



Homeownership Program Bulletin

January 16, 2009

Program Bulletin #2009-03

To: CalHFA Approved Lenders

Updated Eligibility and Policy Requirements for the CalHFA Leads Program

The California Housing Finance Agency remains committed to assisting first-time homebuyers, offering homeownership opportunities to low and moderate income families throughout the State of California, and maintaining customer service to our loan officers. CalHFA has temporarily suspended some loan programs, but will continue operating the Leads Program for the Community Stabilization Home Loan Program (CSHLP) and the SMART Program.

Updated Eligibility

CalHFA has temporarily reduced its eligibility requirements for becoming a Preferred Loan Officer (PLO). Qualification now requires Loan Officers to have three (3) CalHFA first mortgage loans purchased in a six month period instead of the previously required five (5) loans. CalHFA will send a congratulatory letter to qualifying PLOs, which will include the rights and responsibilities of a PLO and CalHFA's expectations and goals for the Leads Program.

Priority of Loan Programs

CalHFA continues to support sensible and affordable mortgage products for low and moderate income families. These products, such as fixed rate mortgages, help first-time homebuyers obtain homeownership, and more importantly, maintain homeownership. Therefore, CalHFA has now implemented the steps below for all CalHFA-referred leads. CalHFA requests that all PLOs provide the following information and assistance, in the order shown below, to any lead referred by CalHFA that meets CalHFA's eligibility requirements (first-time homebuyer eligible, income and sales price limits by county, etc.):

1. Offer and explain current CalHFA Loan Programs, such as the CSHLP and SMART Program before presenting an alternative product.
2. Offer other mortgage product alternatives such as government-insured or guaranteed home loan program such as FHA, USDA, VA or CalVET Home Loan, or an affordable, safe conventional alternative home loan program only after it has been determined that:
 - The prospective borrower is not interested in the CSHLP or SMART Programs,
 - An eligible REO property is not located in their area of interest for purchase, or
 - The prospective borrower cannot qualify under the requirements and guidelines of these two programs

Contact Information In The Lender Access System (LAS)

Also, CalHFA is modifying the Approved Loan Officer listing, accessible to all visitors, on our web site to display only contact information for Preferred Loan Officers. CalHFA determines eligibility to the Leads Program by the originating Loan Officer information inputted into the LAS.

Therefore, it is important that the Lender's staff accurately and consistently input *only* the originating Loan Officer's information into LAS for each loan reserved. This will ensure that loan officers receive timely program updates and that their contact information is listed correctly in the leads program database and on the web site.

Tracking Leads

To effectively track all incoming CalHFA leads and determine conversion rates, CalHFA requires all PLOs to respond to each lead within 48 hours of receipt. Failure to respond to any CalHFA lead within 48 hours may result in removal from the Leads Program. If you are currently a participating PLO, please alert the Leads Program Administrator, Bonnie McKee-Flores by phone 916.322.0723 or by email at bmckee-flores@calhfa.ca.gov, if, at any time, for any reason, you cannot respond within the required 48 hours.

More information on the Leads Program can be found at <http://www.calhfa.ca.gov/homeownership/leads/>.

CalHFA's Homeownership Division thanks you for your business and we look forward to continuing to support your affordable housing loan needs. For questions about this bulletin, contact CalHFA Homeownership Programs by phone 916.324.8088; by fax 916.324.6589; by email at homeownership@calhfa.ca.gov and you can always visit CalHFA's web site at: www.calhfa.ca.gov.