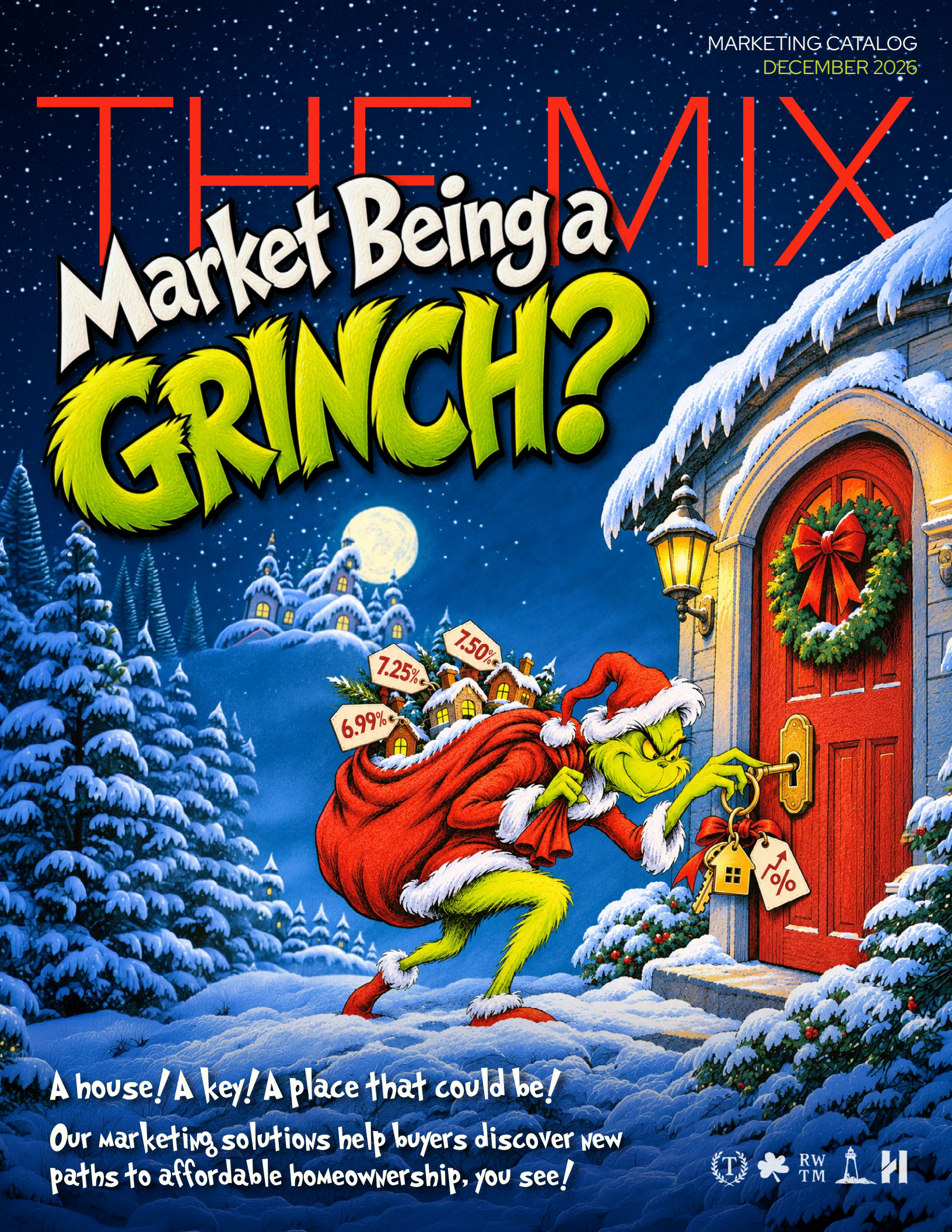
MARKETING CATALOG
DECEMBER 2026

THE MIX

Market Being a GRINCH?



A house! A key! A place that could be!

Our marketing solutions help buyers discover new paths to affordable homeownership, you see!

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.

Don't wait, don't delay, don't miss out another day!



Subscribe today and we'll send the Marketing Mix your way.

Straight to your inbox each month with a click, for marketing ideas that do the trick!

Click to Subscribe

Holiday & Seasonal



Hanukkah

POST BETWEEN DECEMBER 14–22

Login to TotalExpert.net before clicking link below.

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First Day of Winter

POST ON DECEMBER 21

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Christmas

POST ON DECEMBER 25

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Kwanzaa

POST BETWEEN DECEMBER 26–JANUARY 1

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Not seeing what you're looking for? Email our Marketing Team!



