

RFP# 082025 Questions and Answers

Are there any new or changed objectives for the organization that these new campaigns would impact?

The overall objective for these campaigns to achieve is to increase the number of homeowners utilizing the NC Home Advantage Mortgage™ and the NC 1st Home Advantage Down Payment to help meet the Agency's mission of increasing affordable housing opportunities for all North Carolinians.

With the governmental changes and budget cuts nationwide, are there any budget restrictions or requirements that we should keep in mind as an agency partner?

Budget will be discussed with the chosen vendor.

What are the North Carolina Finance Housing Agency's goals for 2026 as an organization?

Our goal is to grow our programs to reach the most North Carolinians possible to increase affordable housing opportunities statewide.

Regarding email marketing, what tools are you currently using? Do you have a CRM platform that you use currently?

Currently, the NC Housing Finance Agency utilizes Mailchimp for email marketing.

What is most important to you when working with an agency partner?

Agency partners should be well informed and dedicated to increasing affordable housing opportunities for North Carolinians.