



Marketing our Products: Customizable Fliers



NC Home Advantage
MORTGAGE™



NC ^{1st} Home Advantage
DOWN PAYMENT



NC Home Advantage
TAX CREDIT



IT'S EASIER THAN EVER TO MARKET YOUR PROVISION OF OUR NC HOME ADVANTAGE MORTGAGE PRODUCTS WITH CUSTOMIZABLE FLIERS

- 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!

NORTH CAROLINA

**HOUSING
FINANCE
AGENCY**

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 esta fuera de sus posibilidades? Tome ventaja!](#) (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)

**Click on the link
for the flier you
want to customize!**

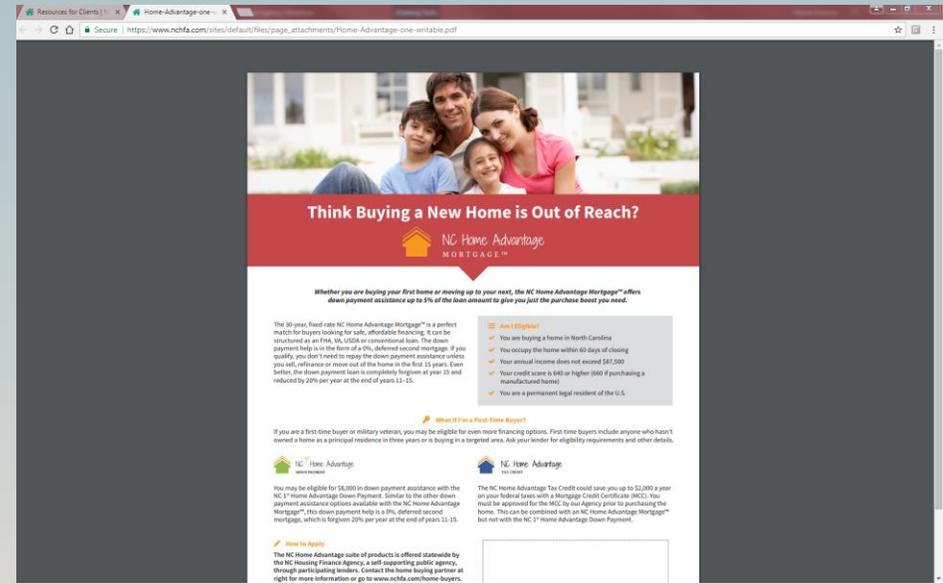
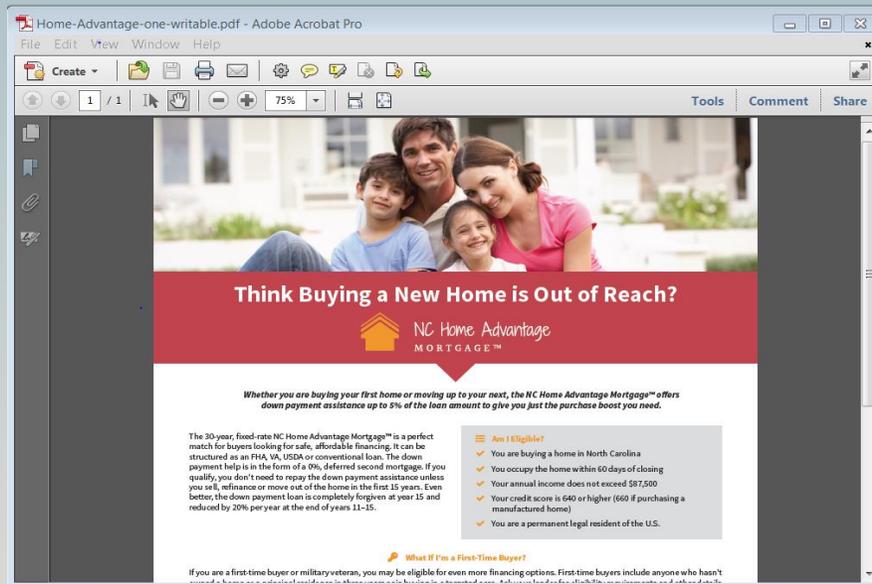
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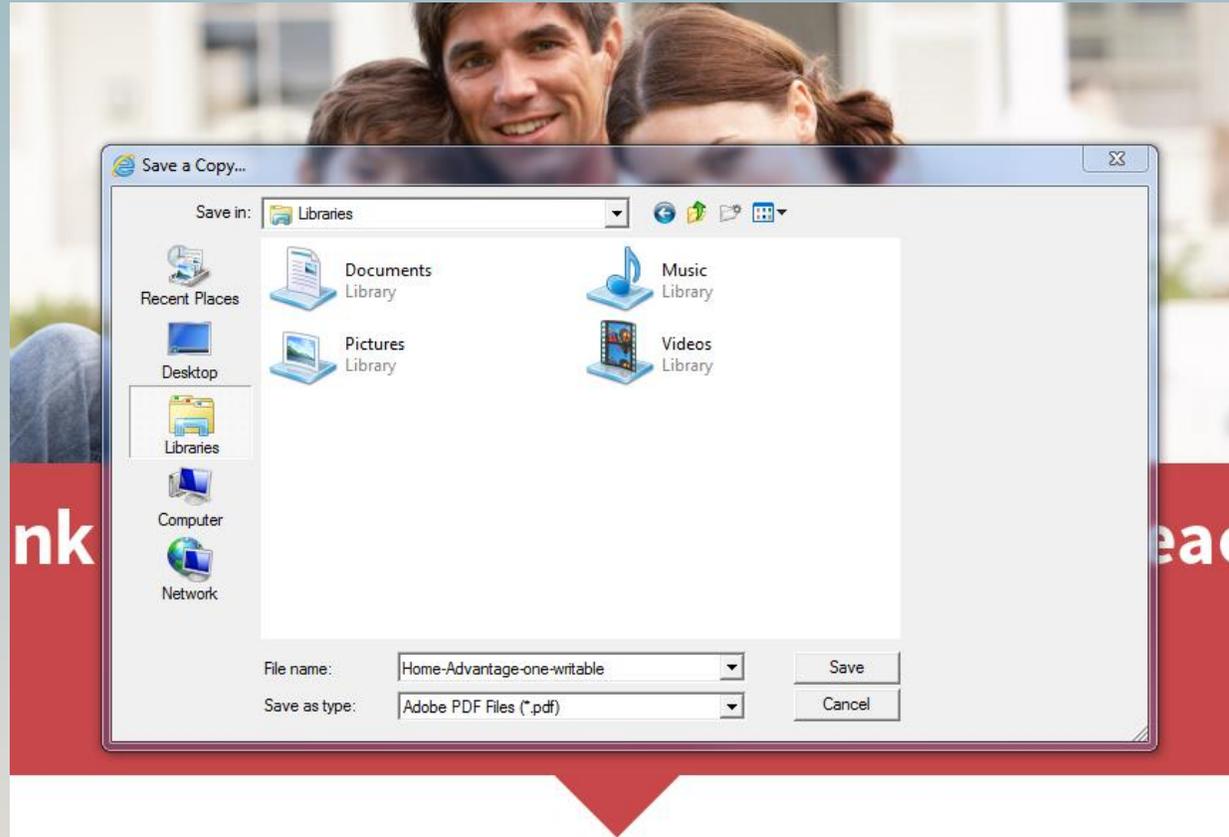
DEPENDING ON YOUR BROWSER, THE FLIER WILL OPEN DIRECTLY IN ADOBE ACROBAT OR IN A NEW BROWSER WINDOW

