

NEWS RELEASE

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Iowa Finance Authority and Eastern Iowa Realtors and Lenders Support Summer Homeownership Contest to keep Area Home Sales on the Rise

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

CORALVILLE— Over the last year home sales have increased seven percent in the Eastern Iowa area, according to the Cedar Rapids Area 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 Iowa City Association of REALTORS®, Residential Mortgage Network Inc., Re/Max Affiliates, and Skogman Realty 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 Iowa Association of REALTORS® as a fun way to increase awareness of IFA’s homeownership programs offered throughout Eastern Iowa,” said Iowa Finance Authority Executive Director, Dave Jamison. “We hope to assist even more Iowans in meeting their homeownership goals.”

“June is national homeownership month. This contest is a great opportunity to remind Iowans that owning a home is a wonderful investment in their future and family,” said Iowa Association of REALTORS® CEO, Dave Bert. “IAR’s nearly 62,000 REALTORS® members across the state help people realize their home owning dreams every day.”

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. This contest is open for the public, and IFA encourages all Iowans to stop in at participating locations to enter. A full list of current contest locations is available at Foursquare.com/IowaFinance.

The public will be able to vote on photo entries starting 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.

“We look forward to working with Iowa Finance Authority and our clients throughout Eastern Iowa to encourage participation in the contest and in home sales,” said Jessica Greving from Residential Mortgage Network Inc.

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