

ReadyOwn - DPA Locator

Sponsorship Package

"Connecting homebuyers to down payment assistance, lenders, and financial readiness resources, at no-cost!"



3,500+
DPA Programs

100%
Free & Public

50
States Covered

0
Ads or Data Sales

ReadyOwn Platform for Homebuyers -

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About the ReadyOwn Platform

Built by HCA to democratize access to homeownership resources

ReadyOwn Mission

To provide a free, publicly accessible platform for consumers and those who assist them to search for Down Payment Assistance programs and act on them to facilitate their home purchase. Operated by the Homeownership Council of America (HCA), a national 501(c)(3) nonprofit, who verifies and maintains all program records. We've built the most comprehensive and actionable DPA resource tool for consumers. Users can search the curated database of verified down payment assistance programs, connect with lenders who have approved DPA programs, and provide mortgage readiness tools -all with no advertising, no lead selling, and no barriers to access.

Why It Matters

The Affordability Crisis is Real

Down payment is the #1 barrier to homeownership for first-time buyers. Thousands of programs exist, yet most buyers don't know they qualify.

Information is Scattered

Hundreds of agencies administer DPA programs. Buyers struggle to find verified, up-to-date information in one place.

HCA Bridges the Gap

Our platform aggregates verified program data, vets lender partners, and provides education, all at zero cost to the public.

The Sponsorship Opportunity

By sponsoring the HCA's ReadyOwn platform, your organization becomes a recognized partner in the mission to expand homeownership across America. Sponsorship funds directly support platform maintenance, program verification, lender vetting, and the expansion of our free readiness resources. HCA needs additional capacity to connect this new resource to major consumer platform providers, which will, in turn, substantially increase the platform's reach. In return, sponsors receive prominent brand exposure to motivated homebuyers, enhanced lender program listings, and their own version of the DPA Locator search widget for use on their website or intranet.



Platform Features & Capabilities

Three interconnected tools serving homebuyers at every stage of the journey



DPA Program Search & Discovery

The most comprehensive, free DPA database available to the public

- Search 3,500+ verified down payment assistance programs by state, city, ZIP code, or county
- Filter by assistance type: grants, forgivable loans, deferred loans, matched savings
- Filter for specialized programs: Veterans, Native American, First-Generation, First-Time buyers
- View program details: assistance amounts, income limits, credit requirements, property types
- See real-time funding availability status for each program
- Side-by-side program comparison tool
- Direct links to official program websites and administering agencies



Verified Lender Directory

Connecting buyers with lenders experienced in DPA programs

- Browse HCA-verified lenders approved for specific DPA programs
- Filter lenders by state licensing, program specialization, and certifications
- View lender badges and credentials earned through HCA vetting
- See which DPA programs each lender is authorized to originate
- Direct contact options: email, phone, and website (no lead forms, but clicks/traffic to lender programs provided)
- Lender self-registration with program admin review and approval workflow



Mortgage Readiness Center

Empowering buyers with the knowledge and tools to succeed

- Interactive readiness checklist: credit, savings, income, employment, with educational guidance
- HUD-approved housing counselor locator via ZIP code
- Built-in affordability calculator using live Fannie Mae rate benchmarks and state tax data
- Debt-to-income ratio analysis with visual breakdowns
- Monthly payment breakdown: P&I, property tax, insurance
- Tabbed interface covering Readiness, Affordability, and Counseling resources

Audience & Sponsorship Impact

Reach the people who need homeownership resources most.

