

# PARTNER SOCIAL TOOLKIT

## Instructions:

1. **Browse Templates**
2. **Email us** with:
  - The templates you want to use
  - Your organization's logo
  - Additional photo, if applicable
  - Any notes or specific messaging you'd like included
3. **We'll co-brand** and finalize the templates, sent with pre-made captions
4. **Receive & Share**, don't forget to tag Iowa Finance Authority, @IowaFinance

Contact:

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

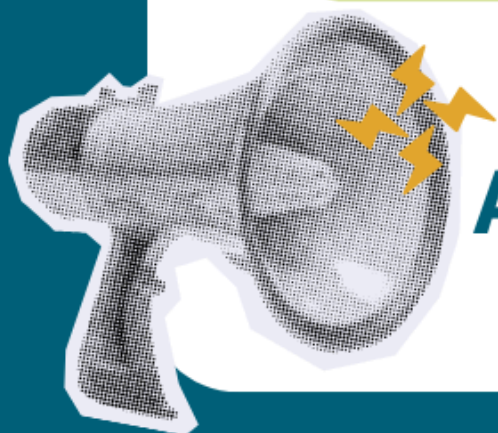


## Who can get down payment assistance?

A) First-time homebuyers

B) Repeat homebuyers

C) Military members and veterans



**ALL OF THE ABOVE**

Partner Logo



Are you one of these? Down payment assistance could be waiting for you- [explore programs](#) or ask today to learn more.

# Template 2: Just Closed



Another successful closing with support from the Iowa Finance Authority.

Today it's their keys — next time, it could be yours.

 Ask about IFA's homebuyer programs today.

*\*This template requires submitting headshot photo and photo of homeowners/house closed.*

## DID YOU KNOW?



You can purchase a home up to

**\$665,000**

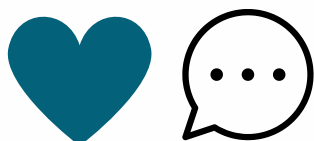
and

Qualify with household earnings up to

**\$173,460**

with an Iowa Finance Authority mortgage program

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You don't need to guess if you qualify for assistance. Get a clear answer and take the next step toward homeownership.

👉 [Check eligibility](#) today.

# Template 4: Checklist

## Are you ready to become a homeowner?

*You might be closer to homeownership than you think. We're here to help every step of the way.*



**Download IFA's Homebuying guide.**



**Check your eligibility for IFA's assistance programs, using the quick check tool.**



**Connect with an IFA participating lender. They'll guide you through applying and getting pre-approved.**



**Start shopping for your home with an IFA partner Realtor®.**

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One checklist. Four steps.

Your journey to homeownership starts now.

➔ Take the first step today.

## you asked

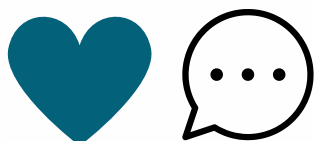
What credit score do I need to qualify for an Iowa Finance Authority mortgage?



All loans subject to a minimum 640 credit score.

