



IOWA FINANCE  
AUTHORITY

July 7, 2023

## Iowa Finance Authority Ambassador and Preferred Lender and Realtor® Application Deadline Extended to Aug. 1

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In order to ensure all Iowa Finance Authority partners have adequate time to submit an Ambassador or Preferred Partner application, the deadline has been extended to **Aug. 1, 2023**.

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NEW AND RETURNING Lenders and Realtors® interested in becoming an IFA Ambassador or Preferred Partner for 2024 must submit their application using the link below no later than **Aug 1**.

### IOWA FINANCE AUTHORITY HOMEOWNERSHIP AMBASSADOR AND PREFERRED DESIGNATIONS

#### Iowa Finance Authority Lender and Realtor® Ambassador

**Benefits:**

- IFA Ambassador designation icon that can be shared on social media and other platforms
- Priority listing on IFA's website, after Preferred and Top Partners

**Requirements:**

Open to all Participating Lenders and Iowa Realtors® that meet the following requirements:

- Attendance at annual Half-Day Training at HousingIowa Conference
- Attendance at virtual quarterly trainings going forward from September 2023-August 2024
- Loan Officer or Realtor® must have a minimum of three current and consecutive years of experience originating IFA loans (*Please note: current is defined as actively originating FirstHome and/or Homes for Iowans within the last six months*)
- Must uphold standard of excellence, as determined by IFA, in customer service, pre and post loan package delivery, program compliance and competency and partnerships

#### Iowa Finance Authority Preferred Lender and Realtor®

**Benefits:**

- Preferred designation icon that can be shared on social media and other platforms
- Top Priority listing on IFA's website
- Exclusive marketing benefits, including social media spotlights and more

**Requirements:**

To apply to become a Preferred Lender or Realtor® the following requirements must be met, in addition to those listed above:

- Preferred Lenders: Submission of at least five reviews of homebuyers assisted with an IFA mortgage (year to date 2023).
- Preferred Realtors®: Submission of at least one review of a homebuyer assisted with an IFA mortgage (year to date 2023).
  - Reviews may be written from the borrower, email from borrower is acceptable or on your own company review form.
  - At least one review submitted must include a photo or video, although photos and videos with more than one are encouraged. Creativity in capturing the authentic homebuying experience is also encouraged! Because we ask Preferred Lenders each for testimonials, a completed [IFA consent form](#) for each testimonial granting IFA permission to share is necessary. Please send completed consent forms to IFA via [email](#).
- Preferred Lenders and Realtors®: Submission of at least four marketing efforts that promoted IFA programs (year to date 2023). This may include social media features, podcasts, workshops or other promotional efforts.

Please save the date for the **2024 AMBASSADOR AND PREFERRED LENDER AND REALTOR® TRAINING** that will take place in conjunction with the [HousingIowa Conference](#) in Cedar Rapids on **Thurs., Sept. 7**. As a reminder, this session serves as the mandatory Preferred Lender and Realtor® training for both new and returning Preferred Partners.

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## APPLICATION

Please contact [Homeownership Team](#) with any questions.

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