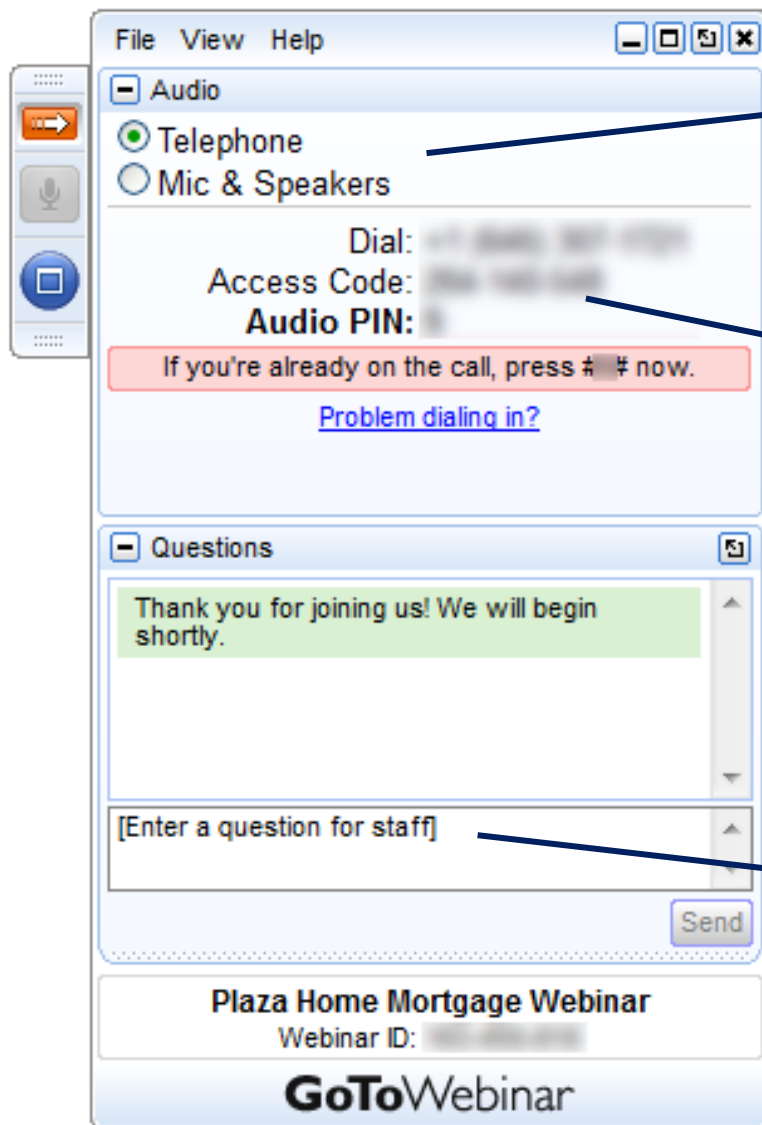


Thank you for joining the webinar!



Use **speakers** or a **telephone** to listen to the audio.

Use the information in **your toolbar** to dial in from your telephone. Your telephone will be **muted**.

If you have any **questions**, please type them in here.

Community Enrichment Program

Module 1: Overview of the
Community Enrichment Program



PLAZA
HOME MORTGAGE INC.

Objectives

- This training session is for **Wholesale Loan Origination Partners**.
- The webinar is scheduled for **30 minutes**.
- We will be giving a **brief overview** of the Plaza Community Enrichment Program.
- The **goal** of this webinar is to inform you of the basics of the Community Enrichment Program and Plaza's goals, eligibility guidelines, and the resources available.



Robyn Manchas
National Training Director

What is Plaza's CEP?



CEP, our new **Community Enrichment Program**, was developed to expand lending opportunities to **underserved communities**. Plaza has selected designated **census tracts** identified as underserved by non-bank mortgage lenders. This has limited those in the community access to affordable lending products and interest rates. Leveraging our existing programs, we will offer **special incentives** as well as **dedicated marketing materials** as well as **training**.

