

THE MIX



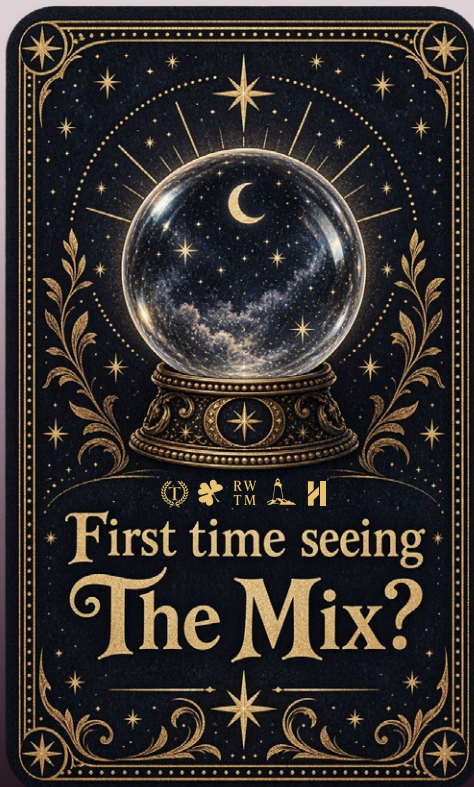
Don't leave success to fate...

We predict a future filled with more prospects and effortless closings.

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.



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

[Click to Subscribe](#)

Event Kits: **October–November**

CANDY CORN CONTEST

event kit



Setup a contest at your open house or event, to guess how many candy corns are in the jar! This is a great way to engage potential clients.

View full instructions and marketing materials on Page 45 of our [Event Kit Catalog](#)

PIE DRIVE

event kit



Make the holiday's a little easier for your clients and coordinate a pie drive-by!

View full instructions and marketing materials on Page 34 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: November



Spiced Apple Cider



Fall Cookie Cutter



Dish Soap

November Pop-by Order Deadline: October 21

[Click to Order](#)

Pop-by Cost: \$2.00 each

Delivery Date: Early November

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!



30 DAYS OF CONTENT: One Simple System

THURSDAY, OCTOBER 22 | 2:00 PM EST

[Click to Register](#)

Stop reinventing your content every week.

In this hands-on session, we'll walk through a simple, repeatable system for planning a month of social content. You'll learn how to turn your everyday expertise, client questions, listings, events and real estate knowledge into content you can reuse, repurpose and schedule throughout the month.

By the end, you'll have a repeatable process you can use every month to keep your content consistent without spending hours on social media.



Hot Topics



Top Fall Home Maintenance Tips to Prepare Your House

Login to TotalExpert.net before clicking links below.

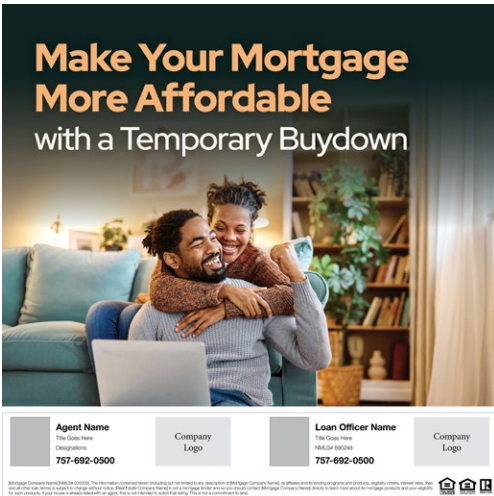
[View Social Post](#)



Build Wealth with Home Equity: How it Works and Why it Matters

Login to TotalExpert.net before clicking links below.

[View Social Post](#)



Make Your Mortgage More Affordable with a Temporary Buydown

Login to TotalExpert.net before clicking links below.

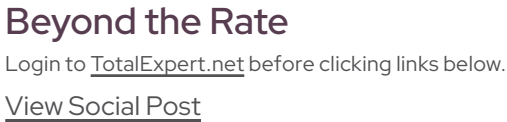
[View Social Post](#)



Why Multigenerational Living is More Than a Housing Trend

Login to TotalExpert.net before clicking links below.

[View Social Post](#)



Holiday & Seasonal



Halloween

Post on October 31st

Login to TotalExpert.net before clicking links below.

