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EXECUTIVE DIRECTOR

GORDON R. KONRAD
GENERAL COUNSEL

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FOR IMMEDIATE RELEASE:

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THE JEFFERSON PARISH FINANCE AUTHORITY UNVEILS REBRAND, NEW LOGO, AND UPDATED WEBSITE

The Jefferson Parish Finance Authority (JPFA) is proud to release the new logo that symbolizes this “37 year strong” organization’s movement into the future. The new look features a professional edge and style and will accompany all aspects of this organization’s rebrand.

An updated website and the launch of an innovative digital media campaign will accompany the new JPFA logo. These tools will serve to showcase the mission, values, and efforts of the JPFA, which strives to make homeownership a possibility for potential Jefferson Parish residents, thereby growing the economic base of the parish.

“The JPFA makes homeownership possible for so many through its down payment assistance grants and loan products. We offer a variety of options to meet the needs of all potential borrowers,” said Greg Faia, Chairman of the JPFA Board of Trustees.

Over the years, the JPFA has successfully financed over 12,000 homes in Jefferson Parish and has expanded its Southern Mortgage Assistance Program to the surrounding St. Tammany, St. Charles, and St. Bernard Parishes.

Executive Director Valerie Brolin stated, “Our mission to make a positive impact on Jefferson Parish is a top priority. New Jefferson Parish homeowners results in economic growth and development which will positively impact the overall prosperity of our community. This is an exciting time in JPFA history with a fresh and creative new vision on the horizon.”

The renovated website is bold, simple and user-friendly. Its design coincides with the new JPFA logo and concisely sections the site based on the needs of lenders and homebuyers.



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For a glimpse of these updates, visit www.jpfinanceauthority.com. The JPFA has also proudly extended its reach through Facebook, Twitter and Instagram. You can visit each page by clicking on the following URLs or the icons below:



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