



**WISCONSIN HOUSING AND  
ECONOMIC DEVELOPMENT AUTHORITY  
*MEDIA RELEASE***

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## **WHEDA unveils new app: Find a WHEDA Lender** ***New tool marks start of spring home buying season***

**MADISON** – To mark the beginning of the spring home buying season, the Wisconsin Housing and Economic Development Authority (WHEDA) launched a new online app designed to help consumers take an important step in purchasing a home. The Find a WHEDA Lender app has always allowed consumers interested in buying a home to look up and find a participating WHEDA lender near them. The app now allows consumers to search for lenders who work with the WHEDA program most tailored to their individual needs. Best of all, the app features a refreshed design, is easier to use and mobile friendly.

“During our highly successful spring home buying campaign in 2016, we discovered that 80% of our traffic was done on mobile devices,” said WHEDA Executive Director Wyman Winston. “We are delighted to respond to our customers’ needs with the new Find a WHEDA Lender app to expand home buying opportunities in Wisconsin.”

The app is user-friendly and provides full access to WHEDA mortgage products. Winston said the timing for the launch of the app is perfect with the arrival of spring and the increased demand for consumer home buying.

“The Find a WHEDA Lender app gives consumers an additional advantage in ultimately securing a highly sought after mortgage,” said Winston.

To access the Find a WHEDA Lender app, go to [wheda.com](http://wheda.com).

For 45 years, **WHEDA**, as an independent state authority, has provided low-cost financing for housing and small business development in Wisconsin. Since 1972, WHEDA has financed more than 84,000 affordable rental units, helped more than 122,000 families purchase a home and made more than 29,000 small business and agricultural loan guarantees. For more information on WHEDA programs, visit [wheda.com](http://wheda.com) or call 800-334-6873.

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