Drive	Southfield	\$142,000	N/7/7	4	2.1	1,840	PRD RL M N DPR

FYI: Realcomp's listing database is processed each night (after midnight) for DPR eligibility. Only listings belonging to Realcomp Subscribers are flagged with these icons (data share listings are not included). 71% of the Active, CCS, and Pending Residential and Multi-Family for sale listings are eligible.

Upon clicking a DPR icon from your search results, you will see the number of programs that apply to that particular listing, basic information about each program, a button that allows you to save or e-mail these results, and a “Next Steps” button.



Welcome FRAN GREEN | Log Out | Member Home Page | New Search | FAQ | Help

Disclaimer
This is not an application for homeownership programs, mortgage loans or other financing. Neither Workforce Resource, LLC nor Realcomp II Ltd. is a mortgage lender or administrator of any homeownership program.
Results are informational only and do not imply any warranty or guarantee of funding availability or borrower eligibility.
Availability and eligibility requirements of any program are subject to change and are determined by the program administrator.

6 PROGRAMS MATCHED
If you have an in-house or preferred lender, contact them about the following programs.

[Save or Email Results](#)

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY (MSHDA) DOWN PAYMENT ASSISTANCE PROGRAM
(1 of 6)

Program Highlights

Purpose
Down payment, closing costs, prepaid/escrow expenses and a home inspection performed by a qualified home inspector.

Maximum Assistance or Loan Amount
\$7,500

Benefits

- 0% Interest
- No Monthly Payments

[Next Steps](#)

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY (MSHDA) MI FIRST HOME PROGRAM
(2 of 6)

Program Highlights

Purpose
Purchase Money for first time homebuyers.

By clicking the “Save or E-mail Results” option, you’ll be prompted for information that will allow you to accomplish both saving the search results and/or e-mailing your buyer.

Welcome FRAN GREEN | Log Out
Member Home Page | New Search | FAQ | Help

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SAVE & EMAIL SEARCH RESULTS

The search named 'Programs for Wilson, Royal Oak' has been saved

Update the saved search named:

Update

Message: *(optional)*

Dear John,

This property is eligible for six (6) different down payment-related assistance programs. Let's find out how you may qualify for them

Results have been emailed to johnbuyer@gmail.com

Email Results

... Copy of E-mail ...

- To help protect your privacy, some content in this message has been blocked. To re-enable the blocked features, [click here](#).
- To always show content from this sender, [click here](#).

Dear John, This property is eligible for six (6) different down payment-related assistance programs. Let's find out how you may qualify for them.

A search for available Down Payment Assistance programs has found the following results:

- [Michigan State Housing Development Authority \(MSHDA\) Down Payment Assistance Program](#)
- [Michigan State Housing Development Authority \(MSHDA\) MI First Home Program](#)
- [Michigan State Housing Development Authority \(MSHDA\) MI Next Home Program](#)
- [Michigan State Housing Development Authority \(MSHDA\) Mortgage Credit Certificate \(MCC\) Program](#)
- [EARN Individual Development Account \(IDA\) Program](#)
- [Michigan IDA Partnership - Individual Development Account \(IDA\)](#)

Disclaimer

Any communication provided to you by Workforce Resource LLC and/or Realcomp II Ltd. is for informational purposes only and should not be relied upon. Neither Workforce Resource LLC nor Realcomp II Ltd. is a mortgage lender or administrator of any down payment assistance programs. You should contact the administrator of any assistance programs directly to learn more about program features and eligibility criteria.

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By clicking “Next Steps” (for each program), you’ll gain access to important links to participating lenders, approved education providers, program guide, program provider’s website, and program provider’s phone.

