



June 21, 2016
For Immediate Release

PHFA announces launch of redesigned and improved agency website

New site is more customer-focused and streamlined for ease of access; new features added

HARRISBURG – The Pennsylvania Housing Finance Agency today announced it has launched a redesigned website at www.PHFA.org. Developed by the agency’s webmaster, the new site draws on data about which PHFA programs visitors are most often seeking and has been redesigned to make that information more easily available, usually within just a click or two. Another welcome new feature – the Topic Finder – lets people choose what sort of visitor they are (homebuyer, renter, etc.), or choose what they want to do (such as buy a home), and then immediately directs them to the most relevant resources on the site.

“We think that our web visitors are going to find the new website more inviting and easier to use,” said PHFA Executive Director and CEO Brian A. Hudson Sr. “We’re especially proud that we were able to develop the new PHFA website in-house. Not only did that save money, but we think it produced a site more in tune with our customers’ needs.”

The new website’s stronger focus on the interests of homebuyers, homeowners, and renters is demonstrated by the prominent homepage location of menus linking directly to programs for these customers. Additionally, access to information for all of PHFA’s business partners is now grouped together and provided through a single pull-down menu, also on the homepage.

Much of the time planning the site was spent analyzing data about what resources visitors were seeking on the previous website. That helped the webmaster determine what links are in greatest demand and needed to be made more easily accessible. Elements on the homepage are flexible to allow for simple adjustments as visitors’ informational needs change going forward. In a nice added touch, all of the people pictured on the homepage and throughout the site are actual PHFA customers.

Special attention was paid to ensure the site can easily be read on different size screens, from desktops to cell phones. The new website, as a result, is much more mobile-friendly, which is important to keep it attractive and accessible for Millennial customers. The site also was redesigned to make it more accessible for people with disabilities, especially visitors with vision impairments looking for PHFA programs to help them with housing needs.

The webmaster will continuously review visitor data to make sure the site adjusts to evolving customer interests. A survey will be posted on the homepage in the weeks ahead so that customers can share their feedback.

About PHFA

The Pennsylvania Housing Finance Agency works to provide affordable homeownership and rental housing options for older adults, low- and moderate-income families, and people with special housing needs. Through its carefully managed mortgage programs and investments in multifamily housing developments, PHFA also promotes economic development across the state. Since its creation by the legislature in 1972, it has generated more than \$12.5 billion of funding for more than 163,000 single-

family home mortgage loans, helped fund the construction of 127,447 rental units, and saved the homes of nearly 48,600 families from foreclosure. PHFA programs and operations are funded primarily by the sale of securities and from fees paid by program users, not by public tax dollars. The agency is governed by a 14-member board.

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