

SPRING

Selling Your Homes Is Even Easier!

When You Put Up This Sign...



You'll Quickly Get This Sign



Benefits

◆ Easy to Use

Ultra simple, streamlined and uncomplicated. No forms to fax, no signatures required prior to closing.

◆ Efficient

We'll handle getting wiring instructions and follow up on closing details.

◆ More Profitable

Closing more deals, making more money.

Builders Sell More,
Faster Using
NO
Downpayment!

\$200
or less
processing fee

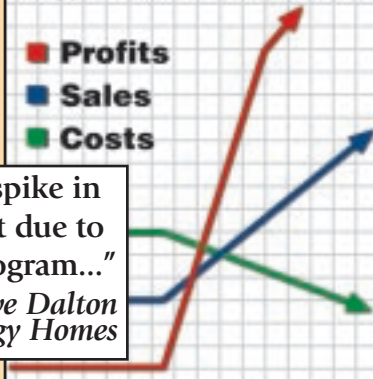
MORE SALES.

LESS COST.

MORE PROFIT.



PreferredProgramSM
Downpayment Assistance from The Genesis Foundation



"We've seen a spike in sales and profit due to the PreferredProgram..."

- Steve Dalton
Synergy Homes

PreferredProgramSM

Downpayment Assistance from The Genesis Foundation

www.preferredprogram.org

BENEFITS

How the Builder Benefits

A quicker sale for the appraised value is a win-win situation.



◆ Sell More Homes

A larger pool of qualified buyers will help you sell more homes, faster.

◆ Lower Your Cost

Save valuable advertising dollars using free, proven marketing materials. Qualified buyers competing for the same homes will speed up the sales process.

◆ Make More Money

Selling homes at appraised/listed price means more dollars in your pocket.

◆ You Do the Math

	EXAMPLE	
Current Cost of DPA:	\$500	\$
PreferredProgram Cost:	\$200	\$200
SAVINGS PER HOME:	\$300	\$
Number of Homes Sold:	100	
Total Savings:	\$30,000	\$

◆ Guaranteed Ontime Funding

We will gift the buyer the downpayment by wiring the funds into closing office within 24 hours before closing – *Guaranteed!*

The **PreferredProgram** requires no repayment of the "Gift" by the buyer and has no income limits!

Free, Proven Marketing Materials



- ◆ Yard Signs
- ◆ Direct-mail Postcards
- ◆ Doorhangers
- ◆ Brochures
- ◆ Newspaper Ads
- ◆ Flyers
- ◆ Banners

Why More and More Builders Are Switching to the PreferredProgram

"I have used downpayment assistance programs for many years and they do increase sales production; but since changing to the **PreferredProgram** at Genesis, I now process deals with greater efficiency and save significant dollars with their flat fee. This increases our bottom line!"

– Gary Foster
Holiday Homes

Contact your local mortgage professional, or call us so we can provide the name and number of someone you can work with.

www.preferredprogram.org
Toll Free 866.570.0830

PreferredProgramSM
Downpayment Assistance from The Genesis Foundation

It's Really This Simple

Have your lender

1. Visit here to register
<http://www.preferredprogram.org/getstarted>
2. Enter deal, click submit, print completed forms to be signed at closing. That's it.
3. We'll handle getting the wiring instructions from your closing office, follow up on closing details, and fund within 24 hours before closing.
Guaranteed.

Call Client Services at 866-570-0830. We'd be delighted to walk you through our online system. It only takes a few minutes.



Our courteous staff is here to help!

Why the Nation's Top Lenders Choose the PreferredProgram

"My Builder Partners have definitely increased sales using the **PreferredProgram**."

– Debbie Andrews, Wells Fargo

"Those who are not using the **PreferredProgram** are really missing out.

– Keith Eberhardt, CTX Div. V.P.

"I have used all the downpayment assistance programs around, and now I only use the **PreferredProgram**."

– Dave Wilson, GMAC