



NEWS RELEASE

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Iowa Finance Authority and Greater Mason City Board of REALTORS® Announce Increase in Home Sales for the Past Year; The Meaning of Homeownership Contest to Help Continue the Increase

Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources

MASON CITY—The Iowa Finance Authority (IFA) visited the Greater Mason City Board of Realtors, along with Wells Fargo to promote the Meaning of Homeownership Contest. Property sales in the Mason City area are up approximately 33% from this time last year. The Meaning of Homeownership Contest is sponsored by IFA and the Iowa Association of REALTORS® along with Realtors and lenders throughout the state of Iowa. The goal of this contest is to promote the importance of homeownership throughout the entire state of Iowa, and to get people aware of the increase in home sales.

“IFA is excited to be offering this summer contest with the Mason City Board of REALTORS® to promote National Homeownership Month throughout June,” said Iowa Finance Authority Executive Director, Dave Jamison. “Home sales in the Mason City area are increasing and we want to increase awareness of the Iowa Finance Authority’s programs offered at more than 400 local lender locations.”

“The Mason City area has seen a 33% increase in home sales over this time last year and we’re excited to partner with the Iowa Finance Authority in The Meaning of Homeownership Contest to keep these sales on the rise,” said Tim Latham, Greater Mason City Board of REALTORS® President.

The social media contest consists of Iowa mortgage lenders and Realtors® asking their clients what homeownership truly means to them. Participants will redefine homeownership by writing a short phrase or word on a memo board and snapping a photo for entry. The contestant with the most votes in the facebook contest will win a \$1,500 gift card. Mason City-area residents are encouraged to

visit a participating contest location for their chance to win. A full list of current contest locations is available at [Foursquare.com/lowaFinance](https://www.Foursquare.com/lowaFinance).

“We’ve worked with the Iowa Finance Authority’s programs for many years to help Iowans afford homes,” said Mary Hackman-Glenn, a loan officer from Wells Fargo. “We look forward to continuing our partnership with IFA and support the Meaning of Homeownership Contest.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/lowaFinance](https://www.Facebook.com/lowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtors® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. More information about the contest is located at [IowaFinanceAuthority.gov/Contest](https://www.IowaFinanceAuthority.gov/Contest).