



## Housing Counselor Pre-Closing Borrower Outreach

Before closing on an OHFA home loan product, borrowers complete a test and budget on OHFA's Streamlined Homebuyer Education portal. After completion, borrowers will be introduced to Power of Home with a custom message on the confirmation page and in an auto-generated email from OHFA. Below are three (3) easy steps for housing counselors to introduce the Power of Home program to borrowers when conducting the required telephone counseling session for OHFA homebuyers.

### 1. Introduce

When conducting the pre-closing homebuyer telephone counseling session, re-introduce Power of Home to borrowers with these talking points:

- ⇒ Have you heard about or signed up for Power of Home?
- ⇒ No? It is a new program available to OHFA borrowers that provides free resources to first-time homeowners. You can manage and maintain your home through a custom version of the Framework app, where you will also have access to new test features like the ability to search over 250 local and state programs for your home repair and energy efficiency needs.

### 2. Encourage

Get excited about sharing these great resources and encourage borrowers to sign up to participate on the Framework app and provide the link to the sign-up page. Follow up with:

- ⇒ All you have to do is go to [Keephome.com/ohfa](https://keephome.com/ohfa) to sign up.
- ⇒ Let me know if you want me to hang on the line here while you check it out.
- ⇒ If not, I can send you a flyer about the program in an email.

### 3. Share

Include this text in your follow up email and attach the **Power of Home Overview Flyer for Borrowers** to it.

Dear {Homebuyer Name},

It was great catching up with you today to learn how your homebuying journey is unfolding.

Don't forget to take advantage of a new, free program! As an OHFA borrower you're invited to join [Power of Home](#), a program designed to provide you with free resources and tools to help manage, maintain and build equity in your home. [Sign up today!](#)

If you need any additional support, please feel free to reach out to me.

Thanks!