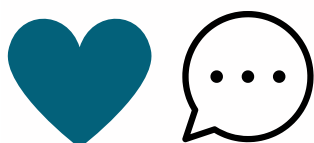
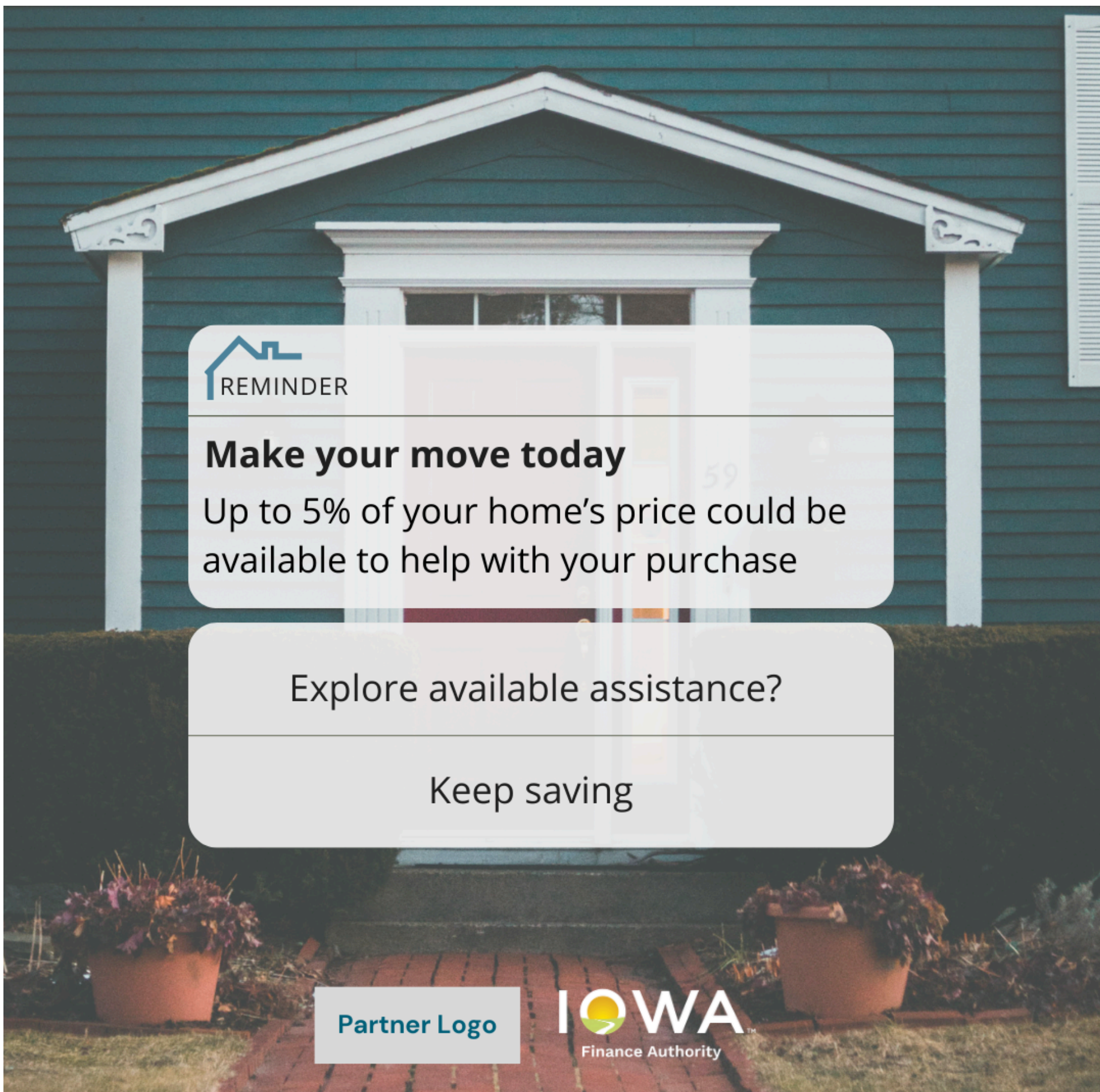
## we answer

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Not sure if your credit is “good enough”?  
You may still have homebuyer options. Let’s talk about where you stand today.

# Template 6: Reminder



Save less, move in sooner — up to 5% of your home's price could be available for down payment and closing cost assistance through IFA's 2nd loan. Message us to get started!

# Template 7: Myth/Fact

MYTH

Iowa Finance Authority programs are hard to access

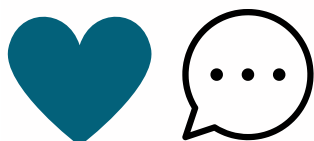


FACT

The Iowa Finance Authority Lenders and Realtors® provide potential buyers with all the IFA resources available to buy a home (and show you how simple the process can be!)



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Not sure where to start? Just ask. IFA lenders and Realtors® have all the tools and resources to help you buy your home.