Happy Holidays

POST ANY DAY IN DECEMBER

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Home Maintenance Tips - December

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Christmas - Holiday Hours

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Open for the Holidays

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Homebuyer Vision Board

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Winterize Your Home

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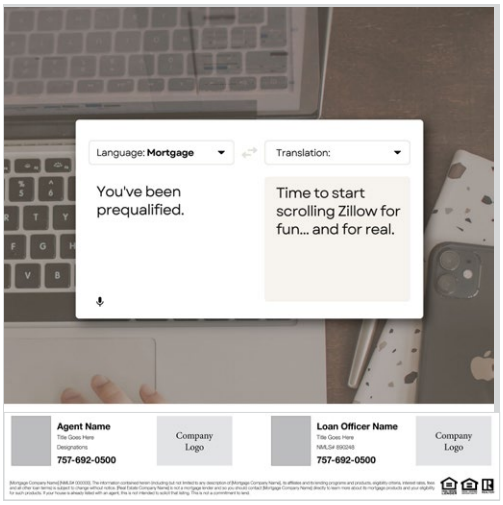

Mortgage Translator - Prequalified

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Event Kits: December

TACKY SWEATER CONTEST
event kit



Holiday-themed event, where everyone wears a tacky holiday sweater to enter to win a prize!

View full instructions and marketing materials on Page 46 of our Event Kit Catalog

WINTER COAT DRIVE
event kit



Help those in need stay warm this winter. Organize a gently used coat drive in your community.

View full instructions and marketing materials on Page 6 of our Event Kit Catalog



Looking for More Event Ideas?

Our Event Kit Catalog is packed with turnkey events, ready-to-use marketing materials, and step-by-step guides.

Find the perfect event for your goals, budget, and audience.

DOWNLOAD NOW

Pop-by Gifts: January



Ice Scraper



Magnetic Notebook



Wax Melts

January Pop-by Order Deadline: December 18th

CLICK TO ORDER

Pop-by Cost: $2.00 each

Delivery Date: Early January

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:

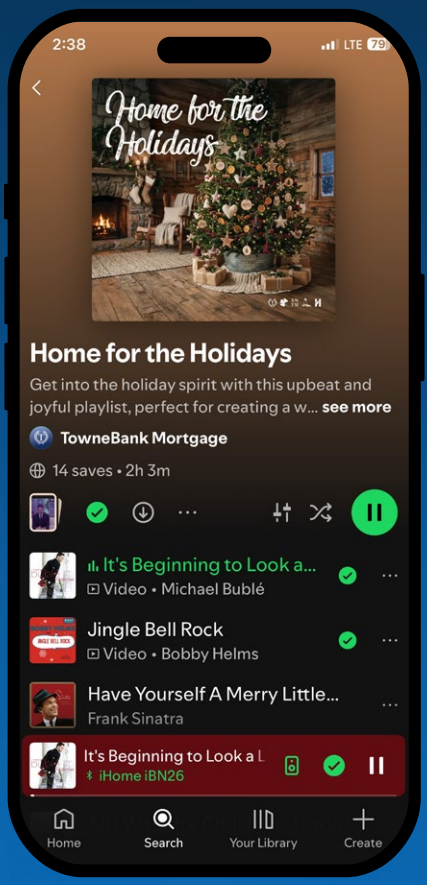
- Select a date for the following month and reserve space or venue (office, conference room, break room, etc)
- Choose a time: morning, lunchtime, early afternoon, late afternoon, etc. Plan to set aside 1.5–2 hours
- Pair the event with food and refreshments to enhance the setting, like coffee, breakfast,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

Open House Playlist

With songs full of joy and a holiday beat,
this playlist makes gatherings
merry and sweet!

'Home for the Holidays' is ready to play,
bringing warmth and good cheer
to your event today!

PLAY NOW





Community Connections

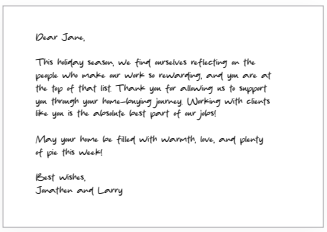


Holiday Greeting Cards

Login to TotalExpert.net before clicking link below.

View All Christmas Greeting Cards

View All New Years Greeting Cards





- Back features you and your co-branding partner's headshot and information.
- Add a personalized greeting to the inside, or leave blank so you can hand write a note!
- Blank envelopes included
- Agent Cost = $0.30 each / LO Cost = $0.30 each



Local Holiday Lights - Social Post

Customizable Social Post

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 events to feature
- Date you'd like to post by.