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



Dias De Los Muertos

Post on November 1st

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

Daylight Savings – Fall Back

Post reminder on October 30th or 31st

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

Apple Coffee Cake Recipe

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

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 Pumpkin Patches

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 pumpkin Farms to feature
- 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](#).



Seasonal Greeting Cards

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

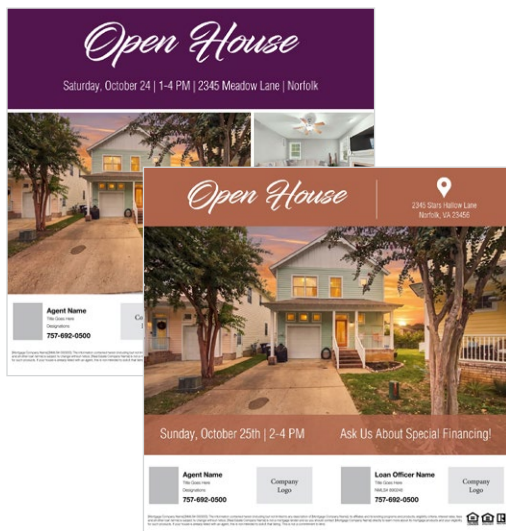
[View Fall Greeting Cards](#)



- 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

Open House Survival Kit

GET THE WORD OUT:



Open House Listing Social Posts

Login to TotalExpert.net before clicking links below.

[View Listing Social Posts](#)

Our Listing Social Posts pull listing information and photos directly from MLS, with customizable colors and text to add in your Open House event information!

Open House Listing Flyers

Login to TotalExpert.net before clicking link below.

[View Listing Flyers](#)

Our Listing Flyers pull listing information and photos directly from MLS, with customizable colors and text to add in your Open House event information!



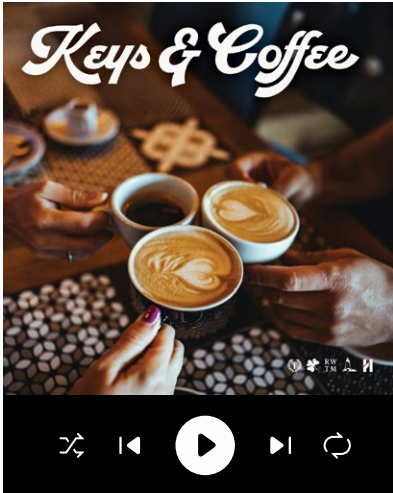
Open House Listing Postcards

Login to TotalExpert.net before clicking links below.

[View Listing Postcards](#)

Our Jumbo Listing Postcards (6x11) pull listing information and photos directly from MLS, with customizable colors and text to add in your Open House event information!

SET THE MOOD:



Open House Playlists

Celebrate the season with our Keys & Coffee Playlist, full of pumpkin spice, cozy sweaters and warm vibes to set the mood for your showings or events this fall!

CLICK THE ALBUM COVER TO LISTEN NOW!

Not your vibe? Check out our other playlists.

[Open House Playlists](#)



Water Bottle Labels

Co-branded label featuring Agent's Branding

Agent Cost = \$0.10 each
LO Cost = \$0.10 each

[Click to Order](#)

TRACK YOUR LEADS:



Window Clings

Display your branded Window Cling advertisement at your next open house, featuring a strong CTA and QR code with link to your website, loan app or text

Plastic 5" h x 5" cling is repositionable on mirrors, windows or stainless steel

Agent Cost = \$1 each / LO Cost = \$1 each
5 qty minimum / \$2 each total

[Click to Order](#)

Open House Sign-in Sheets

In digitally saturated world, give your prospects a break with our beautifully designed Sign-in Sheets at your next Open House.

Login to TotalExpert.net before clicking link below.

[View All Sign-in Sheet Designs](#)

EDUCATE YOUR BUYERS:

Open House Checklist

Use this checklist to walk through open houses with confidence and protect your interests to ensure the house is a good fit for you.

- Basement Condition:** Check for signs of good (or bad) maintenance. Look at the condition of the roof, walls, floors, and ceilings. Watch out for cracks, leaks, or signs of water damage.
- Plumbing:** Check for signs of leaking pipes, drains, and faucets. Do the sinks have clean, clear, or clogged drains?
- Windows:** Are they open and close properly? Do you feel a draft when closed?
- Test the water pressure and check for signs of water damage and leaks.** Know how much water the water meter to get water?
- Roof:** How old is it? Check for cracks, leaks, or signs of damage. Look for signs of roof or gutter issues.
- Sign of Pest Problems:** Ask about the age of important things like the furnace, HVAC, and appliances.
- Storage Space:** Is there enough closet and storage space for your needs?
- Interior Light & Ventilation:** Notice how much natural light comes in and if the house feels airy and fresh.

