



Program Update

TO: Participating Lenders
FROM: NIFA Homeownership Team
DATE: January 7, 2019
SUBJECT: Program Update #19-02, Communication Plan

The NIFA Homeownership Team would like to wish everyone a Happy New Year! A special thanks to all of our partners for helping over 2,300 households with the purchase of a home in 2018. This marks the best year of loan production for our program since 2015!

We have a robust action plan for the 2019 home buying season. The plan is divided into four categories: 1) Communication, 2) Education, 3) Operations, and 4) Programs. Our goal is to implement the plan in phases, so you can expect many exciting announcements throughout the first quarter of the year.

Email Platform

NIFA has selected a new email platform called AWeber to distribute program updates. We plan to do extensive testing of the platform during January. This means you will receive emails from Microsoft Outlook and AWeber during the testing period. *The goal is to stop using Microsoft Outlook and go live with AWeber no later than February 1, 2019.*

Our team will convert all existing emails over to AWeber. The emails will come from homeownership@nifa.org instead of an individual team member address. The system will send a one-time verification email that does not require any action.

Please note that users in Lender Online are not automatically included on the email list. We have created a sign-up link on our website at www.nifa.org for new subscribers. The link is located on the Lender home page.

Interest Rates & File Review Times

The NIFA team currently reviews our program rates on a weekly basis. This typically happens on Tuesday afternoon. Our practice has been to provide rate change notices in advance so lenders can process loan reservations prior to the change. We may need to adjust this practice in the future. Any changes will be communicated well in advance.

We will continue to share program rates on Monday or Tuesday every week. The subject line of the email will indicate if interest rates have changed from the previous week. Also, an update on file review turn times will be provided.

Homeownership Highlights

The team is working on a new and improved Homeownership Highlights format to share on a monthly basis. We expect to release the new version in February. It is a work in progress, so any ideas you have are welcome!

If you have any questions, please let us know. Thanks for your support!