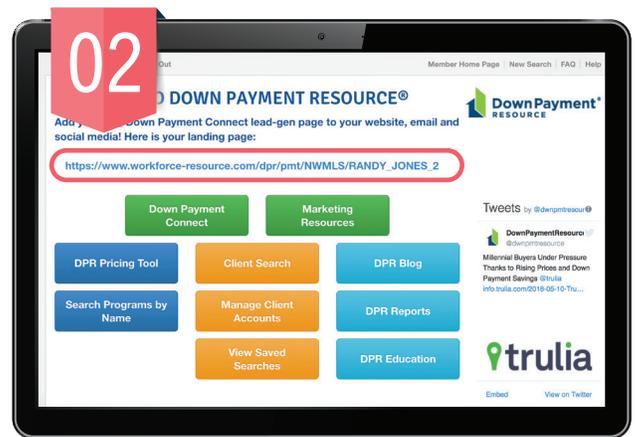


DOWN PAYMENT CONNECT

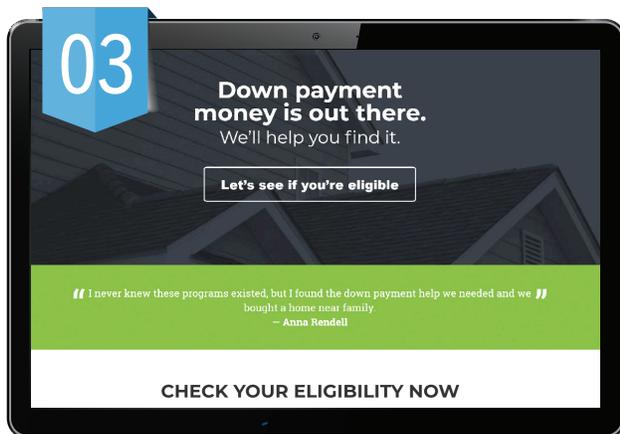
Down Payment Resource provides your own personal lead generation page (Down Payment Connect) that allows your prospective clients to search for homeownership programs. Once buyers complete the form and request details, an email is delivered to you with their contact information.



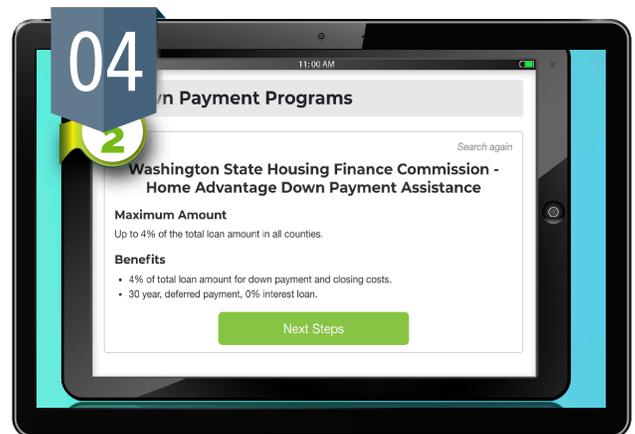
Click the **Down Payment Resource** link on your MLS homepage



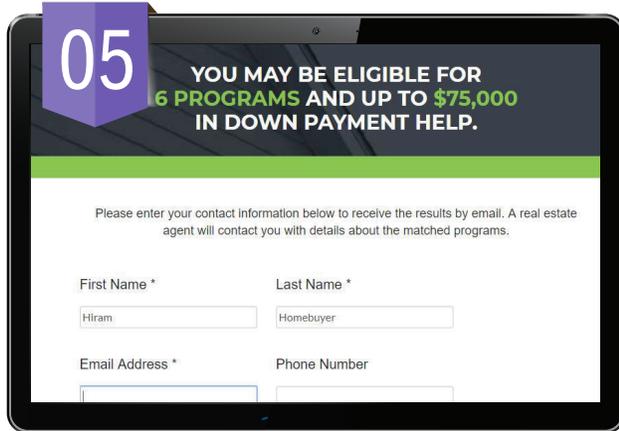
This will take you to your personal Down Payment Resource dashboard. Your dashboard includes a number of tools, including a link to your personalized "Down Payment Connect" page. Copy the link provided to share it via email, on social media, or on your website.



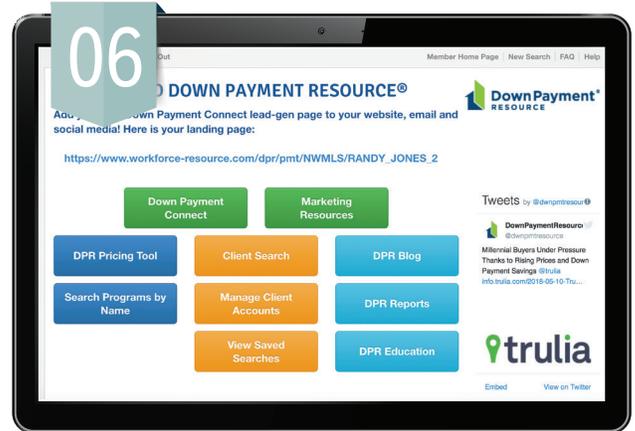
When someone clicks your link they will be directed to your personal lead generating landing page that allows them to access Down Payment Resource information.



Your client simply enters their information on the form provided to help determine eligibility for various down payment assistance programs.



Before they are able to access this information, they will be prompted to enter contact information. This contact information is then sent to you in a prospect email.



You can also access marketing resources to promote your Down Payment Connect page. Click the green **Marketing Resources** button on the dashboard.



The **Down Payment Connect Marketing Resources** page will open where you can select resources such as graphics, social media ready images and customizable flyers.