DIRECTLY TO ADOBE

NEW BROWSER



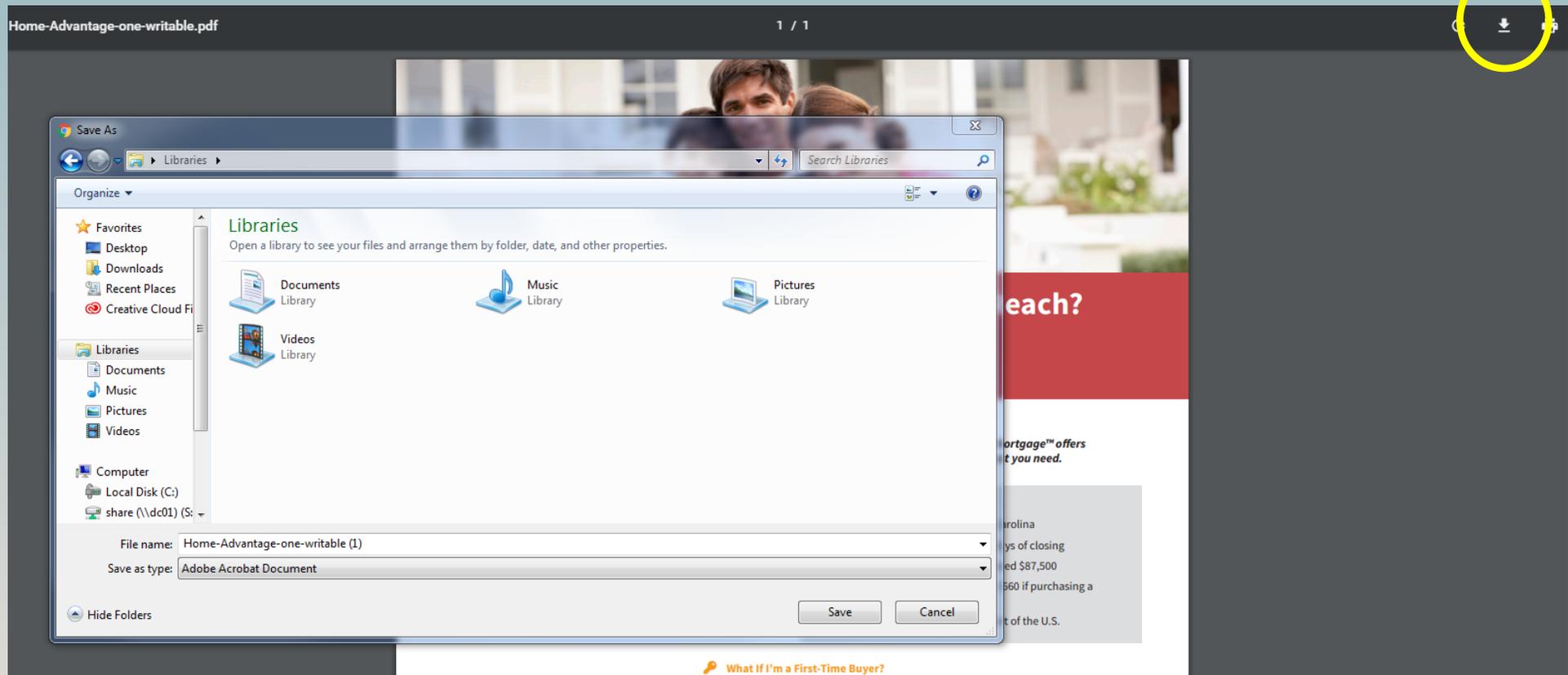
IF THE FLIER OPENS INTO ADOBE ACROBAT, SAVE IT ON YOUR SYSTEM



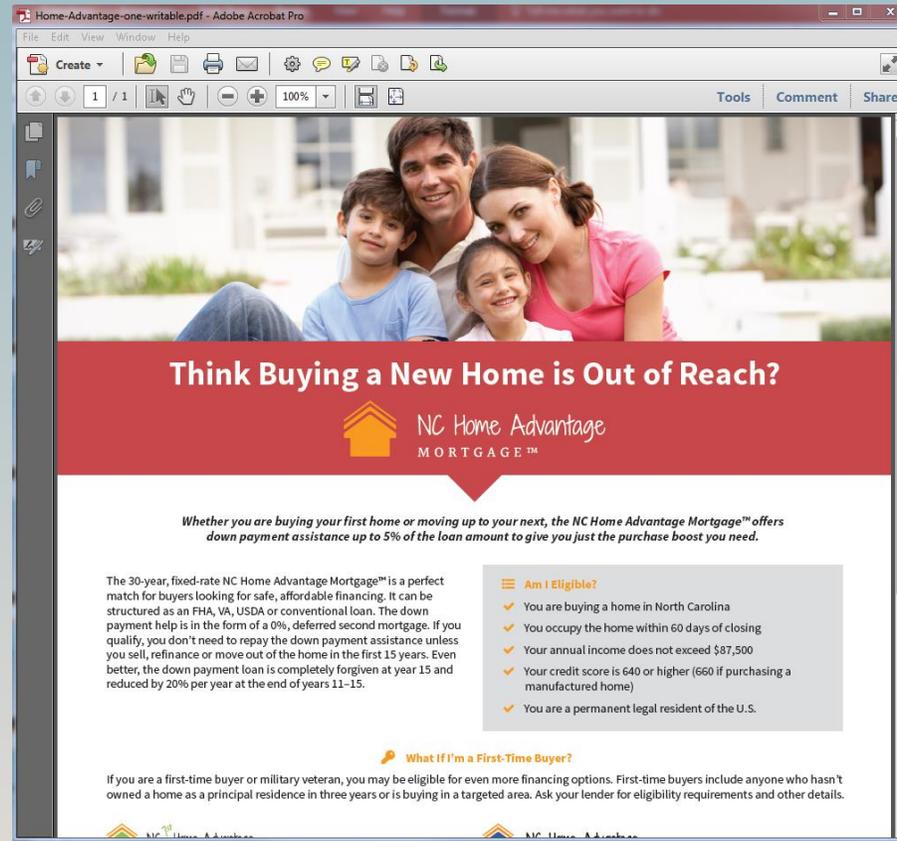
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IF THE FLIER OPENS INTO A NEW BROWSER WINDOW,
CLICK ON THE DOWNLOAD BUTTON (ARROW
POINTING DOWN) TO SAVE IT TO YOUR SYSTEM



ONCE THE FILE IS SAVED, OPEN THE PDF WITH ADOBE ACROBAT