Mission Statement



To become a leader in helping Plaza's Wholesale Origination Partner's develop successful strategies to leverage available housing programs, loan products, and targeted messaging to promote homeownership, particularly in historically underserved communities.

Program Benefits

For the Mortgage Loan Originator

- Competitive advantage through to the customer
- Generate more Purchase Volume
- Assist in serving first-time home buyers with financing
- Homeowner Education provides important information to homeowners about building their community, staying financially fit and maintaining and improving their homes
- Improved relationships with realtors and other referral sources
- Increased loan volume and revenue

For the Borrower

- Providing access to homeownership not otherwise available to many consumers in an underserved market
- Assist in reducing initial up front cost, down payment and reserves- provides financial assistance for qualified borrowers
- Investment for their financial future
- Assistance funds can be used towards down payment and closing cost in most cases. Many programs in targeted areas provide assistance in the form of reduced sale prices and forgivable second liens

Our Goals



- Assist & Educate our Wholesale Origination Partners on how to locate underserved communities, i.e. Plaza selected Census Tracts
- Help our Wholesale Loan Originators expand their reach to better serve their communities
- Bring the mortgage qualification process within the reach of local Loan Originators and Real Estate Agents



Plaza's targeted census tracts:

Median family income limits, and/or
Minority population percentages

"Designated Census Tracts" and "Underserved Areas" are areas designated by the U.S. Office of Management and Budget (OMB) that meet certain established criteria listed above.



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Home

Contact List

Community Enrichment

Correspondent Lending

Mini Correspondent Program

Reverse Mortgage

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Policies

Plaza Community Enrichment Program Uncover sales opportunities in your own backyard.



The mission of the Community Enrichment Program is for Plaza Home Mortgage to become a leader in helping our origination partners develop successful strategies to leverage available housing programs, loan products and targeted messaging to promote homeownership, particularly in historically underserved communities.

We have brought together the products, programs, training and support to help our partners start growing their sales quickly and continue to build sales into the future. We even provide the resources to build solid relationships with REALTORS® and other referral sources.

The resources below can help you combine loan programs, possible pricing incentives and down payment assistance programs to put together the right loan solution for your customer.

Eligible Loan Programs

CEP is available for all products except Jumbo and High Balance.

CEP Pricing Incentive

Plaza has identified a number of census tracts within specific MSAs to receive an attractive pricing incentive. Borrowers who purchase or refinance a home located in a Plaza-designated underserved community will receive a pricing incentive of:

- .75% on Government loan programs
- .50% on Conventional loan programs



Qualifying for the CEP pricing incentive:


- Applicable to wholesale transactions only
- Must be primary residence
- 1-4 unit, Condominium, PUD
- Purchase, Rate & Term Refinance, Cash Out Refinance
- All Conventional and Government loan programs except Jumbo and High Balance

Property must be located in a Plaza-designated underserved census tract:

Step 1. Find your census tract information for the property.

Click [HERE](#) to look up census information based on the property address (FFIEC GeoCoding webpage will open in a new window).

 [How To Lookup Census Tract Information Based On The Property Address](#)

 [CEP Census Tract by State](#)

Step 2. Find out if the property is in a Plaza-designated underserved census tract.

Enter the information below to see if the property qualifies your borrower for the **CEP pricing incentive**.

MSA/MD Code: *	<input type="text"/>	State Code: *	<input type="text"/>
County Code: *	<input type="text"/>	Census Tract Code: *	<input type="text"/>

SEARCH

Plaza's Incentives

Eligible loans in this program will receive a Community Enrichment Loan Level Price Adjustment of:

**.50 for
Conventional
Loan Programs**

**.75 for
Government
Loan Programs**

Eligible Loans

- Wholesale transactions
 - Mini-Correspondent & Reverse transactions excluded
- All current Plaza Programs except Jumbo Elite as well all High Balance Programs
- All transactions
 - Purchase
 - Rate/term
 - Cash-out
- Owner occupied only
 - Does not apply to second home or investment property

- Expand participation in community housing programs
- Provide education and training to Loan Originators about how to combine down payment assistance and other grant programs with traditional financing
- Help individuals and families achieve their goal of sustainable homeownership



Upcoming Training Modules



Module 2: Fannie Mae MyCommunityMortgage and Freddie Mac Home Possible Mortgage

Module 3: FHA Loan Programs

Module 4: Community and Nonprofit Second Liens

Module 5: Mortgage Credit Certificates

Module 6: Neighborhood Stabilization Programs Combined with FHA Good Neighbor Next Door

Resources, Service and Support



PLAZA
HOME MORTGAGE INC.



