

## Minnesota Housing Loan Programs eNews

HOME IMPROVEMENT



**May 22, 2013**

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### **Advertising Funds Available for Fix Up Promotions - Apply by Thursday, June 13, 2013**

Here's an opportunity to attract new Fix Up applicants for spring and summer home improvement projects. **Minnesota Housing will reimburse half of your advertising dollars, up to \$2,500.** For example, spend \$5,000 and receive a reimbursement from Minnesota Housing of \$2,500; spend \$2,000 and receive a reimbursement of \$1,000. Top Producing Lenders are eligible to receive a bonus grant of \$2,500 for advertising reimbursements in addition to their advertising match. *See below for more information on the newly introduced Top Producing Lender program.*

Funding commitments for advertising are available on a pipeline basis until all funds are depleted or **June 13, 2013**, whichever comes first. To act on this offer:

1. Submit the Spring/ Summer Co-op Advertising [Application](#) to Minnesota Housing for approval, prior to spending funds.
2. Upon receiving a funding commitment and reimbursement form from Minnesota Housing, place your advertising order with your local media and obtain your paid invoice(s).
3. Submit your paid invoice(s) and [reimbursement form](#) to Minnesota Housing by Friday, **June 28, 2013**.

**Eligible activities:** To keep it quick and simple, we're offering these funds *only* for templates and scripts that have been pre-approved by Minnesota Housing. You can use these prescribed offerings to leverage other activities not funded by Minnesota Housing.

- [Print Advertisement Version 1](#)
- [Print Advertisement Version 2](#)
- [Print Advertisement - Customized Lender Photo Ad](#)
- [Radio Advertising Script](#)

**Customization:** For print ads, use your print media vendor to customize the templates with your organization's name, logo, and branch office listings and staff photos if desired. Similar individual contact information can be included on radio ads. Taglines for local projects, such as natural gas conversion and Community Fix Up initiatives, can also be included in print and radio advertising.

### **Top Producing Lender Program**

Minnesota Housing is pleased to announce the introduction of the Top Producing Lender program in conjunction with this ad campaign. Details of the program can be found [here](#). Fix Up lenders can attain one of three levels of achievement, Platinum, Gold, and Silver, which is based on the percentage of regional loan production by each lender in any given calendar year. Lenders will receive a congratulatory email and a certificate as well as a special designation our website on our [“Find a lender”](#) page.

In addition, Top Producing Lenders are eligible for a bonus grant of \$2,500 for advertising reimbursements in addition to their advertising match. No matching funds required for the bonus offer - but the lender must participate in the full matching funds offer before requesting the bonus funds. A place has been provided on the Spring/Summer Co-op Advertising [Application](#) to indicate plans to utilize the bonus funds.

Newer lending partners without sufficient time to have achieved leadership in regional production, or lending partners that haven't been actively originating Fix Up loans, can use the current shared advertising offer to be eligible for future recognition.

### **Kathy Aanerud is Retiring**

Kathy Aanerud is retiring from Minnesota Housing in the middle of June. Please join us in congratulating Kathy on her many years of service to the State of Minnesota, Minnesota Housing, and the lending partners and borrowers assisted with Minnesota Housing's home improvement products. We wish Kathy a fulfilling retirement!

After her retirement on June 14, please use the contacts below.

### **Job posting for Housing Programs Manager**

With Kathy's retirement announcement, applications are being accepted for the position of [Housing Programs Manager](#) in the Single Family division. Typical job duties include providing day to day oversight and coordination to ensure continual availability of affordable property improvement financing throughout the State, and executing lender outreach and training. This posting will close May 27, 2013.

### **For a refresher on Fix Up program updates:**

- Refer to our [New Features & Program Summary](#)
- Register for our [next Fix Up lender training webinar](#) on June 6, or utilize the recorded version on our website.

### **For updated Fix Up brochures:**

Click on our [order form](#) to have a supply of the new tri-fold brochures mailed directly to you.

### **Questions?**

- Robert Russell, 651-296-9804, [robert.russell@state.mn.us](mailto:robert.russell@state.mn.us)
- Cal Greening, 651-296-8843, [cal.greening@state.mn.us](mailto:cal.greening@state.mn.us)
- Kathy Aanerud, 651-297-3121, [kathy.aanerud@state.mn.us](mailto:kathy.aanerud@state.mn.us) (through June 14)

