



Home Improvement Top Producing Lender Program *Award Definitions & Selection Criteria*

Annual Achievement Criteria & Thresholds

Annual achievement awards will be made according to the following criteria:

- Only Fix Up and Community Fix Up loans will be counted
- Only loans that have reached the Purchase Approval stage by the end of the calendar year will be included
- Achievement periods will be based on production for each calendar year

Annual Achievement Awards

Platinum Level

- Receive:
 - Congratulatory email from Fix Up Loan Coordinator
 - Certificate of Congratulation signed by Assistant Commissioner
 - Posting of achievement on dedicated Minnesota Housing website page with Platinum achievement status highlighted
 - Up to 500 co-branded flyers
 - Design & mailing of co-branded postcards to recent homebuyers in your area
 - Top Producer window decal
 - Press release
 - Social media shout out

Gold Level

- Receive:
 - Congratulatory email from Fix Up Loan Coordinator
 - Certificate of Congratulation signed by Assistant Commissioner
 - Posting of achievement on dedicated Minnesota Housing website page with Gold achievement status highlighted
 - Up to 250 co-branded flyers
 - Design & mailing of co-branded postcards to recent homebuyers in your area
 - Top Producer window decal
 - Press release

Silver Level

- Receive:
 - Congratulatory email from Fix Up Loan Coordinator
 - Certificate of Congratulation signed by Assistant Commissioner
 - Posting of achievement on dedicated Minnesota Housing website page with Silver achievement status highlighted
 - Up to 100 co-branded flyers
 - Design & mailing of co-branded postcards to recent homebuyers in your area
 - Press Release

Program Disclaimers

Minnesota Housing reserves the sole and full right to:

- 1) Approve or deny inclusion of any Lender entity based on quality control or other concerns
- 2) Remove from its published materials any Lender previously awarded based on quality control or other concerns
- 3) Alter the qualifying criteria during any given selection period
- 4) Discontinue the program at any time
- 5) Change the awards given for the various levels of achievement
- 6) Add or remove special award designations for special types of lending production (e.g. innovative Community Fix Up initiatives, etc.)

In addition, please note:

- 1) These awards do not constitute an endorsement of or referral to a Lender, but are merely recognition based on number of home improvement loans produced in a given time period
- 2) It is the responsibility of the Lender and its communications and legal staff to approve any communications pertaining to the program

For more information, please contact Shannon Gerving at Shannon.Gerving@state.mn.us.