- Training for
 - Loan Originators
 - Realtors
- Dedicated marketing materials both branded and unbranded
- Web page

CEP Website Resources



Industry and Product Training

Plaza Community Enrichment Program

Community Enrichment Program Calendar
Who should attend: Wholesale Loan Origination Partners
Format: 30 minute webinars

Plaza Home Mortgage is excited to announce our series of 30-minute training modules for our Community Enrichment Program. In these upcoming modules, Plaza will show you how to develop successful strategies to leverage available housing programs, loan products and targeted messaging to promote homeownership in historically underserved communities. Plaza has developed tools, resources and a web site that you will have at your finger tips. While we are focusing on these programs to be used in conjunction with the Community Enrichment Initiative, all of the program information we will be presenting can be utilized by everyone, even if the property is not located in a targeted census tract.

CEP Module 1: Overview of the Community Enrichment Program
[Wednesday, June 11 at 1 pm Pacific](#) or [Thursday, June 12 at 8 am Pacific](#)

Objective: To help you understand the basics of this important Plaza Initiative, including Plaza's goals, program eligibility guidelines and the many resources available.

CEP Module 2: Fannie Mae MyCommunityMortgage® and Freddie Mac Home Possible® Mortgage
[Wednesday, June 18 at 1 pm Pacific](#) or [Thursday, June 19 at 8 am Pacific](#)

Objective: To give you a brief overview of the Fannie Mae MyCommunityMortgage & Freddie Mac Home Possible Mortgage programs.

CEP Module 3: FHA Loan Programs
[Wednesday, July 9 at 1 pm Pacific](#) or [Thursday, July 10 at 8 am Pacific](#)

Objective: This brief webinar will review FHA programs, including Good Neighbor Next Door, HUD 980, Energy Efficient Mortgages, 203(i) Streamline and Back to Work. We'll talk about basic FHA requirements, credit policies, eligible property types and much more, plus show you the many resources available to help you sell these programs.

CEP Module 4: Community and Nonprofit Second Liens
[Wednesday, July 16 at 1 pm Pacific](#) or [Thursday, July 17 at 8 am Pacific](#)

Objective: We will be giving a brief overview of how nonprofit organizations and government agencies can help borrowers with financing a home.

CEP Module 5: Mortgage Credit Certificates
[Wednesday, July 23 at 1 pm Pacific](#) or [Thursday, July 24 at 8 am Pacific](#)

Objective: We will be giving a brief overview of how Mortgage Credit Certificates work and the approval process.

CEP Module 6: Neighborhood Stabilization Programs Combined with FHA Good Neighbor Next Door
[Wednesday, August 6 at 1 pm Pacific](#) or [Thursday, August 7 at 8 am Pacific](#)

Objective: We will be giving a brief overview of Neighborhood Stabilization Programs and how to use them in conjunction with the FHA Good Neighbor Next Door Program.

Contact us today for more information!
training@plazahomemortgage.com
www.plazawebinars.com

buying your
First Home

A step-by-step guide to the home buying process

Uncover sales opportunities in your own back yard

Plaza Home Mortgage Community Enrichment Program

Plaza Home Mortgage is committed to helping you develop successful strategies to uncover the untapped sales opportunities in low to middle income communities. We have brought together the products, programs, training and support to help you start growing your pipeline quickly and continue to build sales into the future. We even provide you with the resources to build solid relationships with Realtors and other referral sources.