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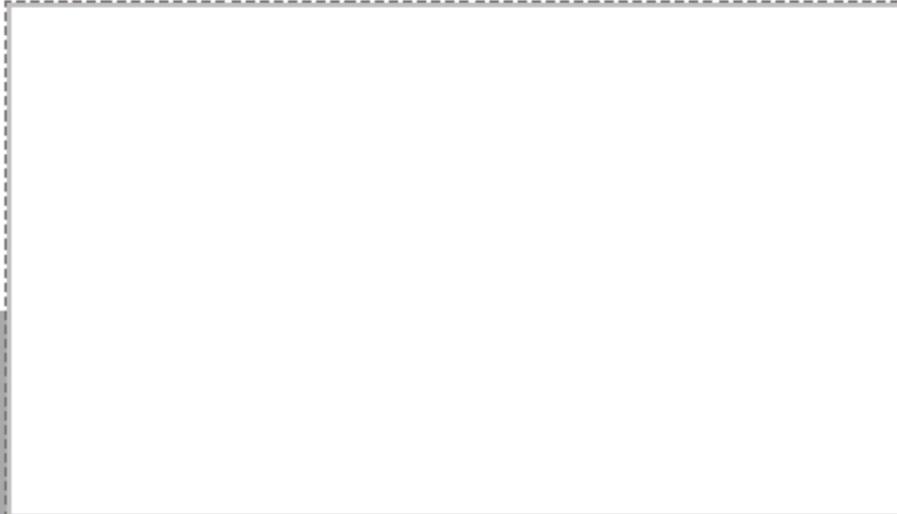
CLICK IN THE WHITE BOX ON THE BOTTOM OF THE PAGE

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NC Home Advantage
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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.

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a.com/home-buyers.

