

## IOWA HOMEOWNERSHIP INCUBATOR PITCH COMPETITION

*Advancing financial literacy and homeownership opportunities for Iowans.*

Homeownership benefits Iowans, communities and businesses alike. This is why the Iowa Finance Authority (IFA) and the Iowa Association of REALTORS<sup>®</sup> (IAR) are hosting the third annual Iowa Homeownership Incubator Competition.

The Iowa Homeownership Incubator serves as a challenge to Iowa lending institutions and real estate professionals to think innovatively about the future of homeownership and advancing financial literacy around homeownership among all Iowans.

The Iowa Homeownership Incubator requires partnerships amongst a lending institution and/or real estate company and community organization or business and the winning pitch will be awarded \$20,000 to educate Iowans about financial literacy as it relates to homeownership and assistance programs available to them (emphasis on IFA programs for low to moderate income Iowans) with a focus on innovation!

### Application Timeline

- Application Deadline: Aug. 2 at 5:00 p.m. CT.
- Finalists will be determined by IFA and IAR and will be invited to make their pitch to a panel of industry judges at the HousingIowa Conference in Des Moines on Sept. 4.

### Guidelines

- Proposals must be led and submitted by a lending institution and/or real estate brokerage.
- Proposals must include community and business partnerships.
- Proposal content and format is at the discretion of entrants and should be centered on innovation.
- Proposals must include promotion of IFA programs for low to moderate homebuyers.
- Proposals must be emailed to [ifafyi@iowafinance.com](mailto:ifafyi@iowafinance.com).
- Deadline for proposal submission: Aug. 2, 2024 at 5:00 p.m. CT.
- Finalists will pitch their proposals at the HousingIowa Conference to determine the winner.
- Entrants are not guaranteed an opportunity to pitch or funding and must sign an acknowledgement form prior to submission of proposal.
- Previous first place winners are not eligible.

### Questions?

[ifafyi@iowafinance.com](mailto:ifafyi@iowafinance.com)