

MLS Customers - Broker Messaging

- Fill in the highlighted fields with your MLS system (i.e. Matrix) and share the below content with your broker members.
- You may also want to share [DPC Promo Kit](#) and [DPC Training Slides](#) with Brokers to use with their staff.

Sample Message:

As a core service to our members, we've integrated Down Payment Resource (DPR) into **MLS SYSTEM (i.e. Matrix)**, helping you quickly connect eligible buyers and listings to available homebuyer programs in your markets. It's available to you at no additional cost, as part of your MLS membership.

As a broker, DPR can enhance the value of your website and empower your staff with a tool that will increase sales and help match homebuyers with the down payment help they need.

The easy to use [DPR IDX Feature](#) can be a powerful lead generating tool for your website. Many leading IDX vendors supporting broker websites are already supporting DPR's IDX feature, so you can utilize them for setup assistance as well.

You and your staff also have access to DPR's lead generation tool, [Down Payment Connect \(DPC\)](#) at no additional cost, as part of your MLS membership. Your personalized DPC landing page allows homebuyers to search for down payment help in your market, and the leads come directly to you! This is a great way to help new agents get started, generate leads, and deliver an important message of hope about down payment assistance to their new partners and prospects as they endeavor to grow their business!

Download the [DPR Product Guide](#) for more details and links to all the products and resources available.

If you need additional assistance, DPR will be happy to reach out to your IDX vendor, and train your office and staff on best practices and how to maximize DPR. Please do not hesitate to contact them directly at info@downpaymentresource.com.