Pricing Incentives: Qualified borrowers receive .25% price improvement on Government loan programs and .20% price improvement on Conventional loan programs for properties located in a Plaza designated underserved MSA (see website for details).

Products: FHA and conventional loan programs with features that home buyers are looking for.

Programs: We will help identify local housing and down payment assistance programs to provide grant funds for your clients. Combining these with our range of product offerings provides exceptional value to our customers.

Service: Your Plaza Account Executive and support team will help you navigate any special challenges.

Pricing incentives to help you attract more borrowers

Plaza's Community Enrichment Program (CEP) provides origination partners a significant competitive advantage by providing qualified borrowers price improvements not available outside the CEP program.

This program is designed to expand lending opportunities to underserved communities. The following price incentives apply to wholesale transactions and are based on eligibility.

- Incentive of .25% on Government loan programs¹
- Incentive of .20% on Conventional loan programs¹
- Property must be located in a Plaza designated census tract² (see website or your Plaza Account Executive for details)
- Primary residence only
- 1-4 unit Condominium, PUD
- Purchase, Rate & Term Refinance, Cash Out Refinance
- All Conventional and Government loan programs except Jumbo and High Balance

¹ Pricing incentives available subject to change based on secondary market conditions. Incentive applies to wholesale transactions only.

Not all loans are eligible for pricing incentives.

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www.plazahomemortgage.com

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Product Matrix

Although the Community Enrichment Program is available with all of our loan programs (except Jumbo and High Balance), we have identified a number of loan programs that may be particularly well-suited for borrowers in underserved communities. For more information, visit the Community Enrichment Program website at www.plazahomemortgage.com/communityenrichment.

