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# HAR.com Down Payment Assistance Resources Survey

**February 2024**

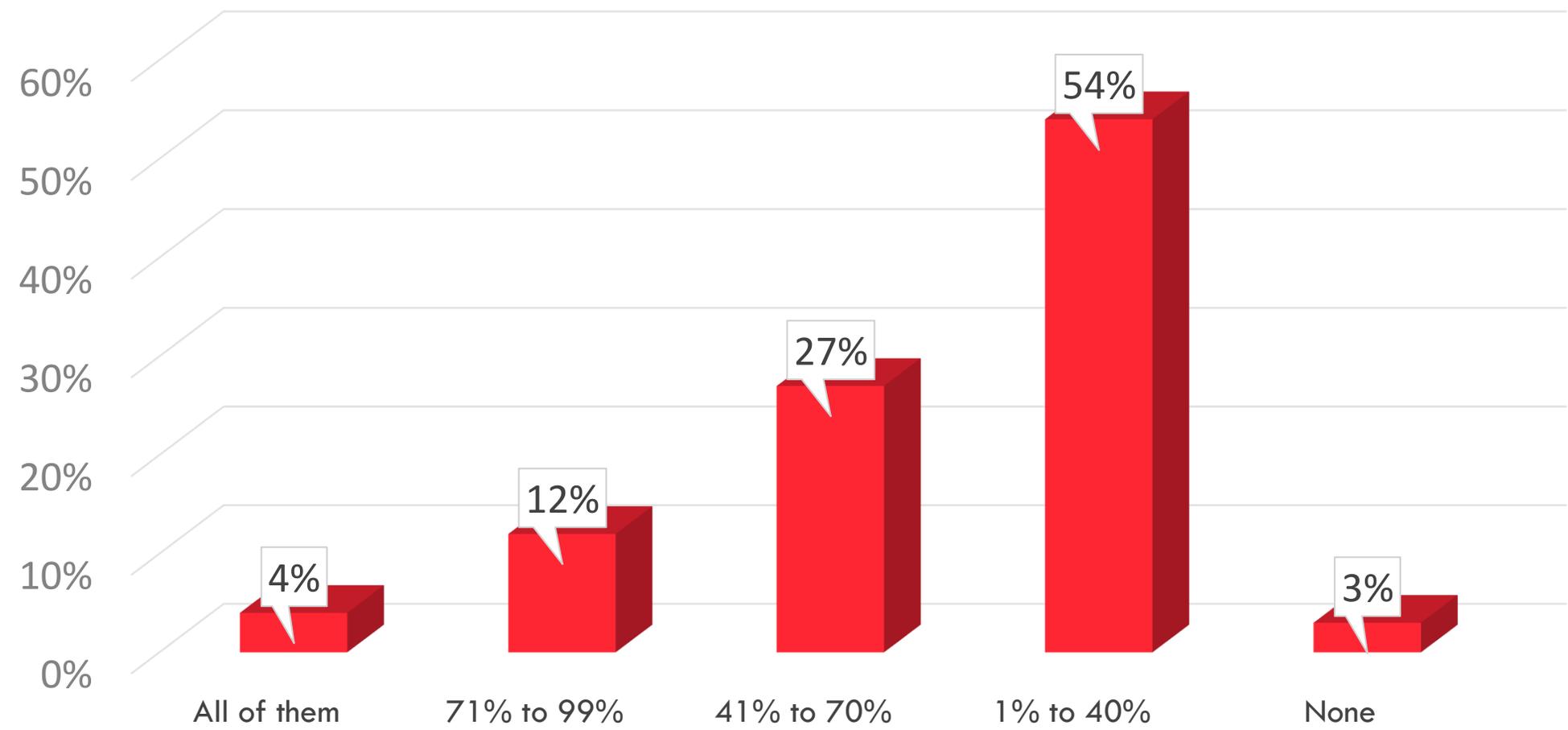


# SURVEY OBJECTIVE

**Gauge HAR  
member  
