



Hale Kama'āina Mortgage Program

Partner Marketing Policy

Purpose

The Hawaii Housing Finance and Development Corporation (HHFDC) partners with approved lenders to offer the Hale Kama'āina Mortgage Program to eligible homebuyers. This policy establishes marketing standards to ensure consistent program messaging, regulatory compliance, and consumer clarity. All participating lenders must adhere to these guidelines when promoting HHFDC mortgage programs.

A. Program Identification and Branding

1. All references to HHFDC mortgage products must use the official program name, inclusive of the 'okina and kahakō: Hale Kama'āina Mortgage Program.
2. Marketing materials must clearly state that the program is offered through the Hawaii Housing Finance and Development Corporation (HHFDC).
3. Marketing language must not imply that the Hale Kama'āina Mortgage Program is offered exclusively by a lender or that the lender represents HHFDC.
4. The agency must be referred to as Hawaii Housing Finance and Development Corporation on first reference. The acronym HHFDC may be used thereafter.

B. Use of HHFDC Name and Logos

1. HHFDC logos **may not** be used on lender websites, printed materials, digital advertisements, or social media.
2. Lenders may reference HHFDC by name in text but must do so accurately and without implication of endorsement or exclusivity. See A, above.
3. If lenders promote the program via website or marketing materials, a link to the official program webpage: [Hawai'i Housing Finance & Development Corporation | Hale Kama'āina Mortgage Program](#) must be included and clearly visible.

C. General Marketing Requirements

1. All marketing materials must present accurate and complete information and comply with applicable state and federal lending laws and regulations.
2. Marketing language must not misrepresent loan terms, eligibility requirements, or program benefits.
3. Down payment assistance must not be described as a "grant" unless explicitly designated as such by HHFDC.
4. Program availability, funding, and terms are subject to change; marketing materials should not imply guaranteed availability.



D. Printed and Digital materials

1. Lenders are encouraged to use HHFDC-provided or HHFDC-approved marketing materials when available.
2. Lender created materials referencing HHFDC or the Hale Kama'āina Mortgage Program must be submitted to HHFDC for review and approval prior to distribution.

E. Media and Public Communications

1. Lenders may advertise their participation in HHFDC programs. However, lenders may not speak on behalf of HHFDC or purport to be representatives of HHFDC.
2. Media inquiries regarding program policy, funding, or eligibility must be referred to HHFDC.
3. Embargoed, confidential, or non-public information related to HHFDC programs may not be disclosed in any public forum, including traditional media or social media platforms.

F. Social Media Guidelines

1. HHFDC social media posts may be reposted on social media.
2. Social media posts and graphics must not imply ownership, exclusivity, or endorsement by HHFDC.
3. The full agency name or approved acronym (HHFDC) must be clearly referenced in any post promoting the Hale Kama'āina Mortgage Program.
4. Program names must be used accurately and consistently.
5. HHFDC may engage with or share lender content at its discretion.

Compliance and Enforcement

Failure to comply with this Partner Marketing Policy may result in corrective action, including required revisions to marketing materials or suspension of participation in HHFDC programs.

Questions and Approval requests

All marketing material submissions, policy questions, or approval requests should be directed to HHFDC at dbedt.hhfdc.mortgage@hawaii.gov or (808) 587-0578.





Hale Kama'āina Mortgage Program

HHFDC Approved Materials

- Hale Kama'āina Mortgage Program - FAQs
- Hale Kama'āina Mortgage Program – Mortgage Rate Comparison
 - Hale Kama'āina Mortgage Program – Rate Flyer
- Hale Kama'āina Mortgage Program – How to Apply





HALE KAMA‘ĀINA MORTGAGE PROGRAM

What is the Hale Kama‘āina Mortgage Program?

The Hale Kama‘āina Mortgage Program (the “Program”) is a mortgage finance program designed to help first-time homebuyers in the State of Hawaii achieve affordable homeownership. The Program offers competitive fixed rate 30-year mortgages (Mortgage loans) and optional down payment assistance loans (DPA loans) to eligible borrowers.

How does the Program work?

Interested first-time homebuyers will apply for mortgage loans through a participating lender (Lender). The Lender will accept and review your application to determine if you qualify for the Program. If you qualify for the Program, the Lender will process your loan application and conduct a closing for you to purchase your home.

What are the Mortgage loan terms?

