

VA



U.S. Department
of Veterans Affairs



“VA Home Loans Make Homeownership Achievable”

TV PUBLIC SERVICE CAMPAIGN



EELAND

U.S. ARMY - ACTIVE DUTY | U.S. MARINE CORPS VETERAN

ABOUT THE U.S. DEPARTMENT OF VETERANS AFFAIRS

VA direct and VA-backed Veterans home loans can help Veterans, service members, and their survivors to buy, build, improve, or refinance a home. Since providing backing for the first VA home loan 80 years ago, the VA home loan offering has become one of the most successful lending programs in real estate, having supported more than 28 million successful home closings. VA home loans are provided by private lenders, such as banks and mortgage companies. VA guarantees a portion of the loan, which enables the lender to provide more favorable lending terms.

To learn more, please visit va.gov/homeloans.



**Learn more about the U.S.
Department of Veterans Affairs
Home Loan program**

[VA.gov/homeloans](https://www.va.gov/homeloans)



FACEBOOK



Dear Public Service Director,

For those who have served our country, a VA home loan is key to making the dream of home ownership a reality. VA direct and VA-backed Veterans home loans can help Veterans, service members, and their survivors to buy, build, improve, or refinance a home.

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VA home loans offer many benefits such as competitively low interest rates, zero down payment and support to make the process accessible and rewarding. There have also been dramatic improvements in service-delivery and efficiency that now characterize the VA home loan experience. This includes faster eligibility processing as well as a decrease in the average number of days required to close a loan and complete an appraisal. In 2015, Veteran eligibility processing took up to 26 business days; today, in most cases, it occurs in just one day.

We hope you can help your audience learn more about the VA Home Loan program by sharing the latest PSA from the U.S. Department of Veterans Affairs titled "**VA Home Loans Make Homeownership Achievable**" (:60, :30). The PSA features a Veteran who turned the VA Home loan benefit into a life-changing milestone. The PSA, which has **no end date for use**, encourages audiences to visit va.gov/homeloans for more information.

We hope you can share these important messages with your viewers by airing these PSAs as soon and as often as possible. Thank you in advance for your support of this public service message.

TV PSA SCRIPTS

"VA Home Loans Make Homeownership Achievable" (:60)

EELAND: It was a personal goal of mine to try and purchase a home before the age of 30. I'm glad I was able to do that.

I do remember the first moment I walked into my home. I remember that real clearly, actually — I walked in, and I could hear my footsteps echo off the back wall back to me, and the first thing I thought in my head was, "Man, furniture's gonna be real expensive."

The VA not requiring any down payment prior to buying the home is actually really beneficial cause it allowed me to take that money I had budgeted to go out and buy furniture, food, cleaning supplies, pretty much everything I needed.

Using the loan itself wasn't too complicated - it's very user-friendly, I would say and the VA was really helpful showing me what I needed to do and how I would go about it.

If I had to share anything with anybody I would say that purchasing a home is scary. There's a lot of moving parts, there's a lot of things that are new to you and that you won't understand, but ultimately it's not impossible and they make it so that anybody can do it.

Oh I'm extremely glad I did it, it was one of the best things I could've done for myself I think.

TV PSA SCRIPTS

"VA Home Loans Make Homeownership Achievable" (:30)

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Purchasing a home is scary, but ultimately it's not impossible and they make it so that anybody can do it. It was one of the best things I could've done for myself I think.

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