

## **NEBRASKA INVESTMENT FINANCE AUTHORITY (NIFA) HOMEOWNERSHIP PRODUCTS MARKETING POLICIES AND GUIDELINES**

NIFA appreciates the work that participating Lenders/Real Estate Agents do in offering NIFA mortgage products to eligible homebuyers. To ensure standardized marketing of NIFA products, please adhere to the following policies when using printed materials and advertisements, digital advertising, and traditional and social media outlets to market NIFA products to your clients.

### **General Marketing Policies**

- All marketing material must clearly state that products are offered by NIFA. Language shall not imply that the product is offered only by the partner, but must clearly state that the partner works with NIFA in offering the product.
- The NIFA logo shall not be used on any websites or marketing materials other than those administered by NIFA. If you promote that you offer home buying products from NIFA on your website, please link to <https://www.nifa.org/homebuyer>.
- Media interviews may mention that the partner offers NIFA products, but questions about the products themselves should be directed back to NIFA. Partners are not authorized to speak on NIFA's behalf, unless approved in advance by NIFA. Please notify NIFA of any media interviews mentioning NIFA products by emailing [homeownership@nifa.org](mailto:homeownership@nifa.org).
- NIFA down payment loans are not grants and partners shall not refer to them as grants in marketing materials.

### **Printed Materials**

- NIFA offers printed materials for partners to use when marketing NIFA products to clients. Downloadable flyers on NIFA programs are available at the "Training and Marketing Tools" drop down of the Lender and Real Estate Agent sections at [www.nifa.org](http://www.nifa.org). Flyers may be customized, including options for co-branding. To customize: 1) download the flyer and save it under a new name on your system, then 2) drop in your business card(s) in the allotted space(s) and print for distribution.
- Companies and individuals should not develop flyers solely to promote NIFA products, but should instead use the above customizable flyers to ensure information is accurate and consistent for consumers. Companies and individuals, may however, mention NIFA programs as part of their overall mortgage portfolio. Company-created flyers (including advertisements) mentioning NIFA programs should be reviewed by NIFA prior to distribution. For approval, please send samples to [homeownership@nifa.org](mailto:homeownership@nifa.org).

### **Social Media Guidelines**

- We encourage you to follow NIFA on our social media streams and share our homebuyer postings. Please ensure that any graphics created to accompany your social media posts do not imply that NIFA products are solely offered or owned by a partner.

Thank you for your continued support in promoting NIFA's homeownership products! Please direct Marketing questions to [homeownership@nifa.org](mailto:homeownership@nifa.org).



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