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

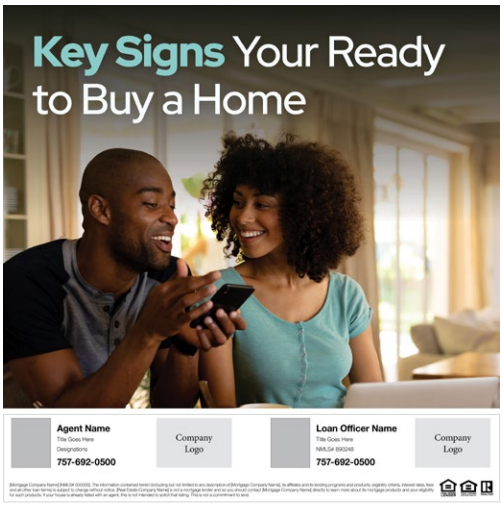


DIRECT MAIL DEADLINES:

Mail by December 11, to receive by **Christmas Day**

Mail by December 18, to receive by **New Years Day**

Hot Topics



Key Signs You're Ready to Buy a Home

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Ultimate Guide to Personal Finance

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Why More Homebuyers Are Using Co-Signers

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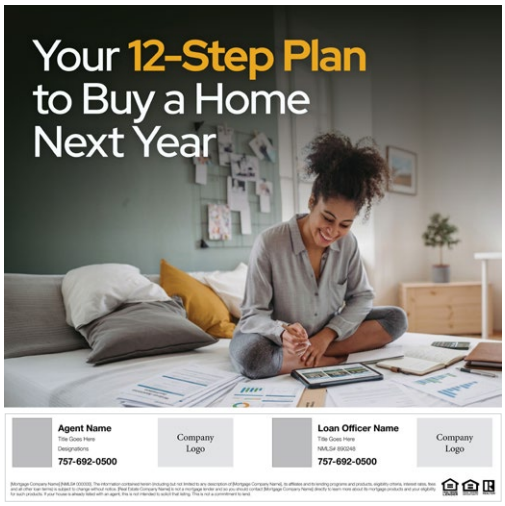

Your 12-Step Plan to Buy a Home Next Year

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Training & Education

LIVE



Total Expert
WORKSHOP

THURSDAY, DECEMBER 10
2:00 PM EST

Spend less time creating marketing materials and more time building relationships!

Join us for an interactive training where you'll learn all the ways to utilize our CRM, Total Expert!

Bring your laptop and get ready for live demos, practical tips, and real-world examples you can start using today.

CLICK TO REGISTER NOW

LEARN HOW YOU CAN EASILY:

- Send postcards to prospects and past clients
- Promote your listings to the right audience
- Generate social media content with ease
- And much more!



Looking for a different training? Click here to view our Training Catalog!

Creative Financing Solutions

Temporary Buydowns

A smart tool to lower the payment while keeping the sales price.



Temporary Buydown Options At A Glance

Login to TotalExpert.net before clicking link below.

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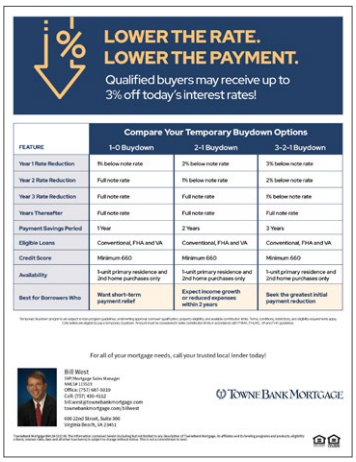

Temporary Buydown Options - Chart

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2-1 & 1-0 Buydown Comparison Example

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Non-QM Loans

Flexible financing for borrowers who don't fit traditional mortgage guidelines.



Non-QM Loan Options

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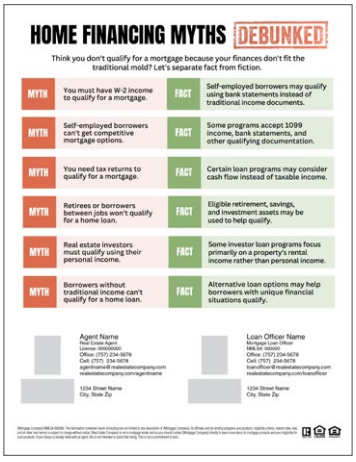

Home Financing Myths Debunked

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Bank Statement Loan

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P&L Loan - Self Employed Borrowers

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DSCR Loans for Investment Properties

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Homebuyer Assistance Programs

Support for borrowers navigating down payment, closing cost, and affordability challenges.



Family Assisted Homeownership

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Seller Concessions Explained

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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



Can't Find it in Here?

Not this page. Not that page. Not under the tree.

Not tucked in a corner for everyone to see.

If you're looking for something that's not yet in view,

our Marketing team would love to hear from you!

CONTACT MARKETING