

THE MIX



MARKETING CHEAT SHEET

Social Strategy

- consistent content
- build, know, like, trust
- stories > sales

Neighborhood Farming

- just listed / just sold
- market updates
- be the local expert

Boost Home Reno ROI

- kitchen, bath, curb appeal
- small updates = big impact

Social Posts to Boost Listings

- new listing promos
- open house teasers

Fannie Mae's Latest Condo Guidelines

- know the rules
- help more buyers qualify!

Closing Day Materials

- buyer gifts
- checklists
- signs

Mortgage Rate History

- share the trends
- set expectations
- start the convo

Host School Supply Drive

- give back
- build relationships
- good for the community

Less Homework. More Closings.

NAME: Ima Agent
DATE: 8/1/2026

TEST

1. (A) (B) (C) (D)
2. (A) (B) (C) (D)
3. (A) (B) (C) (D)
4. (A) (B) (C) (D)
5. (A) (B) (C) (D)
6. (A) (B) (C) (D)
7. (A) (B) (C) (D)
8. (A) (B) (C) (D)
9. (A) (B) (C) (D)
10. (E) (B) (C)
11. (A)
12. (A)
13. (B)
14. (B)
15. (C)
16. (C)

A+

People don't plan to fail, they fail to plan!

T RW TM

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: August

SCHOOL SUPPLY DRIVE event kit



Give back and support your local schools by organizing a school supply drive!

View full instructions and marketing materials on Page 7 of our [Event Kit Catalog](#)

LUNCH & LEARN event kit



Serving lunch and refreshments during an educational workshop fosters a more comfortable and engaging atmosphere. This hospitality not only increases attendance but also demonstrates a genuine commitment to the attendees' experience, encouraging them to relax, participate, and absorb the crucial information being shared.

View full instructions and marketing materials on Page 9 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: September



Apple Chips



Sticky Notes



Scrub Sponge

September Pop-by Order Deadline: August 20th

[Click to Order](#)

Pop-by Cost: \$2.00 each

Delivery Date: Early September

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

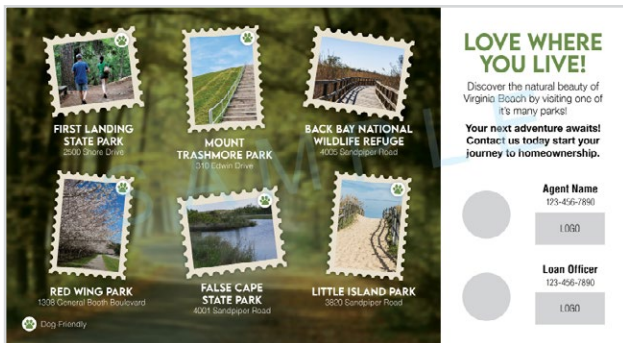
The Power of Direct Mail

In a world where inboxes and social feeds are constantly competing for attention, direct mail stands out.

It creates familiarity, builds credibility, and fosters a genuine connection, helping ensure you're top of mind when someone is ready to buy, sell, or refinance.

Marketing Type	Avg Open View Rate	Cold Prospect Response	House List Response
Direct Mail	80% – 90%	2.9% – 4%	5.3% – 9%
Email	20% – 23%	0.12% – 0.6%	1.0% – 1.7%
Social Media	0.25% – 4.2%	0.4% – 0.5%	0.8% – 1.0%*

Cold Prospect: no prior relationship | House List: past clients, current customers, opt ins.
Source: modernpostcard.com | *Varies by follower alignment



Local Parks

Customizable 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, 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](#).

Sellers - Home Valuation

Login to [TotalExpert.net](#) before clicking links below.

[View and Create Postcard](#)



Thinking of Selling - Home Team Advantage

Login to [TotalExpert.net](#) before clicking links below.

[View and Create Postcard](#)

Hot Topics



6-MONTH BUDGETING PLAN

Before Purchasing a New Home

Agent Name
Tina Goss Here
Designations:
757-692-0500

Company Logo

Loan Officer Name
Tina Goss Here
NMLS ID: 692045
757-692-0500

Company Logo

Mortgage Company NMLS ID: 692045. The information contained herein is intended for informational purposes only and does not constitute an offer of any financial product. It is not intended to be used as a basis for any financial decision. Please consult your financial advisor for more information. This is not a commitment to lend.

