

# THE MIX

## September's Specials



Social Media  
Macchiato



Open House  
Blend



Direct Mail  
Dark Roast



Training  
Triple Shot



Closing Day  
Caramel Latte



The  
MARKETING  
CAFÉ  
—•—

# THE MIX

Designed exclusively for our partners, The Mix delivers the perfect blend of creativity and strategy—everything you need to captivate leads and convert prospects.

Inside, you'll find scroll-stopping social posts, high-impact mailers, industry news, training opportunities, event inspiration and more! Updated monthly to keep your marketing ahead of the curve.

*First time  
seeing The Mix?*

Subscribe today and get the  
Marketing Mix Catalog sent  
straight to your inbox every month!

*Click to Subscribe* 





# Event Kits: **September**

## APPLE PICKING event kit



Treat clients to a fun day at the orchard with this seasonal appreciation event. Families can enjoy a day at the orchard, pick fresh apples, and create lasting memories while building deeper connections with your brand in a relaxed, engaging setting.

View full instructions and marketing materials on Page 43 of our [Event Kit Catalog](#)

## FOOD DRIVE event kit



Food drives are a great way to support your community and bring everyone together with a common goal—to end hunger!

You can host a one-day food drive where everyone brings their donations to a specific location on a set day. Or you can set up multiple collection points and accept donations for a few weeks.

View full instructions and marketing materials on Page 5 of our [Event Kit Catalog](#)

## LOOKING FOR A DIFFERENT EVENT?

Download our Event Kit Catalog today and explore a variety of fun, ready-to-use event kits designed to cultivate connections, strengthen credibility, and show community support.

[Download Now!](#)

# Pop-by Gifts: **October**



**Tailgate Beverage Kit**



**Halloween Bubble Wand**



**Coffee Sleeve**

## October Pop-by Order Deadline: **September 22nd**

[Click to Order](#)

**Pop-by Cost: \$2.00 each**

**Delivery Date: Early October**

PLEASE NOTE: Our pop-bys are offered a month in advance so that you may order your supplies for the following month's event/handouts. Please allow at least two weeks for delivery.

### **What is a Pop-by?**

Pop-bys are personalized gestures where loan officers and agents visit past and prospective clients with small, but impactful, gifts.

These thoughtful gifts usually have a catchy slogan attached and are a way to remind clients of who you are. Pop-by gifts are versatile and can be given anytime throughout the year.

### **How to Host a Pop-By Event:**

- Select a date for the following month and reserve space or venue (office, conference room, break room, etc)
- Choose a time: morning, lunchtime, early afternoon, late afternoon, etc. Plan to set aside 1.5–2 hours
- Pair the event with food and refreshments to enhance the setting, like coffee, breakfast, snacks, lunch or happy hour
- You can include relevant industry information and updates at the event, or keep it casual and fun!

# Community Connections

## Marketing That Stays in Sight

People are more likely to remember and trust professionals they see regularly. That's why resources like local guides, football schedules, and community calendars are so effective. They're often saved, shared, pinned, or displayed, keeping your name visible long after the first impression.



**Saved**  
Stay visible beyond  
the first view



**Pinned**  
Keep your info  
easy to find



**Shared**  
Reach more  
potential clients



**Displayed**  
Stay top of  
mind every day



## Local Coffee Shops

Customizable Social Post or Postcard

[Click to Order](#)

When submitting the email request, make sure to include:

- Co-Branding partner's name and additional information, title, contact info, headshot, company logo, etc.
- City/Region Name
- List of local places to feature (restaurants, coffee shops, parks, etc)
- Mailing list (Excel file) or request to pull a mailing list for you.
- Date you'd like sent by.

Once we receive your request, our team will customize with the information you provided and send you a proof for review.

Want to see more options?

Login to [TotalExpert.net](#) and click [here](#).



## Football Schedules

Customizable Postcard or Magnet

[Click to Order](#)

When submitting the email request, make sure to include:

- Co-Branding partner's name and additional information, title, contact info, headshot, company logo, etc.
- City/State and Team Name
- Team Schedule
- Mailing list (Excel file) or request to pull a mailing list for you.
- Date you'd like sent by.

Once we receive your request, our team will customize with the information you provided and send you a proof for review.

# Hot Topics

[illegible]

# AI Prompts for Home Buyers

Login to [TotalExpert.net](https://TotalExpert.net) before clicking links below.

[View Social Post](#)[illegible]

## Ready to Buy a Home? Your Credit Score Matters

Login to [TotalExpert.net](https://TotalExpert.net) before clicking links below.

[View Social Post](#)[illegible]

# Choosing a Mortgage Shouldn't be this Complicated

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

# HOME DOWN PAYMENTS:

## How Much Do You Really Need?

# Home Down Payments - How Much Do You Really Need?

Login to TotalExpert.net before clicking links below.

