



## **MARKETING GUIDELINES**

*For Mortgage Professionals and Contractors marketing/promoting GSFA programs*

To market, advertise or promote GSFA housing programs you must be one of the following:

- (1) GSFA Participating Lender;
- (2) Real estate professional working with a GSFA Participating Lender, or
- (3) GSFA Participating Contractor.

## **CO-MARKETING GUIDELINES**

By co-marketing with GSFA, you agree and represent that:

- You or your company are a validly licensed mortgage lender or broker, real estate professional, or contractor in the United States or its territories;
- You may not misrepresent your relationship with GSFA, nor present false or misleading information about GSFA programs;
- Any pre-designed literature provided to you by GSFA is provided as-is without any warranty of any kind;
- You acknowledge that legal issues may arise in connection with co-branding marketing materials and that you are responsible to ensure that all materials, as customized by you, are in compliance with all federal state, and local laws and regulations; and
- This agreement does not constitute a trademark license in GSFA trademarks.

## **USE OF GSFA DISCLAIMER**

The following disclaimer must be provided when marketing GSFA programs:

“Golden State Finance Authority (GSFA) is a duly constituted public entity and agency.”

## **GSFA LOGO**

Business partners designing their own marketing, websites, videos, etc, do not have to use the GSFA logo. However, if you want to use the GSFA logo, please send a request to GSFA with the following information included in the request:

- Your name and contact info;
- Your company name and connection to GSFA;
- What GSFA Program(s) you are marketing;

- How the Logo will be used; and
- What graphic format you need.

Logo will be supplied upon review and approval. Please also be prepared to supply a copy of the final artwork for review and approval by the GSFA marketing department.

### **MARKETING TEMPLATES SUPPLIED BY GSFA**

GSFA has pre-designed marketing literature templates available for download on the GSFA website [www.gsfahome.org](http://www.gsfahome.org) under the topic “Marketing Support”.

These materials may not be altered, except to customize them with your company and contact info and any applicable disclaimers and licensing information. The artwork may not be used for any other purposes or placed into other documents.

The literature (ie. Flyers, brochures, etc) are provided in PDF template format and program specific. These templates contain information about program advantages and basic guidelines. They are not a substitute for complete program guidelines, as published in program Term Sheets or other applicable documents. GSFA business partners are responsible for furnishing loan applications, applicable fees, APRs and complete program guidelines to consumers.

#### *How to “Customize” (Add Contact info)*

The marketing templates are intentionally designed with blank **text fields** to add contact information. Note: **These are text fields only.**

If you do not have a version of Adobe Acrobat or another graphics program that allows you to electronically add contact information, you may want to affix a business card or label with your contact information on the materials. Some lenders have even chosen to purchase an ink stamp and stamp the materials with their contact information and/or logo.

Due to time and resource constraints, GSFA is unable to customize the templates for individuals or individual companies.

GSFA does not need to approve your marketing if you are using the pre-designed marketing literature provided by GSFA and following the above guidelines.

### **Please direct all marketing related questions and requests for the GSFA logo to:**

Carolyn Holmes, Marketing Director  
Golden State Finance Authority  
Toll-free (855) 740-8422  
Fax (916) 444-3219  
[cholmes@rcrcnet.org](mailto:cholmes@rcrcnet.org)