



NEWS RELEASE

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Iowa Finance Authority Presents Contest Winners with Home Improvement and Community Betterment Grants in North Liberty for Under Construction Photo Contest

*Summer homeownership contest aims to foster pride in homeownership
and bring awareness of benefits, resources*

NORTH LIBERTY– The Iowa Finance Authority, Iowa Association of Realtors, Iowa Home Ownership Education Project and the Iowa Mortgage Association partnered to spur awareness and foster pride in owning a home through an innovative statewide competition this summer.

The Under Construction: A Home Improvement Social Media Contest encouraged lenders, housing counselors and Realtors to ask their clients to show off their at-home, do-it-yourself projects. Participants were asked to write a short phrase or word on a memo board describing their project and snap a photo for the entry. Each Realtor, lender and housing counselor, and their clients, had the chance to win.

The entries were entered into a Facebook contest through the months of June and July, and voting took place August 1-16 to determine the winner. The winning entry with 1,807 votes was submitted by Joshua and Kelly Aydelotte from North Liberty. The Aydelotte's were presented with a \$2,500 home improvement gift card to use towards their next at-home project.

The winning Realtor and lender/housing counselor were also identified and awarded for their efforts. Karol Miller of Lepic-Kroeger Realtors in Iowa City was the top Realtor with 2,970 combined votes, and Kristin Mayo of Ruhl Mortgage in Dubuque was the top lender/housing counselor with 247 combined votes. Both Miller and Mayo were each presented with a \$2,500 community betterment grant.

"We were pleased by the results of this contest, with 320 participating lenders and Realtors across the state entering submissions and nearly 9,000 votes being logged over the two-week voting period," said Dave Jamison, Iowa Finance Authority Executive Director. "I would like to congratulate Joshua and Kelly on their winning entry and am proud to be able to present them with a \$2,500 gift card for their next project."

"Homeownership is truly the American dream, and this partnership in creating a homeownership contest highlights the benefits of owning a home and making it your own," said Dave Bert, CEO Iowa Association of Realtors.

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