[View Social Post](#)



## Holiday & Seasonal



## Labor Day – Welcome Home

POST ON SEPTEMBER 7

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

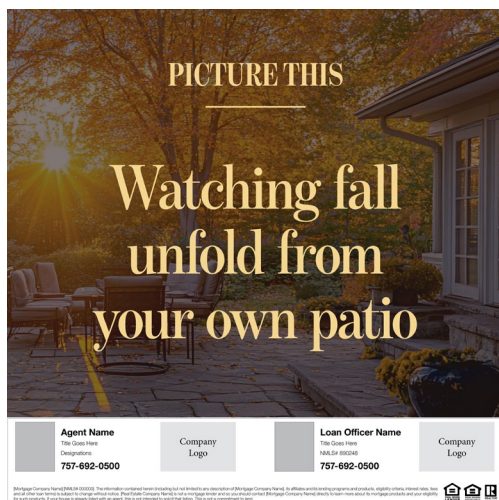


## Patriot Day 9-11

POST ON SEPTEMBER 11

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

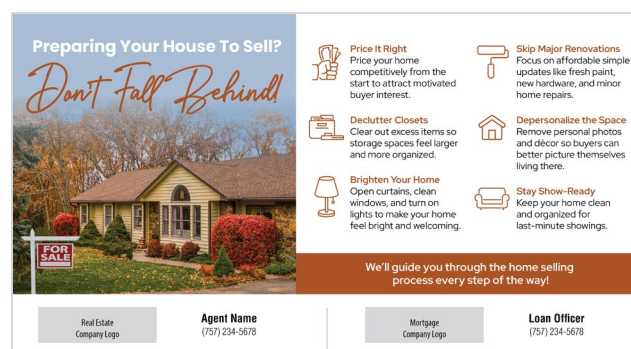


## Picture This – First Day of Fall

POST ON SEPTEMBER 22

Login to [TotalExpert.net](https://TotalExpert.net) before clicking links below.

[View Social Post](#)



## Preparing Your Home to Sell – Don't Fall Behind

Login to [TotalExpert.net](https://TotalExpert.net) before clicking links below.

[View Postcard](#)

[View Social Post](#) | [View Postcard](#)

[View Social Post](#) | [View Postcard](#)

[View Postcard](#)

[View Social Post](#)





## STAY ON-THE-GO:

# Exploring Our Co-Branded Mortgage App

**TUESDAY, SEPTEMBER 22 | 2:00 PM EST**

[Click to Register](#)

**Discover how our co-branded app can help you grow your business and stay connected.**

Join us for a quick training session to learn how our co-branded mortgage mobile app helps you stay connected with clients, streamline communication, and strengthen your brand throughout the homebuying journey.

### **TOPICS WILL INCLUDE:**

- Share the co-branded app with buyers and highlight its key benefits
- Use built-in tools, including mortgage calculators and affordability resources
- Keep your name, photo, and contact information front and center throughout the transaction
- Receive real-time loan updates and milestones without the need for extra calls or emails
- How changing requirements are impacting condo eligibility and transactions
- Enhance the client experience while staying connected every step of the way



# Boost Your Listings

## Stop the scroll with these beautiful listing photo frames

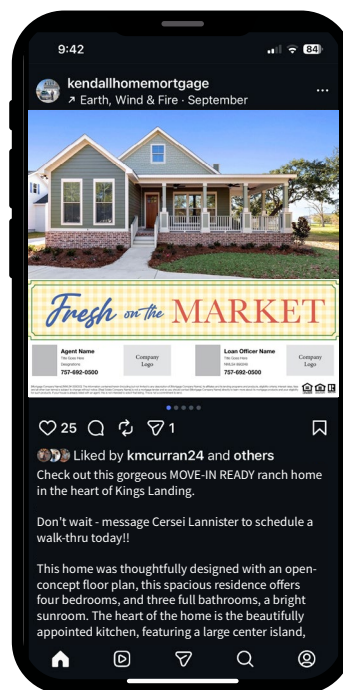
Upload your listing photo and add details to your caption, to call out a new listing, open house, price reduction and more!

### Listing Social Post 'Photo Frames'

Easily upload your listing photo and post directly to Facebook, LinkedIn and Instagram!

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

[View All Social Post Photo Frames](#)



SOCIAL POST EXAMPLE

# Celebrate Closing Day!

## Boost your brand visibility while celebrating with your clients and partners

Take a photo with your clients while holding our themed, branded closing signs, or upload a photo with your clients using our social posts with themed frames, to celebrate closings digitally on Facebook, Instagram and LinkedIn!

### Closing Day Signs

These fun, themed signs give you the perfect photo-op with your clients to celebrate their day!

