

CHF ACCESS Program – MARKETING GUIDELINES

GUIDELINES FOR UTILIZING MARKETING MATERIALS PROVIDED BY NHF, PROGRAM ADMINISTRATOR

ELIGIBILITY GUIDELINES:

In order to utilize the marketing materials provided by NHF for the CHF ACCESS Program, you must be a current:

- Retail Loan Officer of First Mortgage Corporation, or
- Approved Wholesale Broker of First Mortgage Corporation.

HOW TO VIEW & DOWNLOAD MATERIALS: (i.e. Flyer & Brochure)

Marketing pieces are available for viewing on the [NHF website](#) in the [CHF ACCESS Participant Guide](#).

To customize the pieces with your name and contact information, you can download them from the First Mortgage websites. Please contact your First Mortgage Account Executive for the website to use, or for Retail Loan Officers, contact [Henrietta Fata](#).

GUIDELINES FOR USING MATERIALS:

NHF, in conjunction with the program sponsor, develops marketing materials to assist Participating Lenders with promotion and education of NHF administered home loan programs. Materials are not available on all programs.

Marketing materials (i.e. brochures, flyers, etc.) are provided in template format. These templates contain information about the program advantages and basic guidelines. They are not a substitute for complete program guidelines, as published in program Term Sheets or other applicable documents. Participating Lenders (and brokers) are responsible for furnishing loan applications, applicable fees, APRs and complete program guidelines to potential homebuyers.

Except for customizing the materials with your company contact info, and any applicable disclaimers and licensing information, the materials may not be altered in any way. The artwork may not be used for any other purposes or placed into other documents.

By using these marketing materials, you further agree and represent that:

- a) You or your company are a validly licensed mortgage lender or broker, or real estate professional in the United States or its territories;
- b) This agreement does not constitute a trademark license in the CHF (program sponsor) trademark;
- c) You may not misrepresent your relationship with CHF (program sponsor) or present false or misleading information about the program;
- d) The materials are provided as-is without any warranty of any kind; and
- e) You acknowledge that legal issues may arise in connection with co-branding these materials and that you are responsible to ensure that these materials, as customized by you, are in compliance with all federal state, and local laws and regulations.