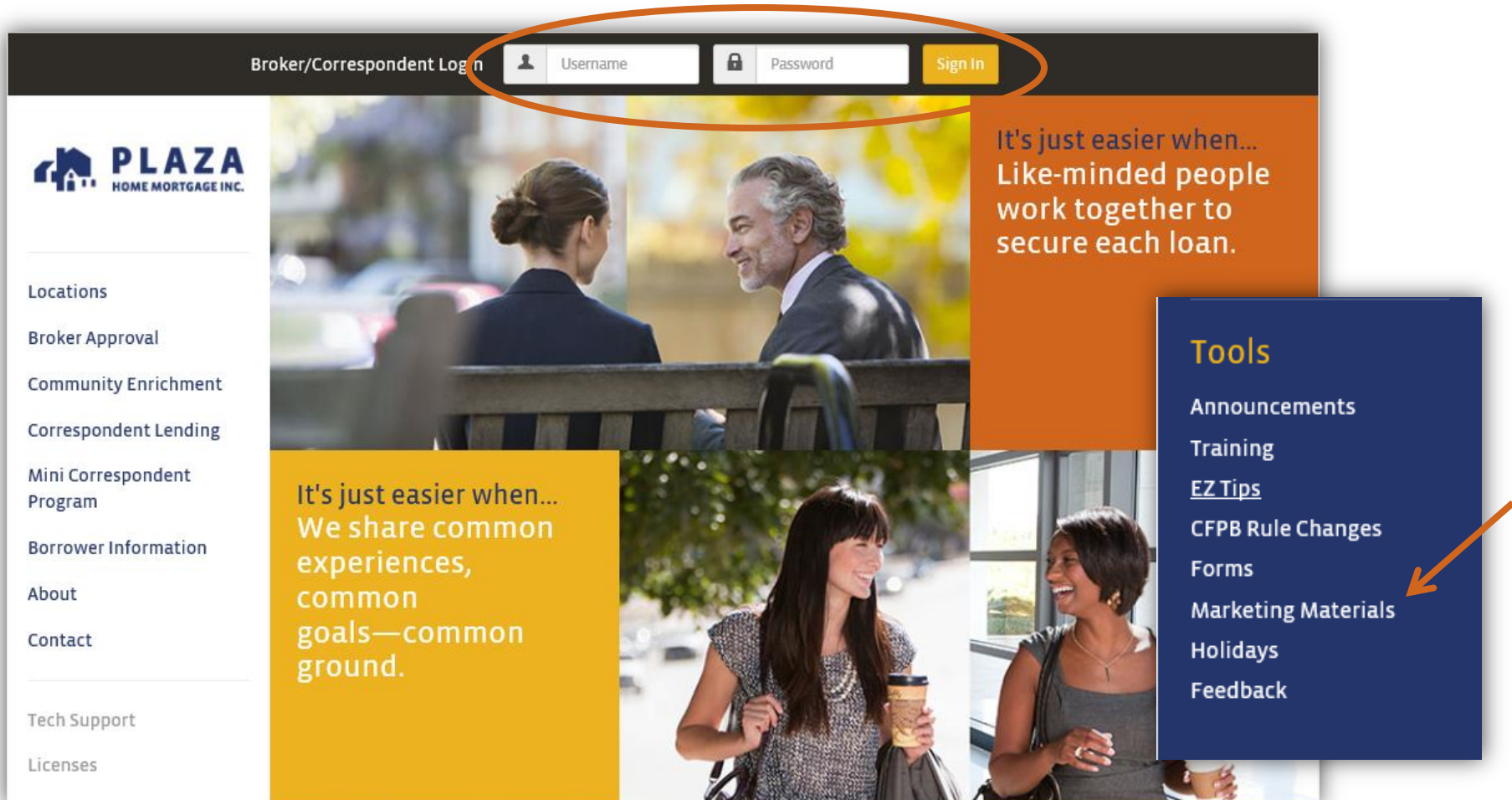
	Reverse Mortg in Community	Fannie Mae HomePossible	FHA Good Neighbor Next Door	FHA	HomePath	VA	USDA
Minimum Credit Score	600	600	620	620	600 660 for 28% LTV	600	600
Maximum DTI	Per DTI 45	Per DTI 45	45%	45% 40% for 28% DTI	Per DTI	DTI up to 45% Manual DTI 45%	45%/45%
Maximum LTV	90%	90%	90%	90%	90%	100%	100%
Maximum CEI	100% ¹	100%	100%	100%	100%	100%	100%
Loan Features	Conforming	Conforming	Conforming	Conforming	Conforming	Conforming	Conforming
Transaction Type	Purchase Rate & Term Refinance	Purchase Rate & Term Refinance	Purchase	Rate & Term, Rate & Term Refinance, Cash Out Refinance	Purchase	Purchase, Rate & Term Refinance, Cash Out Refinance, Flip Program Ref	Purchase, Rate & Term Refinance, Cash Out Refinance, Flip Program Ref
Property Type	1-4 units	1-4 units Neighborhood Stabilization - used in small properties only	FHA owned Owner occupied 1-4	1-4 units	Primary/2nd owned 1-4 units	1-4 units	1-4 units
Occupancy Type	Primary Residence	Primary Residence	Primary Residence	Primary Residence	Primary Residence Second Home Investment Properties	Primary Residence	Primary Residence
Home Buyer Eligibility	Required if First Time Home Buyer	Required if First Time Home Buyer	Required if First Time Home Buyer	Required if First Time Home Buyer	Not required	Not required	Required if First Time Home Buyer
Single Unit Requirements	Yes	Yes	No	No	No	No	Yes

1. Maximum CEI is 90% unless a community award is used.



Marketing Materials

- Log into www.plazahomemortgage.com
- Click on the Marketing Materials link on the right navigation



The screenshot displays the PLAZA Home Mortgage Inc. website interface. At the top, there is a "Broker/Correspondent Login" section with input fields for "Username" and "Password", and a "Sign In" button. Below this is a navigation menu on the left side, including "Locations", "Broker Approval", "Community Enrichment", "Correspondent Lending", "Mini Correspondent Program", "Borrower Information", "About", "Contact", "Tech Support", and "Licenses". The main content area features a large image of a woman and a man sitting on a bench, with text overlays: "It's just easier when... Like-minded people work together to secure each loan." and "It's just easier when... We share common experiences, common goals—common ground." On the right side, there is a "Tools" menu with items: "Announcements", "Training", "EZ Tips", "CFPB Rule Changes", "Forms", "Marketing Materials", "Holidays", and "Feedback". An orange arrow points to the "Marketing Materials" link in the "Tools" menu.