awareness of  
down payment  
assistance  
resources**



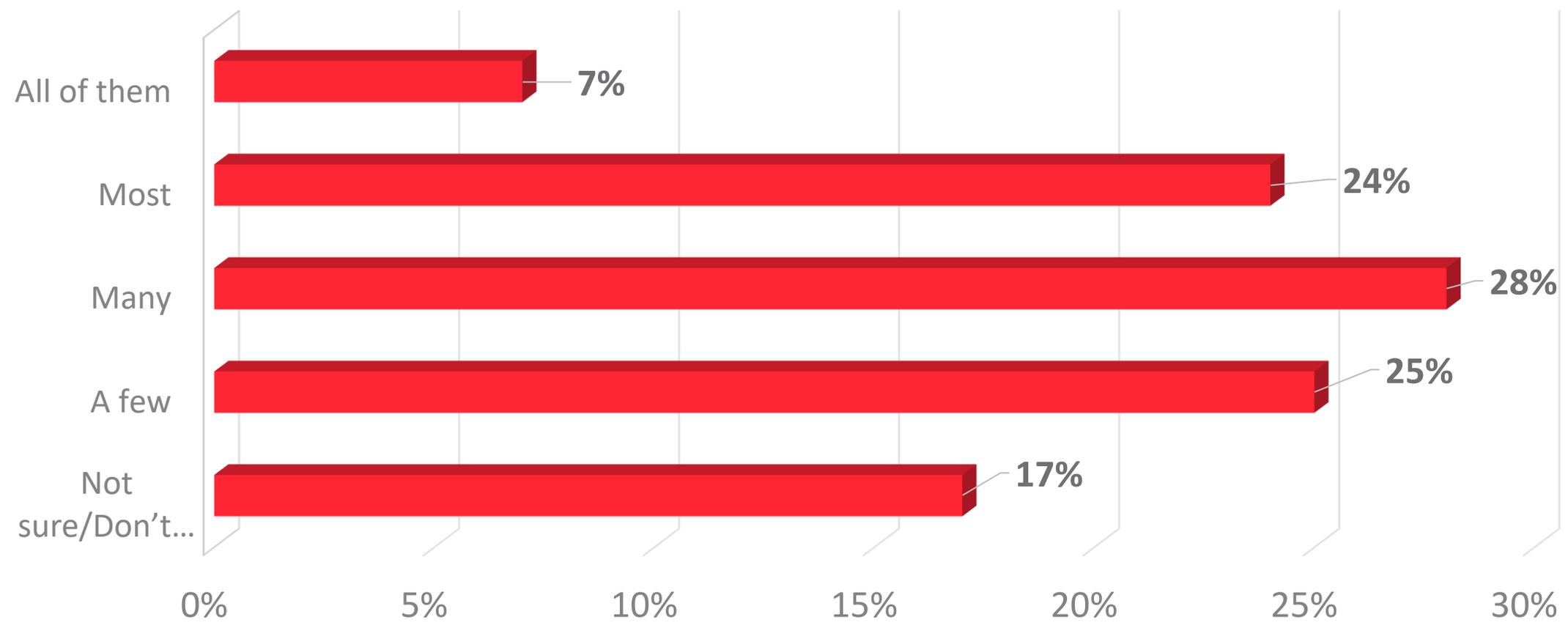
# What percentage of your clients struggle to buy a home because they cannot afford a down payment?



