

Redefining DPA

Serving Today's Buyer, Not Yesterday's Narrative

Presented By:



Let's Start with the Intros...



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About Down Payment Resource

Our Mission

To help our business partners connect homebuyers with the down payment help they need.

Our Vision

Anyone aspiring to homeownership will know that down payment help is available and how to find it.

- We're a national database and matching engine of all ~2,600 homebuyer assistance programs.
- Our lender tools help mortgage companies streamline DPAs.
- We help lenders **increase revenue, reduce denials, and protect their margins**, all while making homeownership more accessible.

Modern Mortgage Strategy Starts with Options

*Exploring DPA early
preserves liquidity,
expands purchasing
power, and builds
trust.*

“Why should I explore DPA
with **every** borrower?”

More Eligibility = More Opportunity

When DPA is part of every conversation, more buyers qualify, and more deals move forward.

“Isn’t DPA just for a small, niche sector of consumers?”

From Assistance to Advantage

DPA can be a strategic tool to optimize buying power, manage risk, and support long-term wealth creation.

“How do you frame DPA as a wealth-building strategy – **not** as a last resort?”

Smart Leverage Beats Sitting on the Sidelines

Pairing DPA with mortgage insurance can lower upfront cash needs, preserve reserves, and accelerate market entry.

“Is waiting to avoid mortgage insurance **costing** your buyers more than using DPA today?”

Shared Strategy Wins More Deals

Unified lender-agent guidance reframes DPA as a strategic advantage, not a contingency plan.

“What happens better when the agent understands DPA as well as the lender?”

Contact Us



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