The Mortgage loan terms include a competitive fixed interest rate for 30 years. The interest rate is based on loan type (government or conventional) and whether the borrower is receiving a DPA loan.

FHA/USDA/VA Government Loans		Fannie Mae / Freddie Mac Conventional Loans	
Without DPA	With DPA	Without DPA	With DPA
5.40%	5.65%	5.70%	5.95%

What are the DPA loan terms?

Each qualifying borrower will have the option to receive a 4% DPA loan. The DPA loan will be a second mortgage and accrue simple interest at a rate of 1% per year. The DPA loan will not require period payments. The DPA loan will be due in full upon Mortgage loan maturity, sale, refinance, or other qualifying event of the home.

The DPA loan interest may be forgiven at HHFDC’s discretion if the borrower maintains full compliance with the terms of the Mortgage and DPA loans for at least 10 years. Forgiveness is determined at loan maturity or early payoff. The DPA loan principal balance is not forgivable and must be repaid.

Who qualifies as a borrower?

A borrower qualifies for the Program if all the following eligibility criteria are met:

1. First-time Homebuyer – the qualified borrower, including the spouse, must not have owned or held any interest in a principal residence within the past three (3) years
2. Household Income within limits
3. U.S. Citizen or Resident Alien
4. Bona fide resident of Hawaii
5. At least eighteen years of age
6. Received Recapture Tax Notice
7. Is financing a property that will be the eligible borrower’s principal residence
8. Successfully completed a homeownership counseling program through a housing counseling agency approved by the United States Department of Housing and Urban Development
9. Does not own in fee simple or leasehold, any other residential property within the State (DPA only)
10. Has not previously received a DPA loan through HHFDC’s previous DPA program under repealed Chapter 15-169 entitled Downpayment Loan Program (DPA only)

Important: Exceptions to the first-time homebuyer requirement may be granted for Veterans and/or purchases in targeted areas. Targeted areas are economically disadvantaged areas for which household income and purchase price limits may be higher to increase borrower access. Consult a Lender for more information.

What type of property may be purchased?

Properties that can be purchased through the Program include new or existing single-family residences, townhomes, PUD's and condominiums. The property must be located within the State of Hawaii, be within the Program purchase price limits and have a remaining useful life of at least 30 years. The qualified borrower must intend to occupy the property within 60 days of loan closing and maintain the property as their primary residence for the duration of the mortgage loan.

What are the Household Income Limits?

Household income limits are revised from time to time pursuant to U.S. Internal Revenue Service guidelines. Household income limits may differ between non-targeted and targeted areas.

County	Non-Targeted Area Income Limits (Household Size)	Targeted Area Income Limits (Household Size)
Hawaii	\$123,000 (1-2 person) / \$141,450 (3 +)	\$147,600 (1-2 person) / \$172,200 (3 +)
Honolulu	\$152,000 (1-2 person) / \$174,800 (3 +)	\$182,400 (1-2 person) / \$212,800 (3 +)
Kalawao	\$133,080 (1-2 person) / \$155,260 (3 +)	\$147,600 (1-2 person) / \$172,200 (3 +)
Kauai	\$159,480 (1-2 person) / \$186,060 (3 +)	\$159,480 (1-2 person) / \$186,060 (3 +)
Maui	\$161,520 (1-2 person) / \$188,440 (3 +)	\$161,520 (1-2 person) / \$188,440 (3 +)

What are the Purchase Price Limits?

Purchase price limits are revised from time to time pursuant to U.S. Internal Revenue Service guidelines. Purchase price limits may differ between non-targeted and targeted areas.

County	Non-Targeted Area Purchase Price Limits	Targeted Area Purchase Price Limits
Hawaii	\$593,364	\$725,222
Honolulu	\$809,458	\$989,337
Kalawao	\$1,141,360	\$1,394,995
Kauai	\$1,153,299	\$1,409,587
Maui	\$1,141,360	\$1,394,995

What about leasehold residences?

For leasehold properties, the remaining term of the lease must be at least 35 years and the lease rent must be fixed for no less than 10 years from the date of the Mortgage Loan (see your Lender for details).

Are there other restrictions?

