



**Idaho Housing  
and Finance**  
Association



Contact Us

## It's time for a Rentervention!

Does your client or someone you know need a rentervention? If so, now is the time to tell them about Idaho Housing's spring rentervention advertising campaign which launches May 4, 2015 and runs through June 14, 2015. The rentervention campaign encourages potential hombuyers to take advantage of Idaho Housing's home loan program, which offers low down payment, closing cost assistance, and low rates.

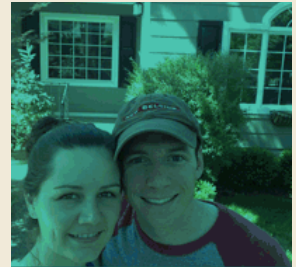
### What is a rentervention?

A rentervention is what happens when you encourage your client, friend, or loved-one to stop throwing away their hard-earned money on rent payments when they could be reaping the benefits of homeownership with an Idaho Housing Home Loan.

### How can you perform a rentervention?

1. Watch for our comprehensive advertizing blitz that includes must-see TV commercials in the Treasure Valley, online advertising including Zillow, and print ads in real estate publications.
2. Educate your clients on the great home loan options available through Idaho Housing. Info can be found at [idahohousing.com](http://idahohousing.com).
3. Encourage your clients to enter our "housie" contest

### ENTER TO WIN!



Does your client need a  
**RENTERVENTION?**

They could also win a  
**(\$2,000 GIFT CARD!)**

[Click here »](#)

Help turn a renter into a homeowner and everybody wins.

Encourage your clients to take advantage of loan products and top-notch service that only Idaho Housing's Home Loan programs can

on Facebook. All they have to do is upload their "housie," which is a picture of themselves in front of the house of their dreams for a chance to win \$2,000 to spruce up their new home.

4. Download a rentervention campaign flyer to promote the event with potential borrowers by [CLICKING HERE](#). If you wish to add your company logo to the flyer **contact us**.
5. Encourage your clients to sign up for a free in-person Finally Home! homebuyer education class during the month of May. [See class schedules here](#).
6. Help your clients discover how great homeownership can be with an Idaho Housing home loan.

offer. Don't forget our income limits are up to \$90,000.

**Campaign ends  
June 14**

Learn more by visiting [IDAHO HOUSING](#) or by calling 1.800.219.2285.

### Learn more.

Visit [IdahoHousing.com](http://IdahoHousing.com) or call 1-800-219-2285.



For more information please contact: [resloan@ihfa.org](mailto:resloan@ihfa.org)

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