



U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
WASHINGTON, DC 20410-8000

ASSISTANT SECRETARY FOR HOUSING-
FEDERAL HOUSING COMMISSIONER

January 7, 2009

Mortgagee Letter 2009-02

TO: ALL APPROVED MORTGAGEES

SUBJECT: Co-branded Outreach Materials

With increased interest in the Federal Housing Administration, the FHA has developed a series of education and outreach flyers for lenders, real estate professionals, mortgage brokers, and housing counselors to distribute to prospective FHA borrowers. The flyers contain the FHA and fair housing logos and are designed to permit your company to insert an official logo as well. This material, developed by FHA, is available to you free of charge and may be used in your marketing campaigns to reach out to prospective borrowers.

Your company may print and distribute as many of these “fillable” flyers as your company deems appropriate; FHA will not limit the number of flyers nor the distribution method. However, the cost of these activities rests with your company. Further, FHA cannot permit modifications to the materials beyond insertion of the lender’s name, corporate logo, and contact information. We recommend that your distribution of the materials be accomplished in such a manner that it does not deny particular segments of the housing marketing information about housing opportunities because of race, color, nation origin, religion, sex, familial status, or disability.

Misuse of the flyers, similar to false advertising using FHA’s name or logo may result in criminal, civil, or administrative action. Misuse includes, but is not limited to, the use of false information, modification of fields that are not fillable or any use of the flyers outside of the parameters expressly permitted by the FHA.

Co-branded marketing materials will be available through the FHA.gov website at www.FHA.gov/

Sincerely,

Brian D. Montgomery
Assistant Secretary for Housing-
Federal Housing Commissioner