6-Month Budgeting Plan Before Purchasing a New Home

Login to TotalExpert.net before clicking links below.

[View Social Post](#)



EMPTY NESTERS:

What's Next for Your Home?

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Designations:
757-692-0500

Company Logo

Loan Officer Name
Tina Goss Here
NMLS ID: 692045
757-692-0500

Company Logo

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Empty Nesters - What's Next for Your Home

Login to TotalExpert.net before clicking links below.

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Homeownership Goals

for the Back-to-School Season

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Homeownership Goals for the Back-to-School Season

Login to TotalExpert.net before clicking links below.

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TOP PROJECTS

to Boost Home Renovation ROI

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Company Logo

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Top Projects to Boost Home Renovation ROI

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Not seeing what you're looking for? [Email](#) our Marketing Team!

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Holiday & Seasonal



Back to School Home Checklist

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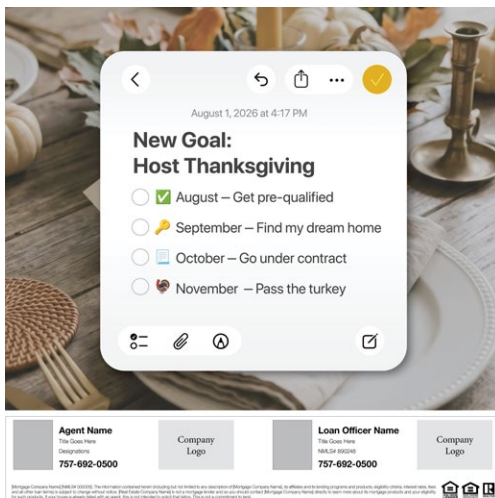
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Back to School Tips for Parents

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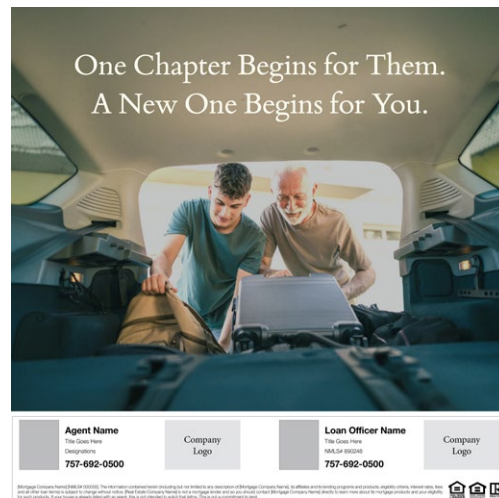
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New Goal - Host Thanksgiving

Login to TotalExpert.net before clicking links below.

[View Social Post](#)



Empty Nesters - New Chapter

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

Paws, Relax, & Stay Cool

Beat the heat without breaking the bank!

Close blinds during peak sunlight hours

Clean HVAC filters to boost efficiency by 5-15%

Adjust your thermostat while away

Turn on ceiling fans to make a room feel 4-6°F cooler

Agent Name
The Good Here
Designations
757-692-0500

Company Logo

Loan Officer Name
The Good Here
NMLS# 000000
757-692-0500

Company Logo

Mortgage Company NMLS# 000000. The information contained herein (including but not limited to any description of Mortgage Company's services, its affiliates and its lending programs and products, eligibility criteria, interest rates, fees and all other fees) is subject to change without notice. Please contact Mortgage Company directly to learn more about its mortgage products and your eligibility for such products. Your house is already listed with an agent. This is not intended to solicit that listing. This is not a commitment to lend.

Mortgage Rates THEN VS. NOW

Year	Rate	Market
1981	16.64%	▲ Peak
2005	5.87%	● Normal Pre-crash
2015	3.85%	▼ Low
2021	2.96%	▼ Historic Low
2023	6.81%	▲ Rapid Rise
2026	6.58%	● Today*

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Dog Days of Summer - Energy Tips

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

Mortgage Rates History

Login to TotalExpert.net before clicking links below.

