



DOWN PAYMENT CONNECT IS YOUR
NEW REAL ESTATE SUPER POWER.

EVERY SUPERHERO NEEDS A SIDEKICK.

Match your buyers to down payment assistance programs in your market. It's a free lead generation tool provided by your MLS and powered by Down Payment Resource.

HERE'S HOW IT WORKS:



PROMOTE

Promote your page through your website, social media, digital advertising and more.



BUYERS SEARCH

Buyers search for programs, view basic results and complete the contact form to get more details.



GET LEADS

You get leads delivered to your inbox with details about all their results.

Your personalized link is waiting for you!

1. Log into your MLS
2. Click the Down Payment Resource link on your MLS homepage to access the product dashboard.
3. Your personalized link is at the top ready to share with homebuyers.



BY DOWN PAYMENT RESOURCE

Learn how to find your personalized link
and start generating leads today.

Watch now >>> bit.ly/DPRstart