

NC Housing Finance Agency Home Buyer Programs

Marketing Guidelines

The NC Housing Finance Agency appreciates the work of our partners to offer our mortgage products to eligible home buyers. Please adhere to the following policies when marketing our products to your clients via printed materials, advertisements, videos, commercials, digital advertising and traditional and social media.

Promoting the NC Home Advantage Brand

All of our mortgage products are branded under the NC Home Advantage umbrella. Names for products were chosen to keep a consistent brand. They should be used at all times when you discuss our products. Our current suite of products includes:

NC Home Advantage Mortgage Products		
 NC Home Advantage MORTGAGE™	The NC Home Advantage Mortgage™	Provides move-up and first-time buyers with up to 3% down payment assistance.
 NC 1 st Home Advantage DOWN PAYMENT	The NC 1 st Home Advantage Down Payment	Offers \$15,000 in down payment help to first-time buyers and military veterans with eligible incomes depending on family size and county.

General Marketing Policies

- All marketing materials and advertisements must prominently state that products are offered by the NC Housing Finance Agency.
- Language used in marketing materials cannot imply that the product is offered only by the partner or that the partnership is exclusive. Instead, language must clarify that the partner works with the NC Housing Finance Agency to offer the product.
- The NC Housing Finance Agency logo or the NC Home Advantage product logos cannot be used on any websites or marketing materials other than those administered by the Agency. If you promote that you offer home buying products from the Agency on your website, link to www.nchfa.com/home-buyers.
- Media interviews can mention that the partner offers Agency products but questions about the products should be directed to the Agency. Partners cannot speak on the Agency's behalf. Notify the Agency of any media interviews mentioning its products via email at pressoffice@nchfa.com.
- Embargoed information about Agency products cannot be discussed with the media, on social media or in any other public fashion until the embargo date has passed.
- While down payment loans are forgivable, they are not grants. Any language stating or implying that loans are grants is false.
- The Agency should be referred to in all instances as the NC Housing Finance Agency. The acronym NCHFA should not be used.
- There should always be a trademark following NC Home Advantage Mortgage™ and the 1st in NC 1st Home Advantage Down Payment should always be superscript.

Printed Materials

The Agency offers printed materials for partners to use with clients. Downloadable English and Spanish fliers on our programs are available in the “Marketing Resources for Partners” areas in the Home Ownership Partners sections at www.nchfa.com. Most fliers also come in customizable versions, including versions for cobranding. To customize, you must first download the flier and save it under a new name on your system. Then you can drop in your business card(s) in the allotted space(s) and print for distribution.

- We also offer printed English and Spanish fliers for use at home buyer fairs and trade shows. If you need printed materials, please email gemoore@nchfa.com.
- Companies should use our customizable fliers when solely promoting the Agency’s products to ensure that our brand is consistent for consumers and to reassure consumers of their company’s credibility in using our products. Companies and individuals can mention our programs as part of the overall mortgage work that they do. Company created materials mentioning our programs must be reviewed by the Agency prior to distribution. For approval, send samples to mflewis@nchfa.com.

Social Media Guidelines

- Any graphics created to accompany your social media posts can’t imply that our products are solely offered or owned by a partner company or individual.
- The Agency’s name must be prominent in any graphics created to accompany your social media posts.
- A trademark must be used when referring to the NC Home Advantage Mortgage™.
- The 1st in NC 1st Home Advantage Down Payment must be superscript.
- We encourage you to follow the Agency’s social media streams and share our home buyer postings. If you tag the Agency in your posts, we will be sure to like and re-post them to help you gain exposure.



X, formerly Twitter (Follow us at [@nchousingbuilds](https://twitter.com/nchousingbuilds))



Facebook (Like us at [@NCHousingFinanceAgency](https://www.facebook.com/NCHousingFinanceAgency))



LinkedIn (Connect with us at <https://www.linkedin.com/company/nchfa/>)



Instagram (Follow us at [@nchousingbuilds](https://www.instagram.com/nchousingbuilds))



Pinterest (Follow us at www.pinterest.com/nchousing6509)



YouTube (Follow us at <https://www.youtube.com/c/NorthCarolinaHousingFinanceAgency>)