



## NHF MARKETING GUIDELINES

*For NHF Business Partners marketing NHF programs.*

National Homebuyers Fund, Inc. (NHF) provides and manages a variety of homeownership programs on behalf of itself, state and local Housing Finance Agencies and other housing related organizations. NHF is not a direct lender and does not provide nor accept loan applications to or from potential borrowers. Participating Lenders provide potential borrowers with loan applications, applicable fees and APRs and complete program guidelines.

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## WHO IS ELIGIBLE TO MARKET THE NHF-SPONSORED PROGRAMS:

To market, advertise or promote a program sponsored by NHF, you must be approved to originate loans or take applications for the program. Approval is program specific.

Eligible business partners include Participating Lenders and Real estate professionals working with a Participating Lender.

If you have any questions about whether you meet the requirements to utilize the pre-designed marketing templates or co-brand with the NHF logo, please contact the marketing department, toll-free at (866) 643-4968.

## GUIDELINES FOR CO-MARKETING WITH NHF

By co-marketing with NHF, you agree and represent that:

- You or your company are a validly licensed mortgage lender or broker, real estate professional, or contractor in the United States or its territories;

- You may not misrepresent your relationship with NHF, nor present false or misleading information about NHF programs;
- Any pre-designed literature provided to you by NHF is provided as-is without any warranty of any kind;
- You acknowledge that legal issues may arise in connection with co-branding marketing materials and that you are responsible to ensure that all materials, as customized by you, are in compliance with all federal state, and local laws and regulations; and
- This agreement does not constitute a trademark license in NHF trademarks.

## **NHF DISCLAIMER LANGUAGE**

The following disclaimer must be provided on marketing materials for NHF-sponsored programs:

National Homebuyers Fund, Inc. (NHF) is a non-profit public benefit corporation and Instrumentality of Government under Internal Revenue Service code section 115.

## **NHF LOGO**

The NHF logo is available upon request. Please send a request to NHF with the following information included in the request:

- Your name and contact info;
- Your company name and connection to NHF;
- What NHF Program(s) you are marketing;
- How the Logo will be used; and
- What graphic format you need.

Logos will be supplied upon review and approval. Please be prepared to supply a copy of the final artwork for review and approval by the NHF marketing department.

## **GSFA-SPONSORED PROGRAMS (MANAGED BY NHF)**

Visit [www.gsfahome.org](http://www.gsfahome.org) for specific marketing guidelines related to GSFA-sponsored programs, including pre-designed literature templates, co-marketing guidelines, appropriate disclaimer language and use of the GSFA logo.

## **QUESTIONS/COMMENTS:**

Please direct all marketing related questions and request for the NHF logo to:

Carolyn Holmes, Marketing Director  
National Homebuyers Fund, Inc.  
(866) 643-4968  
[cholmes@rcrcnet.org](mailto:cholmes@rcrcnet.org)