

Wisconsin Housing and Economic Development Authority: Robert Stafslien joins WHEDA as director of single family lending

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MADISON – The Wisconsin Housing and Economic Development Authority (WHEDA) announced that Robert Stafslien is the new leader of the Single Family Lending team.

In this role, Stafslien will utilize his lengthy mortgage lending experience to carry out WHEDA's mission and vision through the development of new products, strategic planning, and legislative interaction emphasizing the importance of safe, secure homes for all Wisconsinites.

Prior to joining WHEDA, Stafslien served as a sales manager for U.S. Bank where he was a liaison to retail branches in Madison and Milwaukee for the residential mortgage market. He also spent four years in service to McFarland State Bank as Vice President of Mortgage Management before moving to U.S. Bank. His experience includes mortgage lending growth, new product development, and strategic initiatives.

["We are anticipating great things from Rob as he joins us in our effort to ensure equitable access to homeownership to all Wisconsinites," said Elmer Moore, Jr., WHEDA CEO and Executive Director. "Rob's experience and dedication to our mission is a tremendous asset to WHEDA."](#)

"I'm excited to lead the amazing Single Family team at WHEDA to further our goal of providing safe and stable housing for the people of Wisconsin," Stafslien said.

Stafslie holds a Bachelor's in Communication Arts from the University of Wisconsin-Madison and served the country as a member of the United States Air Force.

ABOUT WHEDA

For 50 years, WHEDA has worked to provide low-cost financing for housing and small business development in Wisconsin. Since 1972, WHEDA has financed more than 80,000 affordable rental units, helped more than 137,600 families purchase a home, and provided more than 29,000 small business and agricultural loan guarantees. WHEDA is a self-supporting public corporation that receives no tax dollars for its operations. For more information on WHEDA programs visit WHEDA.com or call 800-334-6873.