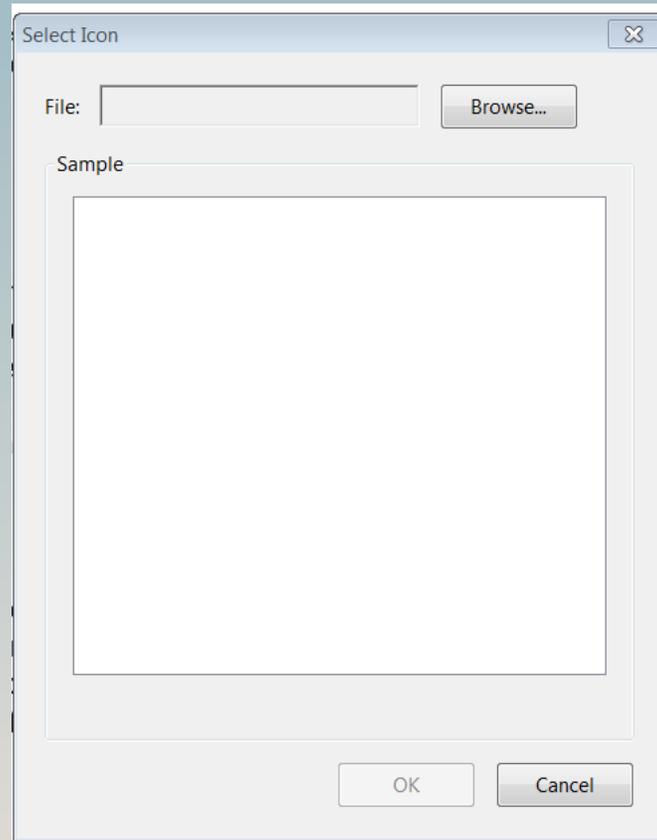
0988
his publication.



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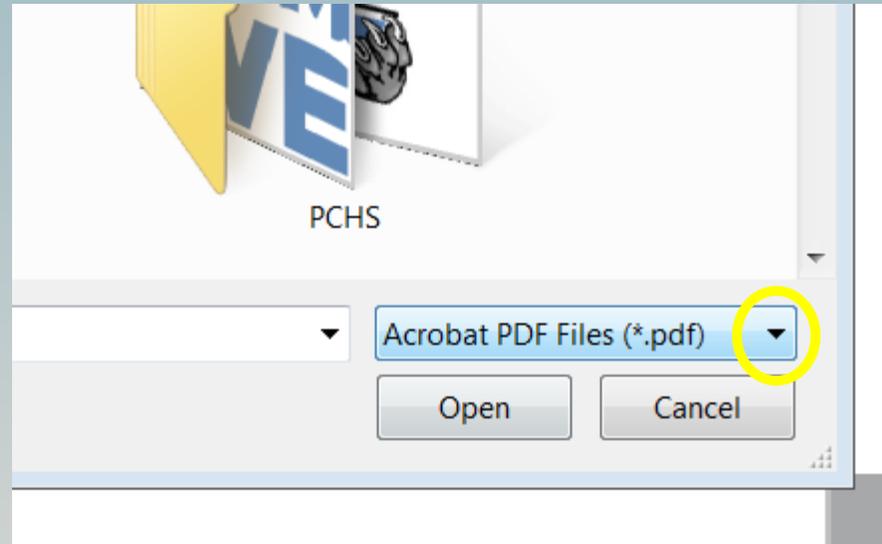
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A SELECT ICON TOOL WILL OPEN UP



SELECT BROWSE AND THEN CHOOSE THE FILE FORMAT YOUR BUSINESS CARD IS IN

(FILES THAT ARE ACCEPTABLE: .JPG; .TIF; .PNG; .PDF)

