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## **Idaho Housing launches responsive mobile-friendly website for consumers, lenders and Realtors®**

BOISE, Idaho – Idaho Housing and Finance Association has launched a new responsive, mobile-friendly website at [www.idahohousing.com](http://www.idahohousing.com). The new site, which is designed to help visitors find information on the products, services and resource they need, helps solidify the Idaho Housing brand and ensures that its website remains accessible and easy to navigate from any device.

“We hope the public will find the new website to be helpful in learning about what we do, and how our products and services can help them with their housing needs,” said Gerald M. Hunter, president of Idaho Housing.

The site upgrades include a new color scheme, modern layout and more intuitive navigation. It is driven by a content management system that is state-of-the-art and search-engine-friendly. This will help consumers and partners by making information more easily accessible from search engines.

Visitors can access the new website on any device at [www.idahohousing.com](http://www.idahohousing.com).

### **About Idaho Housing and Finance Association**

Idaho Housing and Finance Association is a financial services and housing business organization. IHFA's mission is to improve lives and strengthen Idaho communities by expanding housing opportunities, building self-sufficiency, and fostering economic development.

Website: [www.idahohousing.com](http://www.idahohousing.com)

Facebook: <https://www.facebook.com/idahohousing>

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