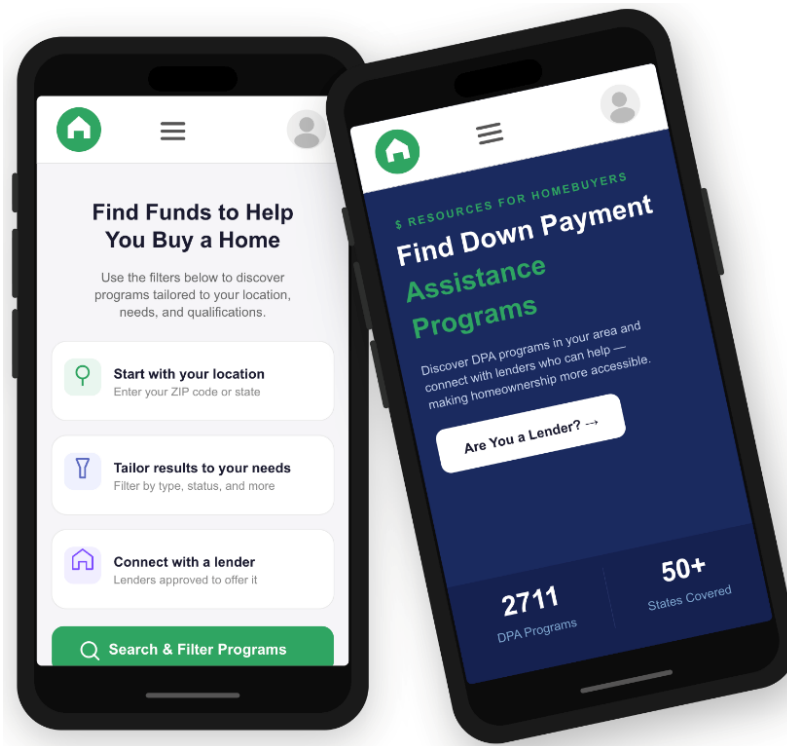


Who Uses the ReadyOwn DPA Locator

First-Time Homebuyers Prospective buyers are actively researching how to afford their first home	Mortgage Lenders & LOs Loan officers seeking DPA program knowledge and approved partner status	Housing Counselors HUD-certified counselors referring clients to verified assistance programs
Real Estate Agents Agents helping buyers understand financing options and down payment resources.	Nonprofits & CDFIs Community organizations seeking to list or promote their own DPA programs	Policy & Industry Research Researchers and advocates tracking affordable homeownership resources

What Your Sponsorship Funds

35% Platform Maintenance Hosting, security, and ongoing development	30% Program Verification Researching and verifying DPA program accuracy	20% Lender Vetting Review and approval of lender applications	15% Content & Education Readiness tools, counselor database, and guides
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Brand Visibility at Every Touchpoint

- Sponsor logo displayed on the dedicated [Sponsors page](#), visible to all site visitors
- Logo and sponsor link shown in the platform footer across all pages
- Recognition in HCA newsletters, press releases, and social media announcements
- "Powered by Our Sponsors" attribution in select homebuyer-facing materials



Sponsorship Levels & Benefits

Annual sponsorship options to match your organization's goals and budget:

PLATINUM \$10,000+ *Premier Partner*

- ReadyOwn Homepage banner with Sponsor logo and link
- Recognition on the Sponsors Page
- Priority placement in lender results
- Sponsor badge in DPA program search results
- Custom and embeddable DPA Locator search widget for Sponsor use
- Annual impact report with personalized metrics with DPA insights
- Invitation to HCA National Advisory Council calls

GOLD \$5,000 *Valued Supporter*

- Recognition on ReadyOwn Sponsors Page
- Sponsor badge in DPA program search results
- Named recognition in HCA newsletters
- Custom embeddable widget

Bronze \$3,000 *Supporter*

- Recognition on ReadyOwn Sponsors page
- Sponsor badge in DPA program search results



How to Get Started

Becoming a sponsor of HCA's ReadyOwn platform is simple and straightforward

1	Choose Your Level Review the sponsorship tiers and select the level that best aligns with your organization's goals and budget. Custom sponsorship arrangements are also available for organizations with specific partnership interests.
2	Submit Your Pledge Click the Become a Sponsor link on the ReadyOwn Sponsors page and complete the short sponsorship pledge form. Provide your company's name, contact information, and desired sponsorship level. The HCA team will reach out within 3 business days.
3	Receive Your Invoice Our team will send a sponsorship agreement and invoice. We accept ACH transfers, checks, or credit cards. All contributions are tax-deductible as HCA is a 501(c)(3) nonprofit.
4	Get Listed & Recognized Once your pledge is invoiced, your Sponsor logo and link will be added to the platform within 5 business days. The HCA team will coordinate remaining sponsorship benefits with your team per your selected level.

Contact Us About Sponsorship

jennifer@homeownershipcouncil.org | Website: readyown.app/sponsors

We're happy to discuss custom arrangements, multi-year commitments, or in-kind partnerships. Any grants to HCA exceeding the Platinum Level will automatically receive sponsorship benefits.

Thank you for investing in homeownership access for all Americans.