1. You must be an owner-occupant for the duration of the Mortgage loan or until the loan is paid in full. This provision is strictly enforced, and violation may cause the entire loan balance to become immediately due. HHFDC may grant a waiver of the owner-occupant requirement for a period not to exceed three years based on hardship, including but not limited to unforeseeable job or military transfer, serious illness of the qualified borrower, or any other hardship circumstance that HHFDC may determine on a case-by-case basis at its sole discretion.
2. Hale Kama'āina Mortgage Loans must be secured by the property to be purchased through first and second lien position as applicable for Mortgage loans and DPA loans, respectively.
3. Hale Kama'āina Mortgage Loans cannot be used to:
 - a. refinance existing mortgages
 - b. convert agreements of sale
 - c. purchase fee simple title to leasehold properties

Are there any restrictions on selling a home that is financed with a Hale Kama'āina Mortgage Loan?

Your mortgage loan will be financed with tax-exempt bond proceeds which allows you to benefit from a lower interest rate than is customarily charged on other mortgage loans. Should you sell or otherwise dispose of your home within nine years of purchase, this benefit may be "recaptured". A recapture may occur if your household income increases above program limits, and by at least 5% each year for the first nine years, and you sell your home for a gain within the nine years of purchase. Consult with a tax advisor for guidance. Qualified borrowers will receive recapture notices at loan pre-closing and loan closing.

Where can I get more information?

Contact a Participating Lender to learn more.

If you require special needs/auxiliary aids (i.e. large print, taped materials, sign language interpreter, etc.), contact the HHFDC Finance Branch at dbedt.hhfdc.mortgage@hawaii.gov or 808-587-0578.



Hale Kama'āina Mortgage Program

Save More vs. Conventional Bank Loans

Item / Conventional Loan	Bank Loan	HHFDC Loan
Interest Rate	5.75%*	5.70%
Upfront Fee	\$13,500	\$6,000
Monthly Payment	\$3,501.44	\$3,482.40
Monthly Savings	—	\$19.04
First-Year Savings	—	\$7,728.48
Five-Year Savings	—	\$8,642.40

**Rate as of 11/24/2025*

Why HHFDC Saves You More

1. Lower Upfront Costs

Banks often charge discount points to offer reduced interest rates. In the above comparison, the bank charges a 2.25-point (\$13,500) fee, while HHFDC only charges a 1-point (\$6,000) fee. This **saves borrowers \$7,500 immediately** at closing.

2. Lower Monthly Payments

HHFDC's slightly lower interest rate reduces borrower monthly payment by \$19.04 – adding up to more than \$1,142 in five years.

Why the Largest Savings Come from Lower Cost of Entry

Lower upfront costs = lower barriers to homeownership.

The most significant borrower savings in HHFDC's Hale Kama'āina Mortgage Program come from the lower upfront costs. Unlike monthly savings, which accumulate gradually, upfront savings are realized on day one and significantly reduce the total cash a first-time homebuyer needs to complete their purchase. For many borrowers, this difference - saving \$7,500 at closing – can determine whether homeownership is affordable or even possible.

Lower upfront costs also reduce the borrower's need to tap into savings, borrow from family, or use higher-cost financing for closing costs, helping first-time buyers qualify and buy with confidence. This makes HHFDC's program especially valuable for first-time buyers who may qualify based on income and credit but struggle with upfront cash requirements.

Website: <https://dbedt.hawaii.gov/hhfdc/hk-mortgage-program/>

Email: dbedt.hhfdc.mortgage@hawaii.gov **Phone:** (808) 587-0578

Hale Kama'āina Mortgage Rates



Competitive Home Financing

The Hale Kama'āina Mortgage Program provides competitive financing to support first-time homebuyers in Hawai'i. Discover mortgage options tailored to help local residents achieve stable and lasting homeownership in our island community.



Discover how these incredible rates can work for you, connect with one of our participating lenders today!

Rates & Offerings

Government 30 Year Fixed Rate			
Offering	FICO	DPA	Lock Rate
FHA, VA, USDA-RD	660	0%	5.40%
FHA, VA, USDA-RD	660	4%	5.65%

Conventional 30 Year Fixed Rate			
Offering	FICO	DPA	Lock Rate
Fannie Mae/ Freddie Mac	660	0%	5.70%
Fannie Mae/ Freddie Mac	660	4%	5.95%