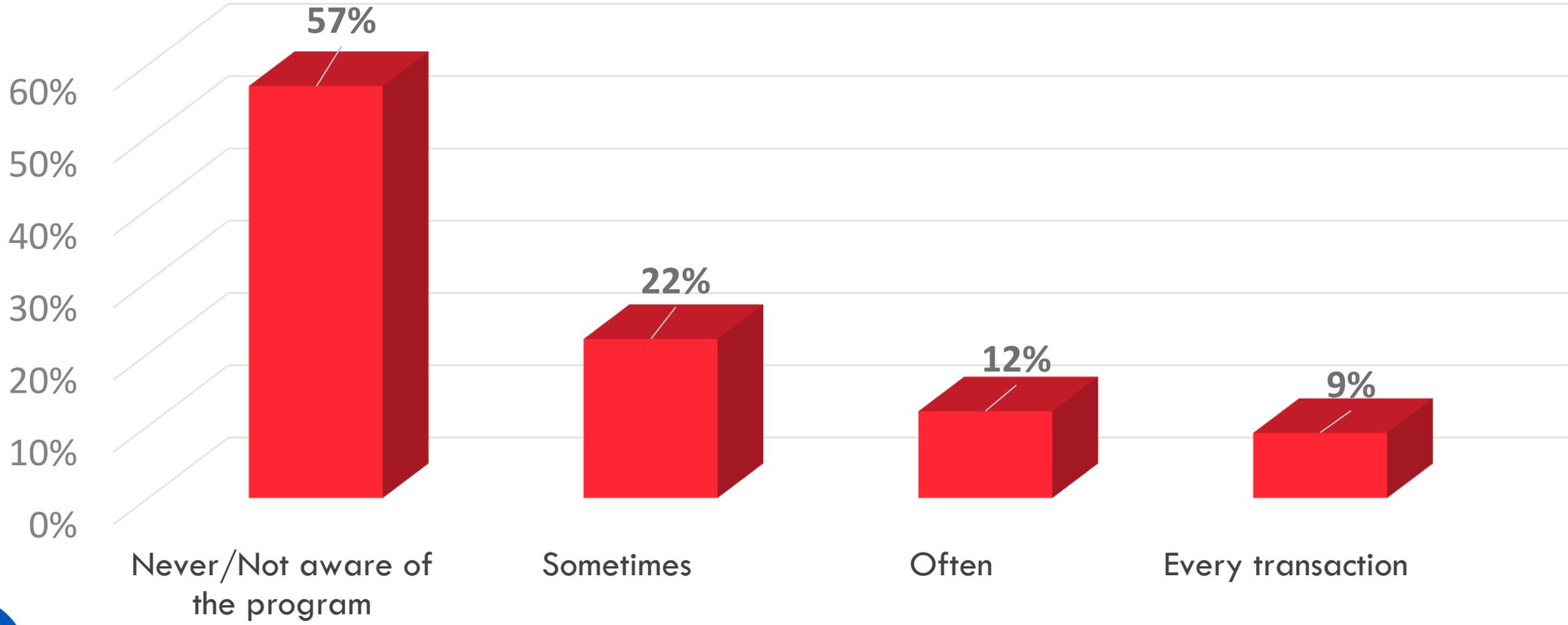
Percentage of Clients that Struggle



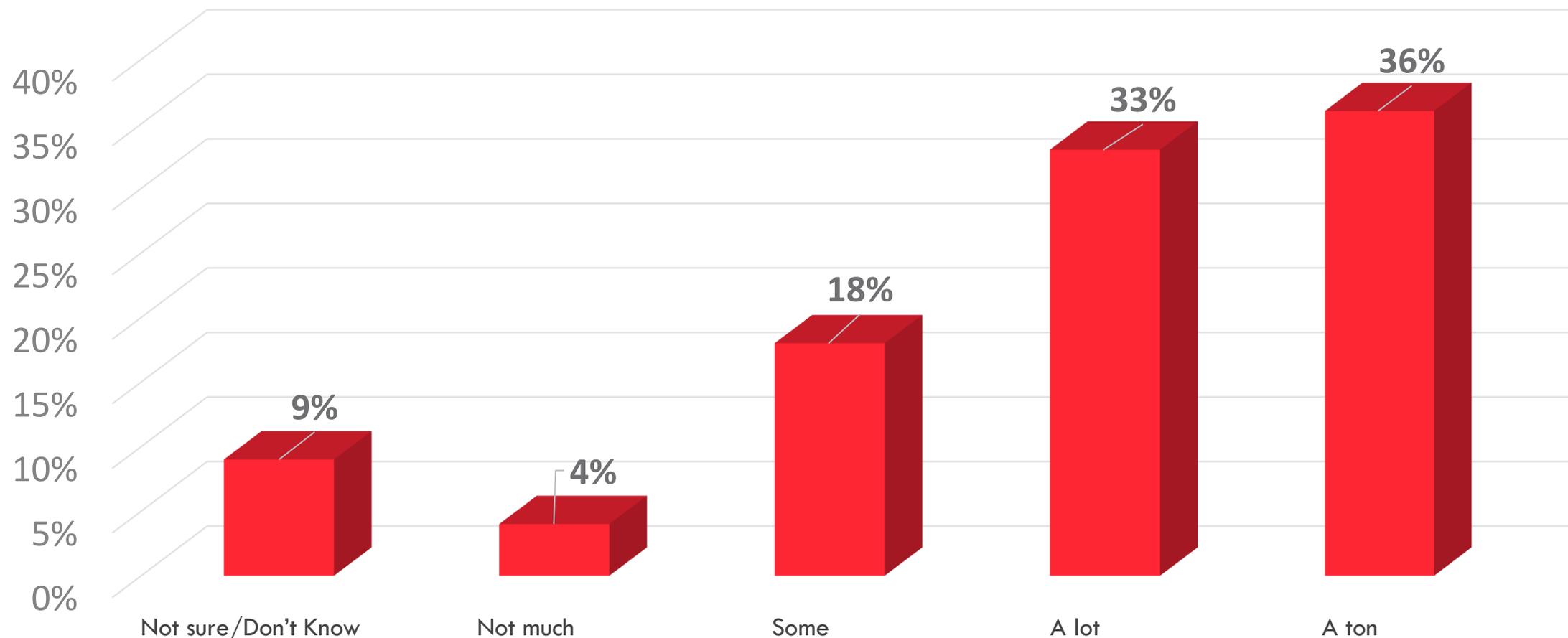
# What percentage of your clients do you believe may qualify for down payment assistance?



