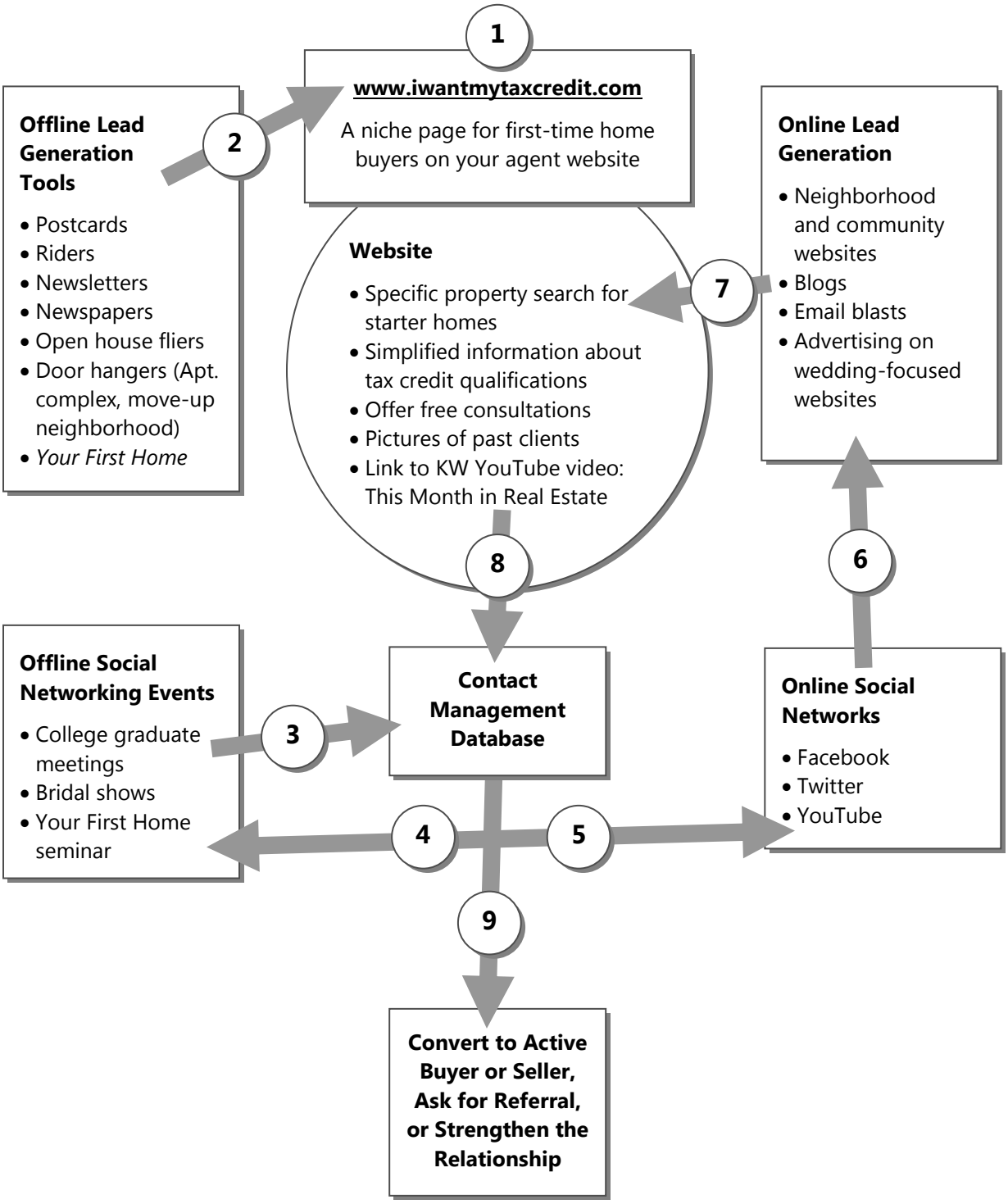Campaign for the First-Time Home Buyer Niche