Customizable Materials: Originator to REALTOR



Quick, easy and customizable **Originator to REALTOR** Marketing Resources

Sell More REOs, short sales and foreclosures

Now your buyers can finance home repairs or remodels at closing with an FHA 203(K) Streamline Loan

Help your buyers looking for REOs, short sales and foreclosures with our streamline loan program. The program provides up to \$35,000* for renovations and repairs by financing the after-improved value rather than the present value. Qualified borrowers receive a single loan with one closing.

- As little as 3.5% down payment
- Up to \$35,000* for repairs or renovation of the primary residence
- Finance 100% of weatherization/energy efficient improvements**
- Finance construction costs with a single closing
- Buyer picks the contractors
- Wide variety of repairs covered, including roofs, kitchen/bath remodels, flooring, paint, new appliances, plumbing/electrical repairs, lead-based paint abatement

* Must include floor, contingency reserve and repairs.
** Unlike the standard Energy Efficient Mortgage program, improvements must meet energy efficiency criteria of a Home Air Quality Certificate of Energy Performance, not just seal cracks, dust and/or weatherstripping doors and windows, but also seal ductwork, dust and/or weatherstripping doors and windows, seal and weatherstrip doors and windows, and seal and weatherstrip water heater replacement.

Loan programs for today's home buyers

While you help your clients find the perfect home, we can help them with financing that is right for them. We offer a number of loan programs geared towards today's home purchase market. Whether your customers are first time homebuyers, or looking for a second home or investment property, we can offer just the right program to meet your customer's needs. Plus, with our short turn-times for purchase and extraordinary service levels, you can rest assured that the loan will close efficiently.

- **VA Purchase Programs** offer veterans loans with zero to little down payment, no reserves, for conforming and jumbo loan amounts
- **FHA 203(K) Streamline Loan** lets buyers finance home repairs or remodels into the loan and work is completed within 6 months after closing
- **FHA and VA Energy Efficient Mortgages** lets buyers roll up the cost of certain energy saving improvements into their mortgage at closing
- **Jumbo** offers loan amounts up to \$2,500,000 at great rates with less hassle
- **Reverse Mortgage Purchase Program** lets seniors purchase homes with no monthly mortgage payments
- **My Community, Home Possible, FHA, and VA Purchase Programs** allow borrowers to utilize local county and city down payment assistance programs (DAP) for down payment and closing costs

Sell those older homes faster

Energy Efficient Mortgages

More and more of today's home buyers consider the energy efficiency in their home purchase decision. In fact, over 50% of young home buyers prefer a highly energy-efficient home over a lower-priced older home. So, an otherwise perfect older home with character can be overlooked over concerns of future energy bills.

We've got the solution for your client's sale! Now there's a way for home buyers to roll up the cost of certain energy saving improvements into their mortgage with a single closing. The home buyers can reduce their monthly energy bill and may even be eligible for local and federal tax advantages.¹

- Can lead to more referrals from satisfied buyers
- 100% of the qualifying improvements, furnace/cooling systems, weatherization or replacing doors and windows can be financed up to the allowable limits²
- Lower monthly utility bills usually offset the increased monthly mortgage payment
- Potential greater resale value
- Potential federal and local tax advantages³

Call us today to learn more about this program.

1 First Home Buyers Book, NAR's Economic & Housing Policy Group, National Association of Home Builders, February 2013.
2 Borrower must meet lender's requirements.
3 Cost-effectiveness of the energy improvement using EHER guidelines required. Cost will apply.

Customizable PDF Flyers & HTML Emails

USDA Rural Housing

Insert Logo here

*** Buying a home with no monthly mortgage payments**

Reverse Mortgage for Home

VA Loans

Insert logo here

Customizable Lunch & Learn Presentations

Customizable Materials: Originator to Consumer



Quick, easy and customizable **Originator to Consumer** Marketing Resources

Before

Finance home repairs or remodels at closing with an FHA 203(k) Streamline Loan

You're looking at a house with "good bones" but it needs a lot of work. This streamline loan program provides \$33,000* for renovations and repairs of your primary residence by financing the after-improved value present value of the home. Qualified borrowers receive a single loan with one closing!

