



NEWS RELEASE

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Iowa Finance Authority and Sioux City Area Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Reach Their Goal of Increasing Home Sales

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

SIOUX CITY— The Iowa Finance Authority (IFA) has teamed up with the Great Sioux City Board of REALTORS®, RE/MAX of Siouxland and Security National Bank of Sioux City to promote The Meaning of Homeownership Contest. This effort between lenders and Realtors highlights support for homeownership and the importance of spurring home sales in the Sioux City area.

“We’re excited to be offering this summer contest in partnership with the Great Sioux City Board of REALTORS® as a fun way to promote June as National Homeownership Month, get Iowans talking about owning a home and to increase awareness of the Iowa Finance Authority’s 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.”

“The Iowa Association of REALTORS® (IAR) nearly 6,200 Realtor® members across the state help people realize their homeownership dreams every day. IAR is pleased to participate with IFA in this contest, which is a unique and exciting opportunity to remind Iowans of the many benefits of owning a home,” said Iowa Association of REALTORS® CEO Dave Bert.

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. Sioux 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/IowaFinance.

“We are enjoying a strong economy, record-low interest rates and a steady flow of home sales, said Ken Spies of Great Sioux City Board of REALTORS®. “This contest is a great opportunity to remind Iowans that owning a home is a wonderful investment in their future.”

“This contest is a fun way to get Iowans involved in homeownership and it highlights the Iowa Finance Authority’s affordable programming,” said Holly June of Security National Bank of Sioux City.

“We want to continue to spur interest in the American dream and help Sioux City residents reach their goals of homeownership,” said Victoria Kollbaum of RE/MAX of Siouxland.

Contest entries will be voted on by the public July 2-15 at 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.