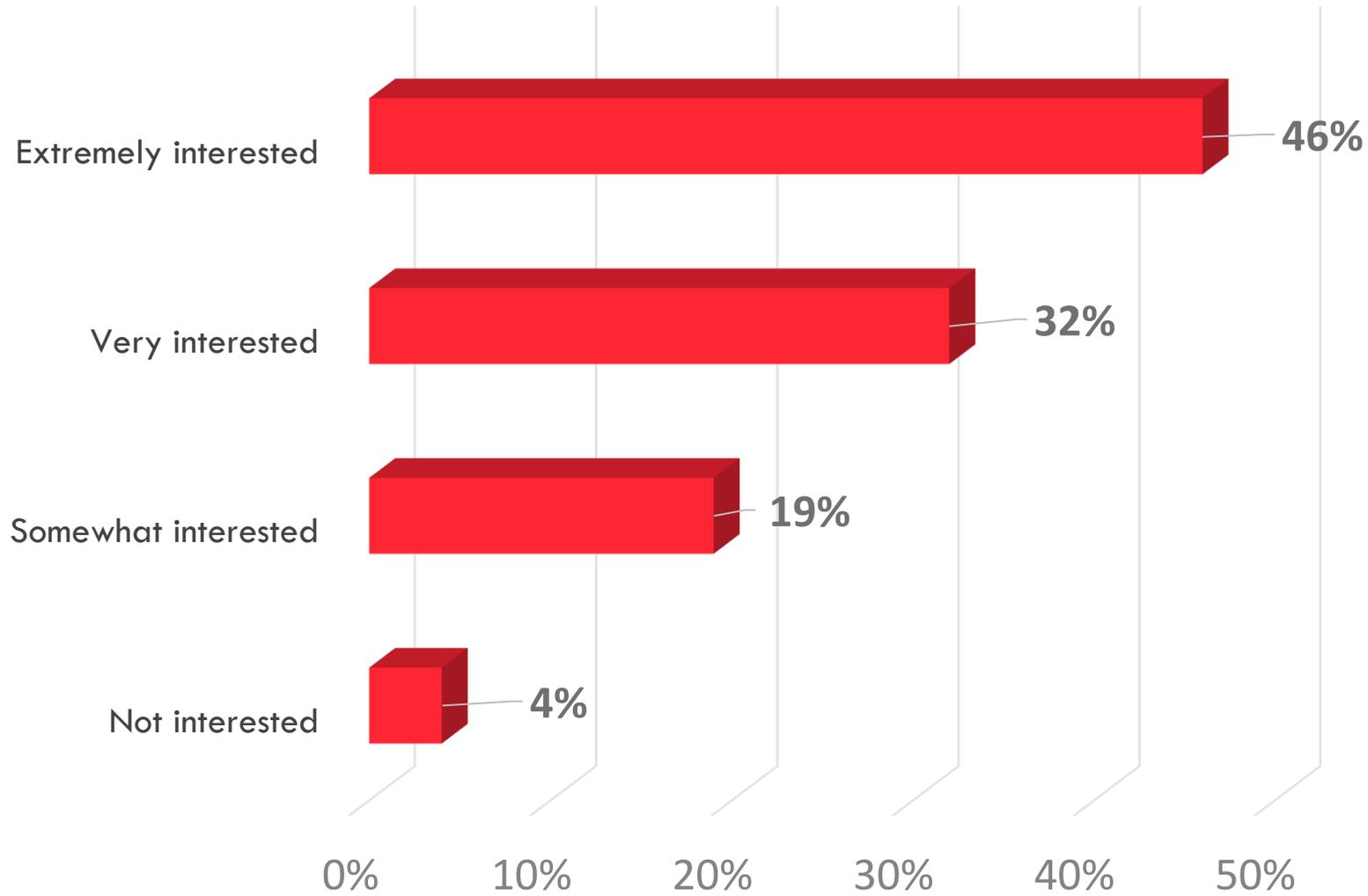
# How often do you check for the availability of down payment assistance programs for your clients via HAR's Down Payment Resources tool?