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DOWN PAYMENT MYTHS **DEBUNKED**

Think you need a huge down payment to buy a home? Let's separate fact from fiction.

MYTH	You need a 20% down payment to buy a home.	FACT	Many loan programs allow qualified buyers to purchase a home with much less.
MYTH	Renting is cheaper than buying until you've saved a large down payment.	FACT	Down payment assistance programs may help eligible buyers with upfront costs.
MYTH	Down payment assistance is only for low-income buyers.	FACT	Many assistance programs are available to buyers across a range of income levels.
MYTH	You should wait until you've saved a huge down payment.	FACT	Waiting to save more could mean missing today's homeownership opportunities.
MYTH	You should drain your savings account to make the biggest down payment possible.	FACT	It's important to keep money set aside for emergencies and future home expenses.
MYTH	A low down payment means you won't qualify for a mortgage.	FACT	Mortgage approval depends on factors like income, credit, and debt levels.

Agent Name
Real Estate Agent
License: 000000000
Office: (757) 234-5678
Cell: (757) 234-5678
agentname@realestatecompany.com
realestatecompany.com/agentname

Company Logo

Loan Officer Name
Mortgage Loan Officer
NMLS# 000000
Office: (757) 234-5678
Cell: (757) 234-5678
loanofficer@realestatecompany.com
realestatecompany.com/loanofficer

Company Logo

1234 Street Name
City, State Zip

1234 Street Name
City, State Zip

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AUGUST HOME MAINTENANCE TIPS

- Check for signs of ants or termites.
- Clean carpets, rugs, and floors.
- Waterproof your porch and/or deck and make necessary repairs.
- Check crawlspaces for leaks or structural issues.
- Get A/C serviced.
- Clean drains in sinks, tubs, showers, and dishwashers.
- Replace the batteries in smoke and carbon monoxide detectors.
- Clean baseboards.

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August Home Maintenance Tips

Login to TotalExpert.net before clicking links below.

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Down Payment Myths

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Not seeing what you're looking for? [Email our Marketing Team!](#)

THE MIX AUG 26



KEY TO CONDO:

What Every Agent Should Know About Condo Transactions

THURSDAY, AUGUST 27 | 2:00 PM EST

[Click to Register](#)

Learn how to confidently navigate condo transactions in today's evolving market.

Join us for this virtual training with our Condo expert, Taylor Reeves. Whether you're new to working with condos or looking to stay ahead of industry changes, this session will provide practical insights to help you better serve your clients and close with confidence.



GUEST SPEAKER:

Taylor Reeves

Corporate Mortgage Collateral Manager

TOPICS WILL INCLUDE:

- Condo vs. single-family financing: key differences agents need to know
- Warrantable vs. non-warrantable condos and their impact on financing
- Common condo project red flags that can affect loan approval
- Fannie Mae's latest condo guideline updates and what they mean for agents
- How changing requirements are impacting condo eligibility and transactions
- Best practices for navigating condo financing with confidence

Boost Your Listings

Stop the scroll with these beautiful listing photo frames

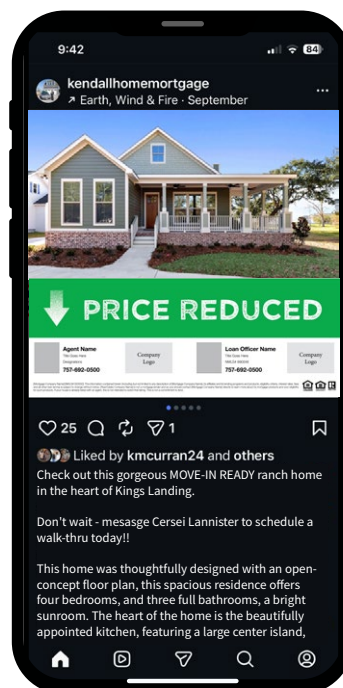
Upload your listing photo and add details to your caption, to call out a new listing, open house, price reduction and more!