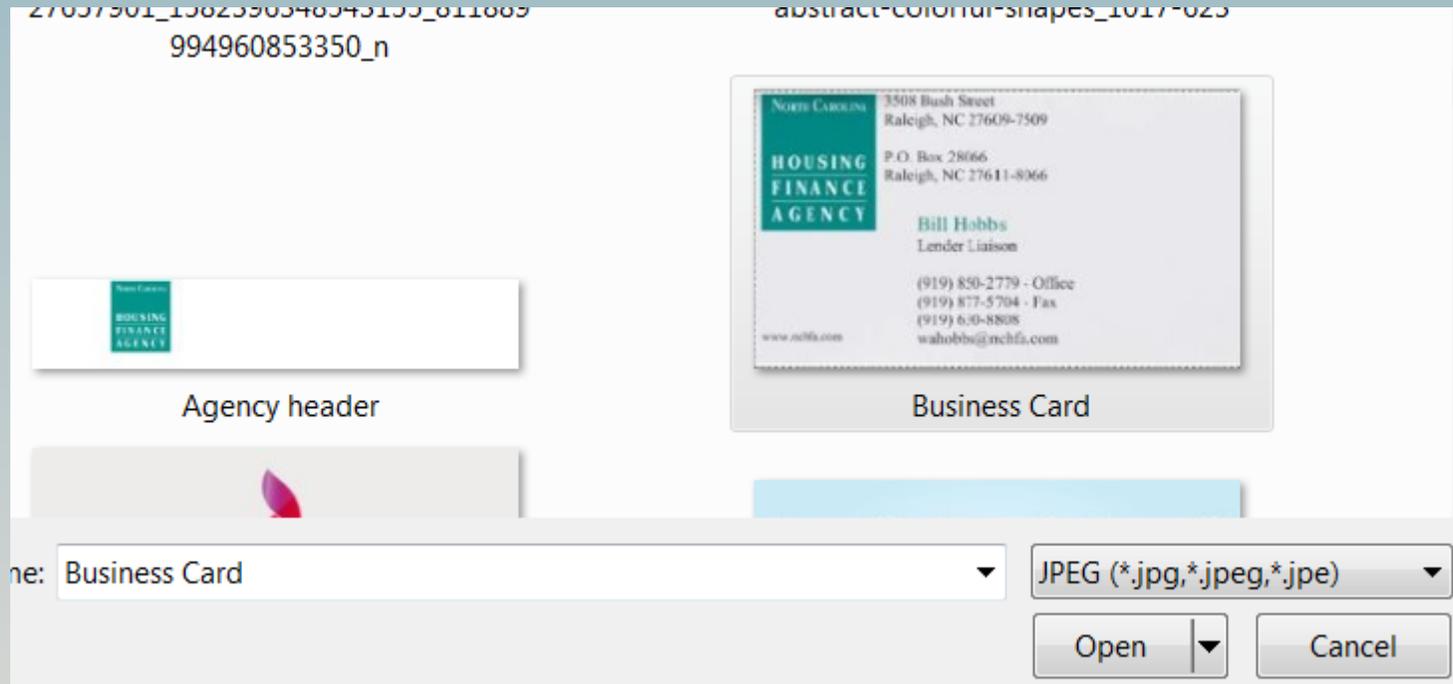


Note that the box automatically shows “Acrobat PDF Files (.pdf)”;* click on the arrow to the right to see all the other file formats and to choose the one your card is in.

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SELECT THE IMAGE AND CLICK ON OPEN



YOUR IMAGE WILL POP INTO THE BOX



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 your local office 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.