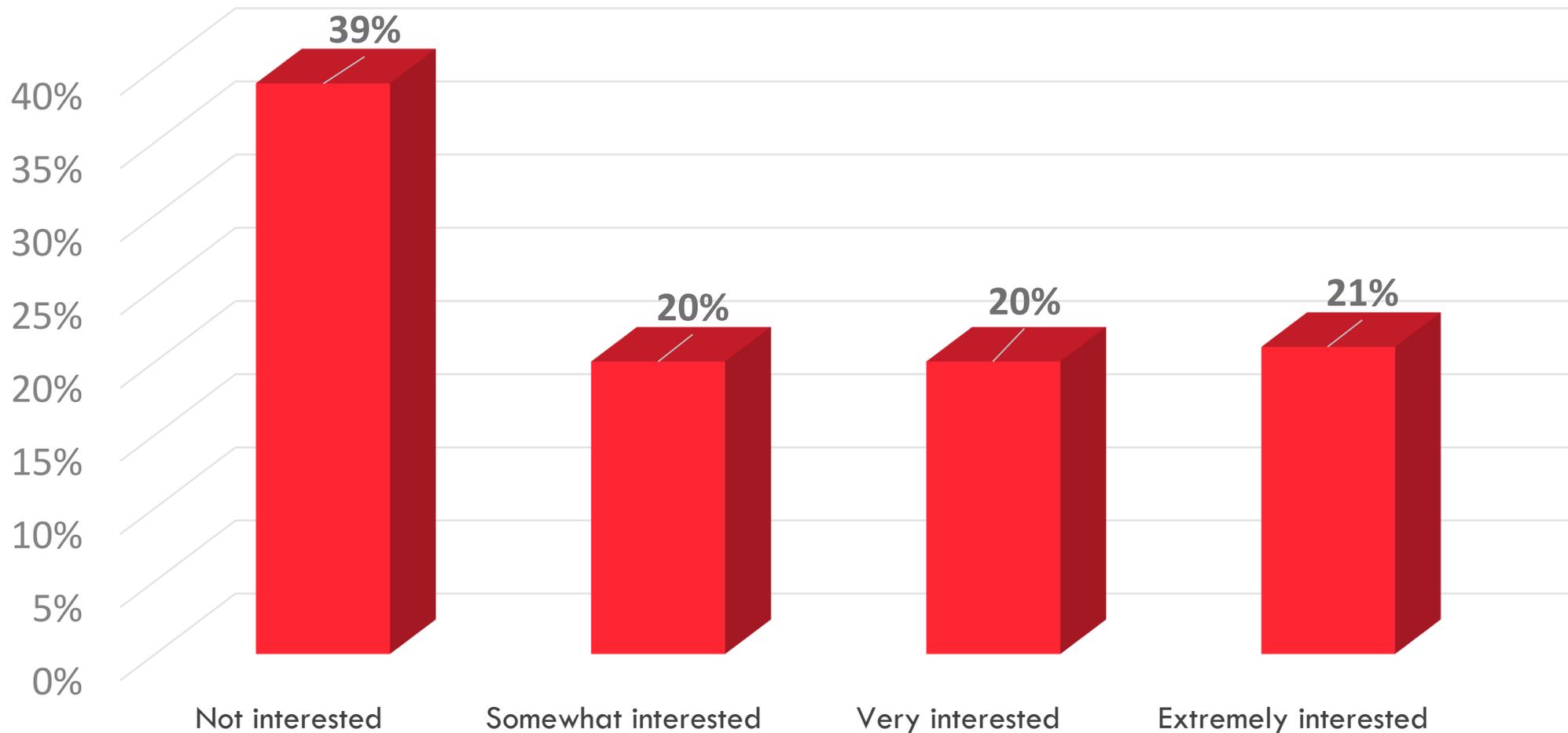
## How much do you believe Down Payment Resource can help your clients be able to afford to purchase a home?



# How interested are you in attending training on Down Payment Resource?



## How interested are you in having a HAR staff member present Down Payment Resource at an office meeting?



# What other ways, if any, can HAR better serve you?

“What Downpayment assistance programs are there and list of lenders who offer these programs”

We need to market this program to the public. Billboard ads and on har.com...  
  
Many of programs run out of money by late spring

“Prefer to get a PDF explaining all the down payment options, criteria to qualify, and their terms and conditions in a table format, rather than going to a class, so we can provide these program options to the buyers. Thank you.”

“Allow Realtors to add ‘down payment assistance eligible’ to MLS listings.”

“Advertise more down payment programs  
  
Also be able to sort by flood area”

With the low inventory it would be extremely difficult to convince a seller to accept DP assistance when cash and/or traditional closings are quicker.

Make this easily accessible on MATRIX