Hale Kama'āina Mortgage Program

677 Queen Street, Suite 300 Honolulu, HI 96813

<https://dbedt.hawaii.gov/hhfdc/hk-mortgage-program/>

For more information, please contact us at
808-587-0578

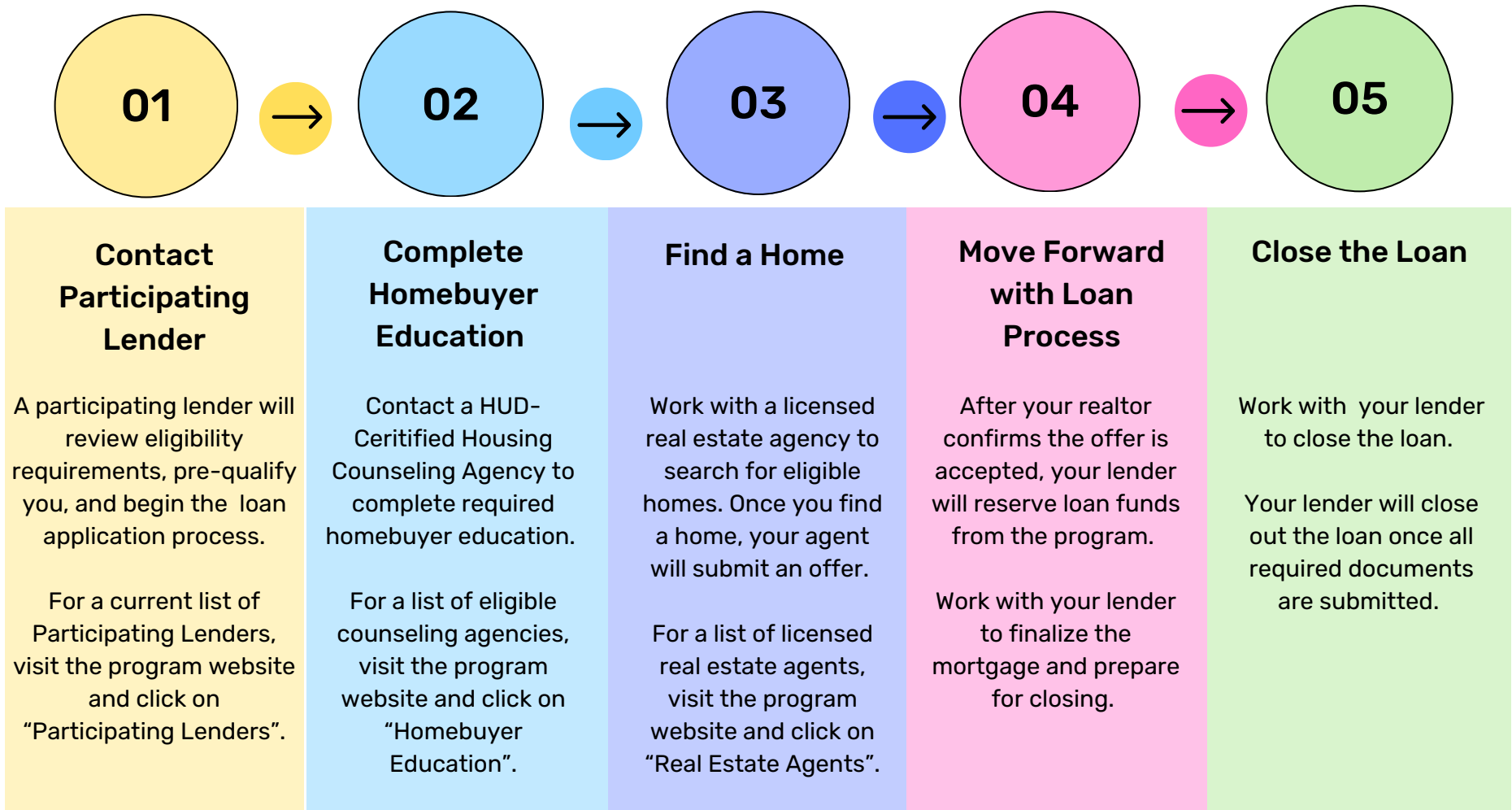
dbedt.hhfdc.mortgage@hawaii.gov



Hale Kama'āina Mortgage Program



How to Apply



<https://dbedt.hawaii.gov/hhfdc/hk-mortgage-program/>
website accessible through your mobile device

Contact HHFDC
Phone: (808) 587-0578
Email: dbedt.hhfdc.mortgage@hawaii.gov