- As little as 2.5% down payment
- Up to \$35,000** for repairs or renovation
- Finance 100% of weatherization/energy efficient improvements**
- Finance construction costs with a single closing
- You pick the contractors
- Wide variety of repairs covered, including roofs, kitchen/bath remodels, flooring, appliances, plumbing/electrical repairs, and lead-based paint abatement

*Must include fees, contingency reserve and repairs.
** Seller must apply. Energy Efficient Mortgage Program improvements must reduce energy expense of a home to qualify. See improvements on the central heating/cooling, electricity, wall, ceiling, roof, floor and foundation, dual pane or low E windows, exterior doors and shutters, attic and wall insulation and water heater replacement.

Because you're more than just a credit score

Home Loans for Less-than-Perfect Credit

Now There's a Fixed Home Loan for borrowers with credit scores as low as 580. We've got a home loan program for good customers like you who have weathered tough economic times. Our FHA program offers affordable loans, even if your credit score has been impacted by circumstances beyond your control, a layoff or long-term illness or disability. Our underwriters will review your application personally because we know your credit score doesn't tell the whole story.

- Loans available for single family residences, a property with 2 units, PUDs and FHA-approved condos
- No down payment if you're enrolled in an approved down payment assistance program
- Bankruptcy okay if it has been discharged for 2 years
- Foreclosure okay if it has been 3 years since completion of the foreclosure
- First-time home owners may be eligible
- Online Homebuyer Education course to help you through the process

Call us today to find out if you qualify and to get started!

Relax. Let Your Home Work for You.

NO MONTHLY MORTGAGE PAYMENTS REQUIRED. LOAN IS DUE WHEN YOU MOVE OUT PERMANENTLY, SELL THE HOME, OR PASS AWAY.

NON-COURSE; NEVER OWE MORE THAN WHAT THE HOME IS WORTH*

PAYMENT DISBURSEMENT OPTIONS BASED ON YOUR NEEDS

If you are at least 62 years old and own your own home, a reverse mortgage may be a useful financial option. With a reverse mortgage, you can access the equity in your home, without having to make monthly payments. The loan would come due when you move out permanently, or pass away. Stipulations include maintaining primary residence, current on property taxes and insurance, and the house is properly maintained. Call us today to see if you qualify. As part of your loan, you'll then work with an independent reverse mortgage counselor, who can help you evaluate all the benefits.

* If the heirs choose not to repay the loan and the home is foreclosed, they will not be liable for any deficiency.

Sell those older homes

Energy Efficient Mortgages

More and more of today's home buyers consider the energy efficiency in their home purchase. In fact, over 80% of young home buyers prefer a highly energy-efficient home over a low bid. So, an otherwise perfect older home with character can be overlooked over concerns about energy efficiency.

We've got the solution to save that sale! Now there's a way for home buyers to finance energy saving improvements into their mortgage with a single closing. The home buyer's monthly energy bill and may even be eligible for local and federal tax advantages!

- Can lead to more referrals from satisfied buyers
- 100% of the qualifying improvements, furnace/cooling systems, weatherstripping doors and windows can be financed up to the allowable limits¹
- Lower monthly utility bills usually offset the increased monthly mortgage payment²
- Potential greater resale value
- Potential federal and local tax advantages³

Call us today to learn more about this program.

1. What Home Buyer Ready Work, NAR's Economics & Housing Policy Group, National Association of Home Builders, February 2013.
2. Bloomberg Intelligence, March 10, 2013.
3. Cost-effective measure of the energy improvements using HERS guidelines is required. Cost will apply.

Low down payment, no appraisal and no mortgage insurance for Fannie Mae owned properties

The Fannie Mae HomePath® program offers you the opportunity to purchase a Fannie Mae owned property with a low down payment and no appraisal or mortgage insurance. For a list of eligible properties, visit the HomePath website at www.homepath.com.

