



**REQUEST FOR LETTERS OF INTEREST
TO PROVIDE MARKETING SERVICES FOR
NEW HAMPSHIRE HOUSING'S HOMEOWNERSHIP DIVISION**

New Hampshire Housing Finance Authority (New Hampshire Housing or NHHFA) is looking for a company to provide marketing services and creative design that will increase its market share of owner-occupied, single-family homes financed in New Hampshire.

SUBMISSION PROCESS FOR LETTERS OF INTEREST

New Hampshire Housing invites qualified and interested marketing/branding/ PR/ communications firms to send a Letter of Interest, with a statement regarding services the firm can provide and entities to which it has successfully provided those services.

Upon receipt of the Letters of Interest, New Hampshire Housing will review them and invite eligible firms to meet with our internal homeownership marketing team to discuss the needs of the Homeownership Division and the compatibility of the firm's services. After the initial virtual meeting, up to three companies will be invited to present a general plan of services.

Timeframe. The initial contract will run from fall 2020 - June 30, 2021, with the expectation that the contract will be renewed for a full 12-month fiscal year.

Budget. The annual budget is approximately \$250,000 to \$300,000 (including ad buys).

BACKGROUND

New Hampshire Housing's Homeownership Division offers a number of mortgage programs targeted to homebuyers with moderate incomes (up to \$135,300). Marketing of our programs is also targeted to participating lenders, real estate professionals and industry partners.

New Hampshire Housing is a self-supporting public corporation whose mission is to promote, finance and support affordable housing for the people of New Hampshire. To do this, New Hampshire Housing provides a wide array of housing-related services, including multi-family development financing, rental assistance programs, and homeownership programs. New Hampshire Housing receives no operating funds from state government.

Refer to the "About New Hampshire Housing's Homeownership Division" section on page 3 for more details about our homeownership programs.

NEW HAMPSHIRE HOUSING FINANCE AUTHORITY

32 Constitution Drive, Bedford, NH 03110
Mail: PO Box 5087, Manchester, NH 03108

603.472.8623
NHHFA.org



GENERAL SERVICES TO BE PROVIDED

- Recommend, implement and monitor a marketing plan that includes an engaging campaign and general promotion across all Homeownership Division marketing platforms (e.g., digital media, print media, radio, experiential marketing, website(s), HubSpot, Facebook, Instagram, LinkedIn, and Twitter). The campaign would be created with the intention of being active for 18 months or as otherwise recommended.
- Measure and document the effectiveness of marketing activities and platforms by using the number of loans purchased and the number of Homebuyer Tax Credit certificates issued as key measures.
- Provide innovative and consistent creative services with respect to NHHFA messaging and branding.
- Offer a high level of experience and competence in the HubSpot platform.
- Advise New Hampshire Housing's Homeownership staff on best practices for its internally generated communications and marketing (including use of e-blasts to partners, videos, podcasts, etc.).
- Manage this partnership by:
 - Maintaining regular communications
 - Coordinating action items and deadlines for deliverables
 - Utilizing a project management application to manage communications, workflow and deliverables
 - Monitoring and sharing emerging market technologies and trends



ABOUT NEW HAMPSHIRE HOUSING'S HOMEOWNERSHIP DIVISION

The Homeownership Division provides targeted first-mortgage products to individuals purchasing primary resident single-family homes in New Hampshire. Our programs serve homebuyers with incomes of up to \$135,300. We offer a number of unique loan products, including low downpayment programs, downpayment assistance, low-mortgage insurance, no loan-level price adjustments, and the Homebuyer Tax Credit Program. The website www.GoNHHousing.com promotes the NHHFA Homeownership Division's programs and services.

Our programs are offered through a Participating Originator channel (PO) and a Participating Lender channel (PL). The PO channel provides loans originated by the Participating Originator and closed in New Hampshire Housing's name. The PL channel loans are originated and closed by the Participating Lender, then sold to New Hampshire Housing.

In the current Fiscal Year 2021, New Hampshire Housing seeks to finance homes for more than 1,150 households in New Hampshire. This represents a business line of about \$200 million in mortgage volume. Currently, New Hampshire Housing's market share is between 10% - 14% of the loans financed between \$30,000 and \$300,000 in New Hampshire.

New Hampshire Housing Homeownership Programs

Home Flex. A government-insured mortgage program (FHA, VA and USDA Rural Development) that provides a low downpayment with flexible underwriting with no loan level price adjustments. Home *Flex* serves borrowers with incomes of up to \$128,900. Within the Home *Flex* product, New Hampshire Housing provides:

- Downpayment assistance of up to 3 - 4% of the loan amount
- Purchase rehabilitation – up to \$35,000 in rehab funds rolled into the first mortgage
- Refinancing options

Home Preferred. This is a conventional Fannie Mae loan program. It provides for a low downpayment, reduced mortgage insurance premium, and no loan level price adjustments. This program serves borrowers up to 80% of the Area Median Income as determined by Fannie Mae. In addition, it also provides:

- Downpayment assistance of up to 3% of the loan amount
- Conventional financing for Manufactured Homes in a number of Resident-Owned Communities (ROCs)
- Refinancing options

The **Homebuyer Tax Credit** provides first-time homebuyers and those purchasing in targeted areas with a federal tax credit of up to \$2,000 each year for as long as they live in their home.



SUBMISSION OF LETTERS OF INTEREST

Submit your company's Letter of Interest via a PDF file and email by September 29, 2020 with the following details:

- A description of your company and its services
- A description of your experience with clients who have a similar business focus
- A link to your company website
- A link to a portfolio of work
- Contact information
- Any other relevant information

Please submit the Letter of Interest to:

Homeownership Marketing Team
New Hampshire Housing Finance Authority
info@nhhfa.org