**Size:** 12" h x 30" w

**Cost:** \$20 per sign

*Cobranded cost split:  
Agent \$10 each / LO \$10 each*

[Click to Order](#)



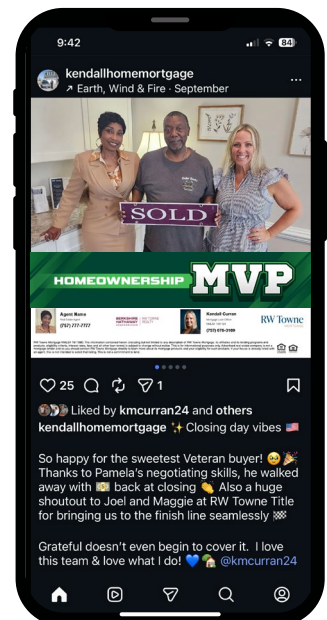
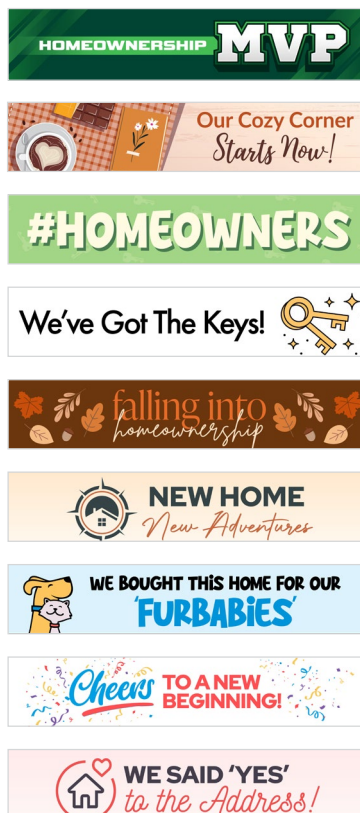
SIGN EXAMPLES

### Closing Day Social Post 'Photo Frames'

Easily upload your closing day photo and post directly to Facebook, LinkedIn and Instagram!

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

[View All Social Post Photo Frames](#)



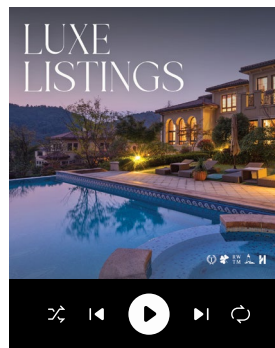
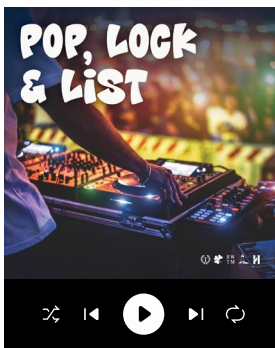
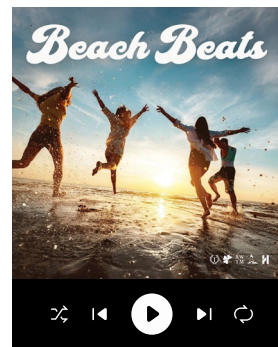
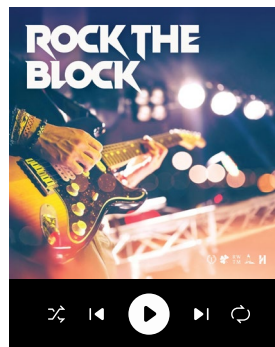
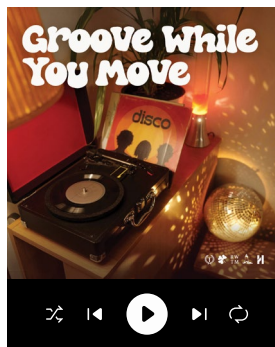
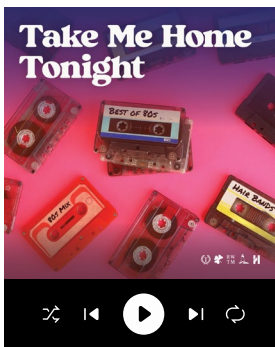
SOCIAL POST EXAMPLE



# Playlists for the Perfect Vibe

Our playlists are crafted to bring warmth, energy, and personality into every open house—helping buyers relax, connect, and imagine themselves living there. From upbeat and uplifting to soft and serene, each one is designed to turn a showing into an experience.

Click album covers to listen now and share with your partners, clients, friends & family!



Set the mood. Create the feeling. Sell the home.

Follow Us on Spotify

THE MIX SEPT 26

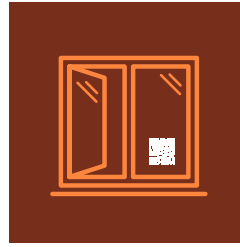
## ADDITIONAL MARKETING RESOURCES



Agent  
Marketing Edge



Pop-By Gift  
Order Form



Window Cling  
Order Form



Gift Basket  
Order Form



Loan Officer  
Promo Store



Mortgage  
Marketing Store



Sponsorship  
Request Form



Marketing Mix  
Catalogs



# Missing an Ingredient?



If The Mix doesn't have what you're looking for, our Marketing team can whip it up for you. Just reach out, we're ready to stir things up!



Contact Marketing

