



So that DSHA may consider your application approval request we need the following items to be included in your DSHA loan production plan **BEFORE** you submit the new Lender application:

- Submit a detailed business plan that will include your strategy to get to the minimum production beginning at application and sustain that production.
- This plan must also include branch locations and the LOs that are associated with that branch and if you have any preapproved borrowers waiting to find homes and a list of those borrowers.
- Identify Loan Originator and Sales Agents that will promote the DSHA products and have them scheduled to attend the on line self-paced training module.
- Create a marketing plan to identify prospective borrowers that would qualify for DSHA funds and how to reach out to this group.
- What high volume Realtors do you currently work with for low to moderate clients?
- Please include any other ideas or details that would insure minimum volume levels. The more detail you provide the better for our review.
- How many Loan Officers will be using our DPA programs and what is their lending experience?
- Which Mid Atlantic HFA's are you currently working with and delivering steady loan volume?
- What type of advertising and marketing will you use to present DSHA program availability?
- How closely will you work with the existing and new local Realtor community to educate them on our programs?