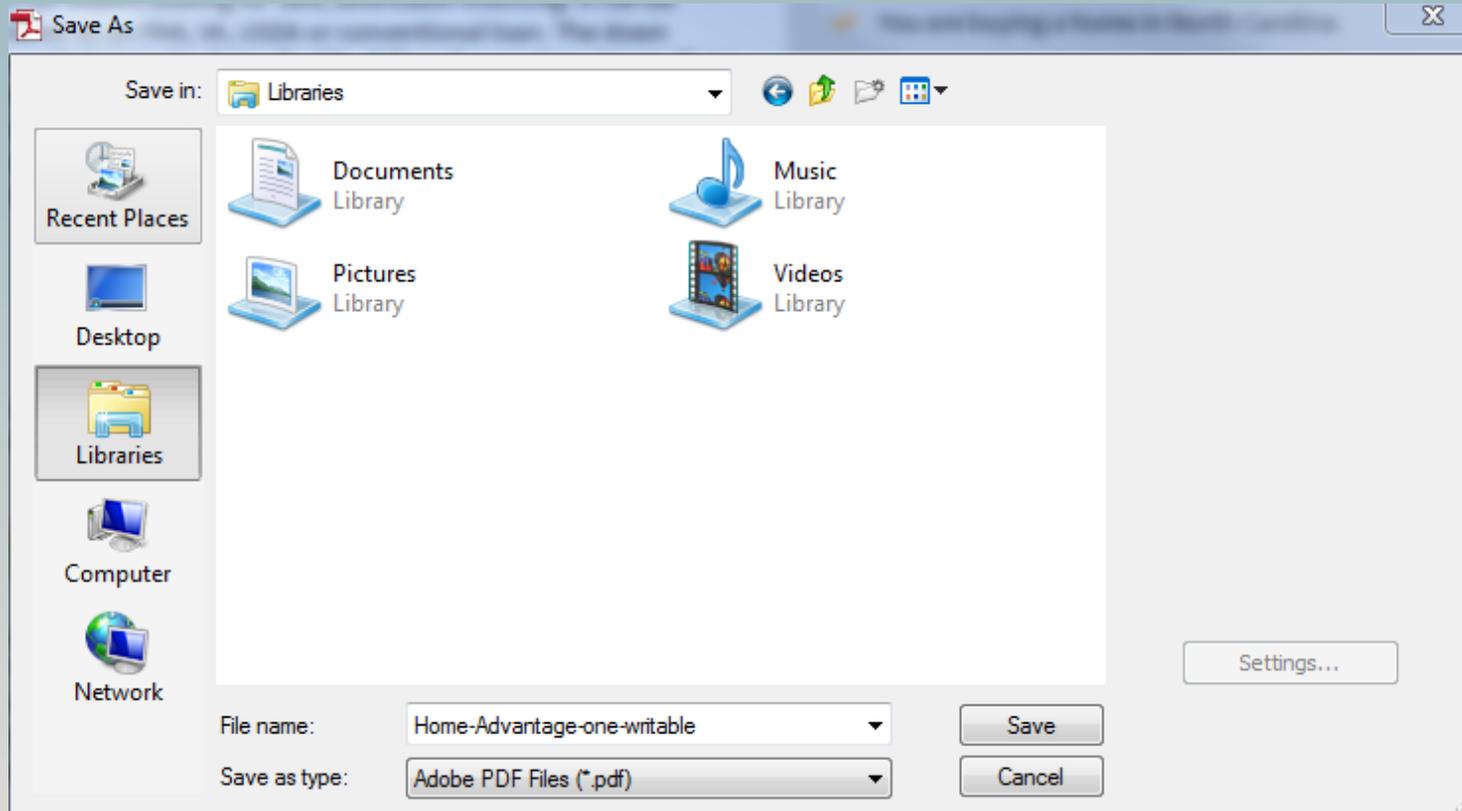
A business card with a teal header and footer. The header contains the North Carolina Housing Finance Agency logo and address: "3508 Bush Street, Raleigh, NC 27609-7509". The body contains contact information: "P.O. Box 28066, Raleigh, NC 27611-8066", "Bill Hobbs, Lender Liaison", and phone/fax numbers: "(919) 850-2779 - Office, (919) 877-5704 - Fax, (919) 630-8808". The footer contains the website "www.nchfa.com" and email "wahobbs@nchfa.com".

NORTH CAROLINA HOUSING FINANCE AGENCY
3508 Bush Street
Raleigh, NC 27609-7509
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Raleigh, NC 27611-8066
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SAVE THE FILE TO SAVE YOUR CHANGES



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FINAL STEP? GET THOSE FLIERS INTO THE HANDS OF YOUR CLIENTS!



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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.

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ANY QUESTIONS?

CONTACT PRESSOFFICE@NCHFA.COM

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