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**Tucson Association of REALTORS®MLS, Inc. Launches Down Payment Resource**  
*New tool bridges down payment gap for homebuyers by connecting to assistance programs and eligible homes*

**TUCSON, AZ, September 29, 2011**—Tucson Association of REALTORS® MLS, Inc. (TARMLS) and Atlanta-based [Workforce Resource](http://www.workforceresource.com)® announced the launch of Down Payment Resource<sup>SM</sup> (DPR) to TARMLS' more than 4,800 members and potential homebuyers throughout the Southern Arizona area. Down Payment Resource, linked with TARMLS extensive listing database, will expand the awareness and reach of local down payment assistance programs available to homebuyers.

Down Payment Resource is a web based tool that connects eligible homebuyers and eligible properties with government-funded programs for down payment assistance, affordable mortgages, and rehab loans. As Inman News' 2011 "Most Innovative New Technology" award winner, Down Payment Resource is the industry's first product to aggregate down payment assistance information into one, online platform and integrates the information into MLS listing data for homes currently on the market. The tool helps bridge the down payment gap for homebuyers, as well as move real estate transactions forward in a difficult lending environment.

With hundreds of millions of dollars in down payment assistance programs available throughout the country, it is challenging for housing industry participants and homebuyers to understand and be aware of the requirements and benefits of multiple programs in each market. Down Payment Resource uses today's technology to simplify that process for all involved.

"This tool will be instrumental to REALTORS® in informing their clients of the most current down payment resources available." said Philip Tedesco, RCE, CAE, chief executive officer of TARMLS. "Down Payment Resource takes it out of the abstract and outlines the specific resources available for a specified property"

As real estate professionals and homebuyers search for properties on the TARMLS website, [www.tarmls.com](http://www.tarmls.com), they will find a Down Payment Resource icon displayed on any property listing that is eligible for one or more down payment assistance programs. REALTORS® can search and suggest properties to their clients, quickly view details about available assistance programs, as well as integrate Down Payment Resource into their existing websites. In addition, homebuyers can click on the Down Payment Resource icon to answer eight simple questions to determine if they may also meet the qualifications for the assistance program.

In TARMLS' market, approximately 77 percent of residential listings may be eligible for one or more down payment assistance programs. Down Payment Resource is tracking and integrating 34 different programs in the area, with 25 currently funded and available for use.

"Consumers still report that securing a down payment is the biggest challenge in buying a home today. With Down Payment Resource, TARMLS is providing a unique way to help its members



and the community find affordable homes and assistance options," said Rob Chrane, president and founder of Workforce Resource.

#### **About TARMLS**

The Tucson Association of REALTORS® is the largest trade association in Southern Arizona, representing the interests of over 4,800 professionals in the real estate industry. The [Multiple Listing Service](#) (TAR/MLS), a wholly-owned subsidiary of the Tucson Association of REALTORS®, is a reliable, cooperative real estate database of listing and sale information in Southern Arizona. The Tucson Association of REALTORS® was established in 1921 as the Real Estate Board of Tucson. Find more information at [www.tucsonrealtors.org/aboutus.html](http://www.tucsonrealtors.org/aboutus.html).

#### **About Workforce Resource**

Founded in 2008, Workforce Resource® is a web-based software company with a mission to connect people with hard-to-find financial resources for better living. In 2010, the company launched Down Payment Resource to help turn potential home buyers into qualified buyers by connecting them to down payment assistance funding that they may not have otherwise known existed. DPR, winner of the 2011 Inman News Innovator "Most Innovative New Technology" award, is made available through Multiple Listing Services and is available in markets including, Minneapolis; western Wisconsin; suburban New York; central Florida; northern Illinois; southern Wisconsin; and Tucson, Arizona, with contracts to expand in areas such as Reno, Nevada; western North Carolina; and northern New England. The product's assistance program information is expanding rapidly for nationwide coverage.

For more information, please visit, [www.workforce-resource.com](http://www.workforce-resource.com).

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