



NEWS RELEASE

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Contact

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Ashley Jared, 515.494.6213

Iowa Finance Authority and Council Bluffs Area Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Further Increase Home Sales

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

COUNCIL BLUFFS— Over the last year home sales have increased eight percent in Southwest Iowa, according to the Southwest Iowa Association of REALTORS®, and to continue reaching that goal, the Iowa Finance Authority (IFA) and the Iowa Association of REALTORS® (IAR) have partnered with the Southwest Iowa lenders and Realtors to promote The Meaning of Homeownership Contest. This effort amongst lenders and Realtors is to show Iowans their support for homeownership and the importance of keeping homeownership on the rise.

“We’re excited to be offering this summer contest in partnership with the Southwest Iowa Association of REALTORS® as a fun way to promote June as National Homeownership Month and to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state,” said Iowa Finance Authority Executive Director Dave Jamison. “We hope to assist even more Iowans in meeting their dreams of homeownership.”

“More than 12,257 homes have been sold in Iowa so far this year, up nearly 1,500 homes from last year at this time,” said Iowa Association of REALTORS®, CEO Dave Bert, “We have had numerous months of strong sales activity and improved prices showing good news for the Iowa market and we want to see this trend continue,”

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. Council Bluffs 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/IowaFinance.

“We are enjoying a strong economy, all time low interest rates and an 8% increase in home sales year-to-date,” said Bonnie Waters of Southwest Iowa Association of REALTORS®. Theresa Ruby with Key Real Estate added, “This contest is a great opportunity to remind Iowans that owning a home is a wonderful investment in their future and their local community.”

“This contest is a fun way to get lowans involved in thinking about homeownership and the potential for Iowa Finance Authority programming,” said Erin Trescott with American National Bank, “Had it not been for the down payment assistance provided by the Iowa Finance Authority, a family of four that I was recently helping, would not have attained their homeownership dreams.”

Patti Wiggins with NP Dodge Real Estate said, “We want to continue to spur interest in the American dream and help Council Bluffs residents attain that goal.”

Contest entries will be voted on by the public July 2-15 at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). 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).