- As little as 5% down
- Available for primary residence, second home or investment properties
- 2-4 Unit homes are eligible
- Credit scores as low as 620 for loan amounts up to \$417,000¹ and 20% or more down; as low as 660 for less than 20% down.
- No appraisal or mortgage insurance² is required
- Expanded seller contributions allowed

1. High balance LTVs and credit score requirements may differ from conforming.
2. Hazard insurance is required.

Customizable PDF Flyers & HTML Emails. Variety of photography options available for each product flyer.

Simply download the materials from www.plazahomemortgage.com and add your contact information using Adobe Reader or Acrobat. You can even add your logo using a photo editing software.

Originator to Realtor

- Customizable
 - Lunch & Learn Presentations
 - PDF Flyers
 - HTML Emails

- Products
 - 203k Streamline
 - Energy Efficient Mortgage
 - HomePath
 - Jumbo Elite
 - Home Purchase Financing
 - Reverse Mortgage
 - USDA Rural Housing
 - VA Purchase

Originator to Consumer

- Customizable
 - PDF Flyers
 - HTML Emails

- Products
 - 203k Streamline
 - Delayed Financing
 - Energy Efficient Mortgage
 - FHA Retained
 - HomePath
 - Jumbo Elite
 - Reverse Mortgage
 - USDA Rural Housing
 - VA IRRRL
 - VA Purchase

What's Next?

Click here for more information and to register for these sessions:

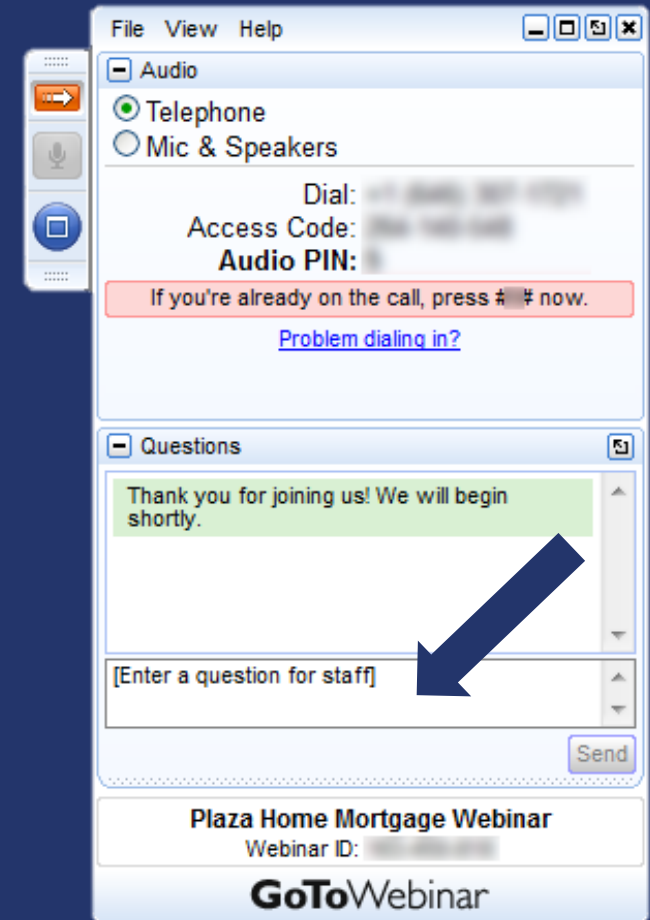
<http://bit.ly/1to8Vae>

- Module 2: Fannie Mae MyCommunityMortgage and Freddie Mac Home Possible Mortgage
- Module 3: FHA Loan Programs
- Module 4: Community and Nonprofit Second Liens
- Module 5: Mortgage Credit Certificates
- Module 6: Neighborhood Stabilization Programs Combined with FHA Good Neighbor Next Door

Thank you for attending!



If you have any questions or comments, please feel free to contact training@plazahomemortgage.com.



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