Listing Social Post 'Photo Frames'

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

Login to TotalExpert.net 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](#)



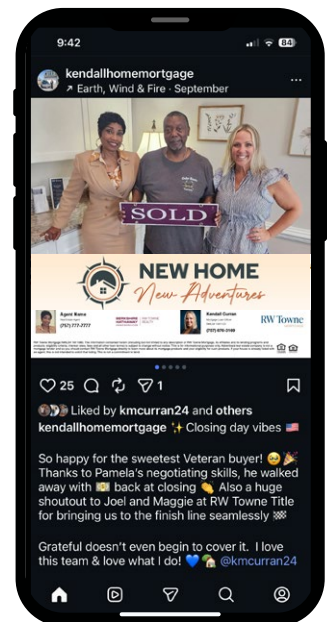
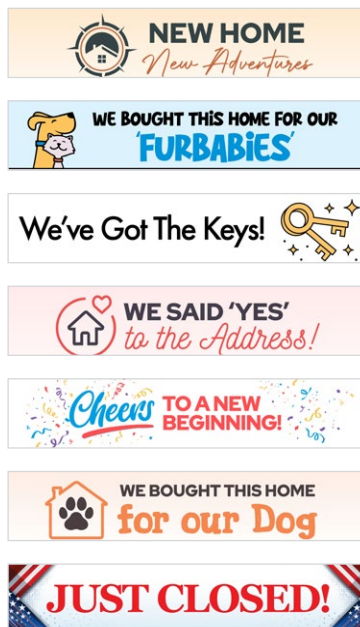
SIGN EXAMPLES

Closing Day Social Post 'Photo Frames'

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

Login to TotalExpert.net before clicking link below.

[View All Social Post Photo Frames](#)

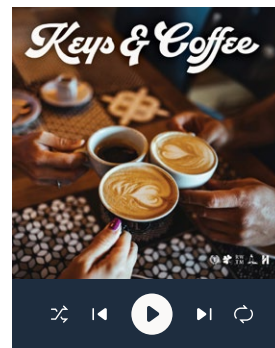
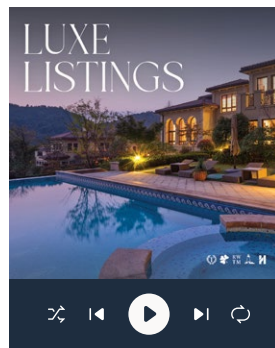
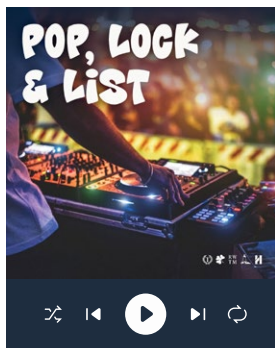
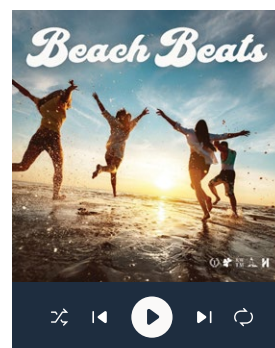
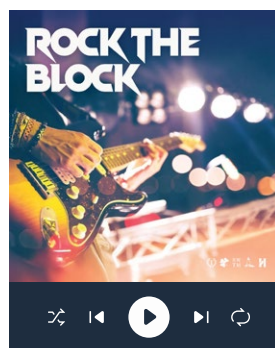
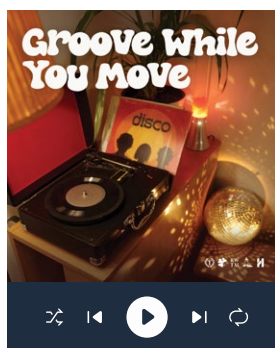
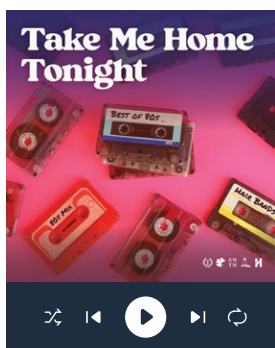


SOCIAL POST EXAMPLE

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

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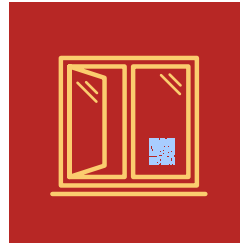
ADDITIONAL MARKETING RESOURCES



**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**

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

