



# Become A Homeownership Resource Guide Sponsor 2023 - 2024



## What is Homeownership and Counseling?

- Homeownership and Counseling is a program from Allston Brighton CDC focused on supporting first-time homebuyers and homeowners throughout Massachusetts.
- We are an independent, nonprofit resource for prospective buyers to plan responsibly for their future through homeownership education and counseling.
- Our HUD-certified counselors build a trusted environment where residents across Massachusetts can engage with mentors experienced with all facets of the home buying process to create personalized solutions for their homeownership experience.
- In 2021, over 700 first-time homebuyers graduated from our Homebuying 101 class and our programs are continuing to grow.

## What is The Homeownership Resource Guide?

- It is an informational resource for homebuyers and homeowners looking for referrals to lenders, real estate agents, home inspectors, real estate attorneys, and other providers of home buying and homeownership services.
- The Guide serves thousands of homebuyers and homeowners. To date, over 7,000 individuals have graduated from our program with over 2,500 buying homes.

## What's New About The 2023-2024 Guide?

- As the world has shifted towards more digital content, the Guide will provide a unique experience for first-time homebuyers. Our Table of Contents will be clickable and easy to navigate.
- All ads will also be linked directly to sponsor URLs to increase traffic to your website!
- Our new version of the Guide will run for two years which will broaden the audience of homebuyers who see your ad.
- This year, the Guide will be fully translated into Spanish to broaden our educational services. This will create a more inclusive experience for graduates of our Compra De Vivienda course.

## How is the Guide Distributed?

- Throughout 2023 and 2024, we will focus our outreach on creative social media marketing. With more interactive elements, first-time homebuyers will be able to interact with the Guide and will be directed straight to sponsor websites and services.
- The Guide will also be distributed to all clients who enroll in ABCDC's Homebuying 101 class. Your brand will reach at least 500 eager first-time homebuyers every year.
- We have a strong outreach plan through traditional and social media to ensure that the guide reaches more and more people every year.

## How will the Guide Help You Grow Your Business?

- Become a trusted resource when working with Homeownership and Counseling
- We put the power of referrals directly into the hands of active, committed homebuyers.
- Your brand will be in front of at least 50 new homebuyers each month who are ready to utilize your services.
- Free listing when you purchase an advertisement in our highly used directory, accessible in print and online.
- The Guide will be posted on our website along with the Directory of Resources that will include your company.

**RESERVE YOUR  
SPACE TODAY**

[tatar@allstonbrightoncdc.org](mailto:tatar@allstonbrightoncdc.org)

or call 617-787-3874

[allstonbrightoncdc.org/resource-guide](http://allstonbrightoncdc.org/resource-guide)

## Support Homeownership in Massachusetts

By using the Homeownership Resource Guide to build your business, you also support Allston Brighton CDC's Homeownership and Counseling program, committed to building more educated first-time homebuyers in Massachusetts.

# Advertisement Options 2023-2024

SMALL BUSINESS SPONSOR



## GOLD LEVEL \$750

- 5" Wide x 7.75" High
- Full Color Priority Advertisement
- Two Guest Blog Posts
- Two Personalized Social Media Posts
- Integrated Clickable Ad

## SILVER LEVEL \$500

- 5" Wide x 3.9 High
- Full Color Advertisement
- One Guest Blog Post
- One Personalized Social Media Posts
- Integrated Clickable Ad

## BRONZE LEVEL \$350

- 5" Wide x 1.8" High
- Full Color Advertisement
- Acknowledgment on Social Media
- Integrated Clickable Ad

## CONTACT INFORMATION

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

URL For Clickable Ad: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Does your company offer services in Spanish? ☐ Yes ☐ No

- Please send this form and your ad in a color, high-resolution (300 dpi) PDF file to Sean Tatar at [tatar@allstonbrightoncdc.org](mailto:tatar@allstonbrightoncdc.org) or fax to 617-787-0425
- Please make checks payable to the Allston Brighton CDC and mail to the address below

### QUESTIONS?

Contact Sean at  
[tatar@allstonbrightoncdc.org](mailto:tatar@allstonbrightoncdc.org)  
or 617-787-3874 x223