



WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY

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Lender Update 2017-18

August 22, 2017

**WE'VE ADDED A NEW TRACK OF TOPICS AND SPEAKERS TO
 WISCONSIN HOMEOWNERSHIP CONFERENCE OCTOBER 4, 2017**

**Wisconsin Homeownership Conference
 NEW Business & Community Engagement Group Track**

Session I	<p>Responsible Affordable Mortgage Lending: Creating Greater Access & Success</p> <p>Homeownership is still below historical levels. While the country has experienced sustained economic growth, it has not impacted all neighborhoods uniformly. Obtaining a mortgage can still be difficult in some communities and for some populations. Learn firsthand from regional and national experts how your financial institution, community agencies, and advocacy organization can access more effective tools to help families achieve homeownership.</p>
Session II	<p>From Public to Private: Helping Tenants become Homeowners</p> <p>A number of public housing authorities and community action agencies have launched initiatives designed to help tenants save for a home of their own. Some of the participating tenants have saved as much as \$4,500 toward realizing their American Dream. Learn how these public-private initiatives are being implemented, and how to integrate WHEDA's mortgage products to help more families.</p>
Session III	<p>Making the American Dream Affordable: Creating a Shared Action Plan for Wisconsin's Families</p> <p>Help us help you and Wisconsin families! You have a unique perspective about homeownership and affordability, and we want to hear that perspective as part of a first-ever Homeownership Listening Session at the Wisconsin Homeownership Conference. Whether you represent a financial institution, counseling agency, housing authority, or regulator, we want to learn how your organization is advancing affordable homeownership and the gaps that need to be overcome. Be a part of framing a shared action plan that will result from this session!</p>

The Wisconsin Homeownership Conference will feature all the information you need to leverage WHEDA's mission to grow your business and help more of your borrowers succeed. **At WHEDA we know there are lots of options out there and we want to provide you with all of them!** Topics include:

- **Presentations by representatives from national mortgage lenders including FNMA, FREDDIE MAC, FHA, USDA AND VA**
- Generational Marketing and the Millennial Mindset
- Business By The Numbers – The Modern LO
- **The state of Real Estate in Wisconsin**
- Sharpen Your Sales Skills
- Using Social Media to broaden your market
- Down Payment Assistance – everything you need to know about who, what and where

Attendees of all areas of lending, community development and housing authorities will have access to learning sessions, panel discussions, an exhibitor marketplace and networking with industry partners.

Don't miss early registration rates: (Ends September 3, 2017) **REGISTER NOW!!** [Wisconsin Homeownership Conference \(SF\) | WHEDA](#)
 ☆ Non-profits at \$100 ☆ For-profits at \$125.

Standard registration rate (after early registration ends September 3, 2017) is \$150 and will be accepted up to September 22, 2017.

Reserve your hotel room before September 3, 2017 for the WHEDA Conference rate of \$82. Reservations can be made by calling the Kalahari Resort and Convention Center at (877) 253-5466 and booking under the WHEDA block of rooms.