Marketing our Products: Customizable Fliers
IT’S EASIER THAN EVER TO MARKET YOUR PROVISION OF OUR NC HOME ADVANTAGE MORTGAGE PRODUCTS WITH CUSTOMIZABLE FLYERS

• All fliers are available in downloadable formats so they can easily be printed out for your clients.

• Most fliers are available in three versions: print, customizable with one business card and customizable with two for those of you cobranding.
LET’S GET STARTED!
FIND THE FLIER YOU WANT UNDER “RESOURCES FOR CLIENTS” ON THE WEBSITE

- **Think Buying a Home is Out of Reach?** (Printed English flier)
- **Think Buying a Home is Out of Reach?** (Customizable English flier, one business card)
- **Think Buying a Home is Out of Reach?** (Customizable English flier, two business cards)
- **Piensa que comprar una casa está fuera de sus posibilidades? Tome ventajal** (Printed Spanish flier)

- **Buying Your First Home? Get an $8,000 Boost** (Printed English flier)
- **Buying Your First Home? Get an $8,000 Boost** (Customizable English flier, one business card)
- **Buying Your First Home? Get an $8,000 Boost** (Customizable English flier, two business cards)

- **Buying Your First Home? Save Up to $2,000 in Taxes Annually** (Printed English flier)
- **Buying Your First Home? Save Up to $2,000 in Taxes Annually** (Customizable English flier, one business card)
- **Buying Your First Home? Save Up to $2,000 in Taxes Annually** (Customizable English flier, two business cards)

- **¿Está por comprar su primera vivienda? Ahórrese hasta $2,000 dólares al año en su declaración de impuestos** (Printed Spanish flier)
DEPENDING ON YOUR BROWSER, THE FLIER WILL OPEN DIRECTLY IN ADOBE ACROBAT OR IN A NEW BROWSER WINDOW.
IF THE FLIER OPENS INTO ADOBE ACROBAT, SAVE IT ON YOUR SYSTEM
IF THE FLIER OPENS INTO A NEW BROWSER WINDOW, CLICK ON THE DOWNLOAD BUTTON (ARROW POINTING DOWN) TO SAVE IT TO YOUR SYSTEM
ONCE THE FILE IS SAVED, OPEN THE PDF WITH ADOBE ACROBAT
The NC Home Advantage Tax Credit could save you up to $2,000 a year on your federal taxes with a Mortgage Credit Certificate (MCC). You must be approved for the MCC by our Agency prior to purchasing the home. This can be combined with an NC Home Advantage Mortgage™ but not with the NC 1st Home Advantage Down Payment.

Offered statewide by participating public agency, home buying partner at zacka.com/home-buyers.
A SELECT ICON TOOL WILL OPEN UP
SELECT BROWSE AND THEN CHOOSE THE FILE FORMAT
YOUR BUSINESS CARD IS IN
(FILES THAT ARE ACCEPTABLE: .JPG; .TIF; .PNG; .PDF)

Note that the box automatically shows “Acrobat PDF Files (*.pdf)”; click on the arrow to the right to see all the other file formats and to choose the one your card is in.
SELECT THE IMAGE AND CLICK ON OPEN
You may be eligible for $8,000 in down payment assistance with the NC 1st Home Advantage Down Payment. Similar to the other down payment assistance options available with the NC Home Advantage Mortgage™, this down payment help is a 0%, deferred second mortgage, which is forgiven 20% per year at the end of years 11-15.

How to Apply

The NC Home Advantage suite of products is offered statewide by the NC Housing Finance Agency, a self-supporting public agency, through participating lenders. Contact the home buying partner at right for more information or go to www.nchfa.com/home-buyers.

The NC Home Advantage Tax Credit could save you up to $2,000 a year on your federal taxes with a Mortgage Credit Certificate (MCC). You must be approved for the MCC by our Agency prior to purchasing the home. This can be combined with an NC Home Advantage Mortgage™ but not with the NC 1st Home Advantage Down Payment.

nchfa.com 1-800-393-0988

No tax dollars were used for this publication.
SAVE THE FILE TO SAVE YOUR CHANGES
FINAL STEP? GET THOSE FLIERS INTO THE HANDS OF YOUR CLIENTS!
WE OFFER MORE MARKETING SUPPORT IN “RESOURCES FOR CLIENTS”

Remember to consult Marketing Policies and Guidelines for NC Housing Finance Agency’s Home Buyer Programs when developing your own marketing campaigns that mention our products.
ANY QUESTIONS?

CONTACT PRESSOFFICE@NCHFA.COM