GREEN | Log Out

Michigan State Housing Development Authority (MSHDA) Down Payment Assistance Program

Next Steps

Participating Lenders
http://www.michigan.gov/documents/mshda_successful_lenders_list_165180_7.pdf

Approved Education Providers
http://www.mshda.info/counseling_search/

Program Guide/Flyer
http://www.michigan.gov/mshda/0,1607,7-141-45866_45870-175332--,00.html

Program Provider's Website
<http://www.michigan.gov/mshda/0,4641,7-141-45866---,00.html>

Program Provider's Phone
MSHDA's Homeownership Division: (517) 373-6840

Purpose

Find out if your client qualifies for any of the down payment assistance programs...

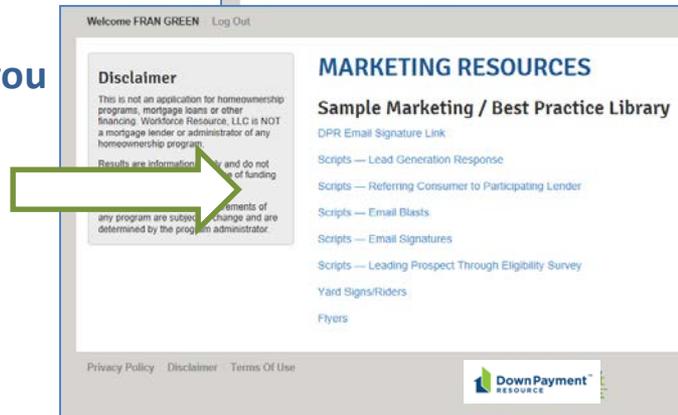
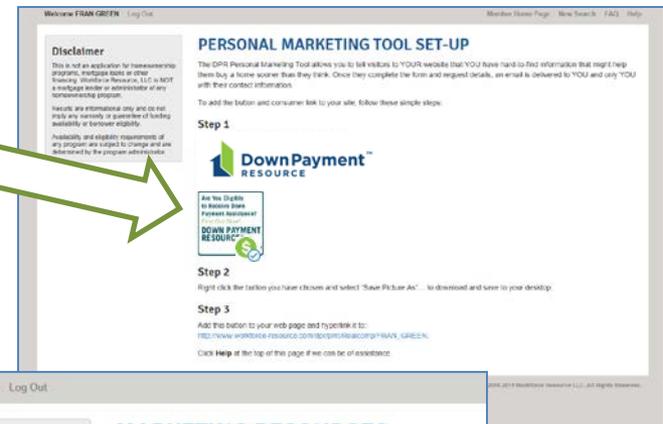
There are a few ways to do this. One of the easiest ways is to access the DPR dashboard through the DPR dashboard.

Personal Marketing Tool

This will allow you to copy THE link (shown at right) that you can then forward to your client for them to click and complete.

You'll also find a library of recommended scripts (shown at right) under the Marketing Resources option of DPR. These will help you incorporate DPR into your marketing and communication materials (including your website)... to connect your potential buyers to available programs.

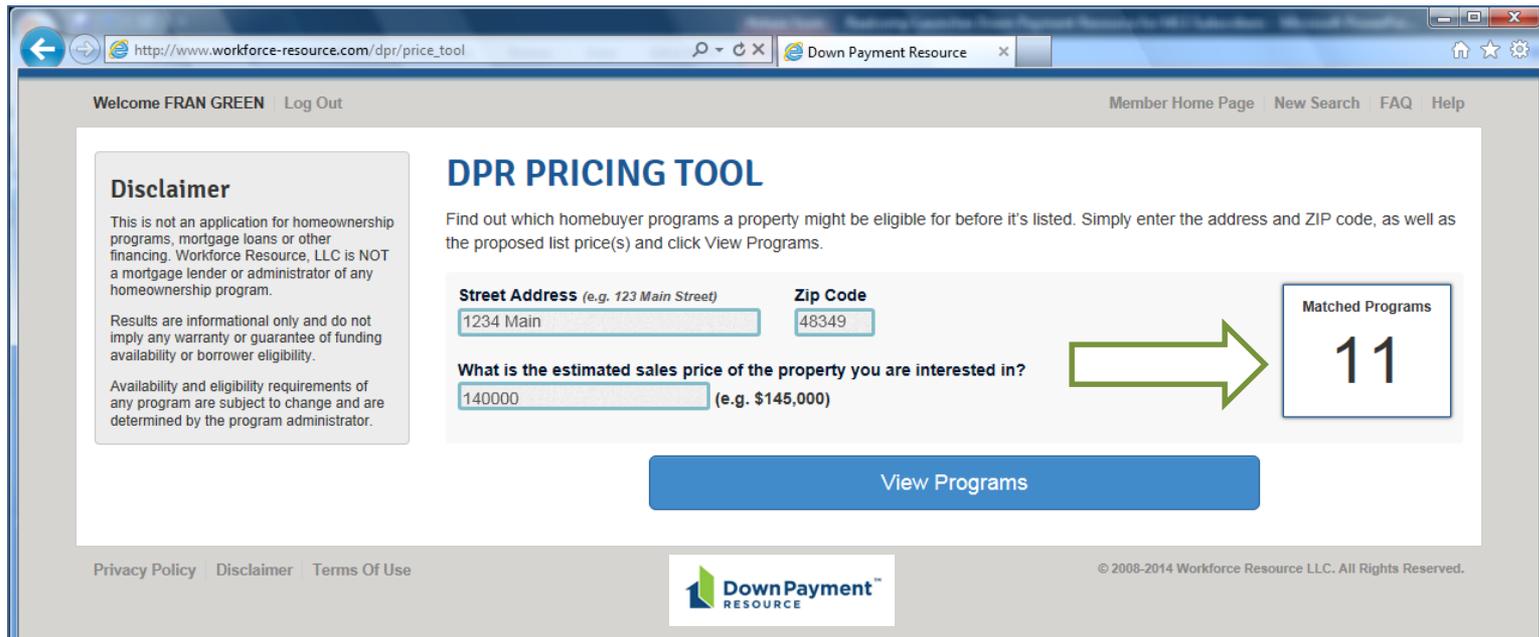
Marketing Resources



Down Payment Resource also offers a Pricing Tool.

DPR Pricing Tool

This helps you as the listing agent determine how to best price a property, considering its location and the number of programs for which the property will qualify at various price points.



The screenshot shows a web browser window with the URL http://www.workforce-resource.com/dpr/price_tool. The page title is "DPR PRICING TOOL". The interface includes a navigation bar with "Welcome FRAN GREEN | Log Out" and "Member Home Page | New Search | FAQ | Help". A "Disclaimer" box on the left states: "This is not an application for homeownership programs, mortgage loans or other financing. Workforce Resource, LLC is NOT a mortgage lender or administrator of any homeownership program. Results are informational only and do not imply any warranty or guarantee of funding availability or borrower eligibility. Availability and eligibility requirements of any program are subject to change and are determined by the program administrator." The main content area contains the following form fields and results:

- Street Address** (e.g. 123 Main Street):
- Zip Code**:
- What is the estimated sales price of the property you are interested in?**: (e.g. \$145,000)
- Matched Programs**: 11

A green arrow points from the form fields to the "Matched Programs" result box. A blue "View Programs" button is located below the form. The footer includes "Privacy Policy | Disclaimer | Terms Of Use", the "Down Payment RESOURCE" logo, and "© 2008-2014 Workforce Resource LLC. All Rights Reserved."

To learn more about Down Payment Resource (DPR) and how to get started with it...

- Take a [Down Payment Resource Tour](#) (accessible under “DPR Features”) - a series of short YouTube videos that will show you how Down Payment Resource works and how it can impact your business.
- Visit the [FAQ section of DPR](#) (accessible through the FAQ link in the upper right corner of the DPR dashboard).
- Call Realcomp with any questions you may. Also, sign up for any one of many classes the new DPR program is being covered in.