Insulation & Cell Service: Check your phone for signal strength and ask about internet service providers in the area.

Neighborhood: Look for noise from neighbors, traffic, or other sources. Visit at different times if possible.

Neighborhood: Ask around the neighborhood to get a sense of the community. Are the nearby homes well-maintained? Is it a nice or quiet street?

Neighborhood: Is there a yard or garden, access to a pool, and if you're in the area, are there any planned developments in the area that will affect your living experience in the home's value?

Neighborhood: Do the neighbors to the left or right seem to be taking care of their homes? Are there any planned developments in the area that will affect your living experience in the home's value?

Neighborhood: Do the neighbors to the left or right seem to be taking care of their homes? Are there any planned developments in the area that will affect your living experience in the home's value?

Pre-qualify before you go!
A mortgage pre-qualification makes your offer stronger and can help in getting your offer accepted.

Agents: Jennifer Beatty, 813-444-8484, jbeatty@totalexpert.net
Lenny Landerson, 813-444-8484, lleny@totalexpert.net

Homebuyer Do's & Don'ts

Simple tips to avoid mistakes and buy with confidence.

DO's	DON'Ts
Get Pre-qualified Early In order to be pre-qualified, you must have your credit report reviewed and your income verified.	Open New Credit or Make Large Purchases Avoid opening new credit lines or making large purchases before you buy.
Understand Your Full Monthly Payment Remember to include taxes, insurance, and fees in your monthly payment.	Change Jobs or Income Without Guidance Don't change your job or income without consulting your mortgage lender.
Keep Finances Clean Don't miss payments on your credit cards or other loans.	Sign an Online Payment Agreement Don't sign an online payment agreement without reading the terms and conditions.
Communicate with Your Lender and Agent Keep your lender and agent informed of any changes in your financial situation.	Spend All Your Savings at Closing Don't spend all your savings at closing. Keep some for emergencies.
Plan Ahead for Closing Costs Knowing the amount you can expect to pay at closing is important.	Wait Until You Find a Home to Talk Financing Don't wait until you find a home to talk financing. Get pre-qualified first.

Remember: First home doesn't have to be overwhelming. Let's work through together step by step. Contact us to get started today.

Agents: Jennifer Beatty, 813-444-8484, jbeatty@totalexpert.net
Lenny Landerson, 813-444-8484, lleny@totalexpert.net

OPEN THE DOOR to your future!

WE'LL FIND YOU THE PERFECT LOAN TO FIT YOUR NEEDS.

CONVENTIONAL LOAN

- 30-year fixed rate
- 15-year fixed rate
- 5/1 ARM
- 7/1 ARM
- 10/1 ARM
- 13/1 ARM
- 15/5 ARM
- 20/28 Hybrid ARM
- 25/28 Hybrid ARM
- 30-year fixed rate

CONSTRUCTION/REHABILITATION LOAN

- 30-year fixed rate
- 15-year fixed rate
- 5/1 ARM
- 7/1 ARM
- 10/1 ARM
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ARMED LOAN

- 30-year fixed rate
- 15-year fixed rate
- 5/1 ARM
- 7/1 ARM
- 10/1 ARM
- 13/1 ARM
- 15/5 ARM
- 20/28 Hybrid ARM
- 25/28 Hybrid ARM
- 30-year fixed rate

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- 15-year fixed rate
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- 7/1 ARM
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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](#)



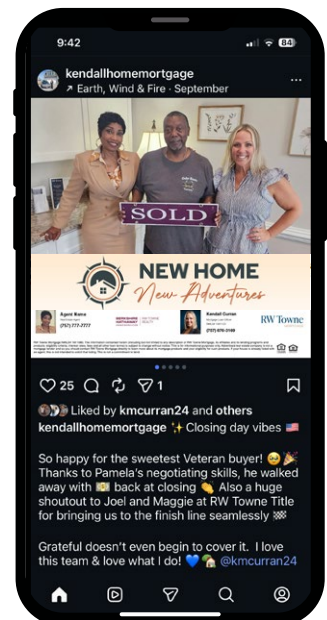
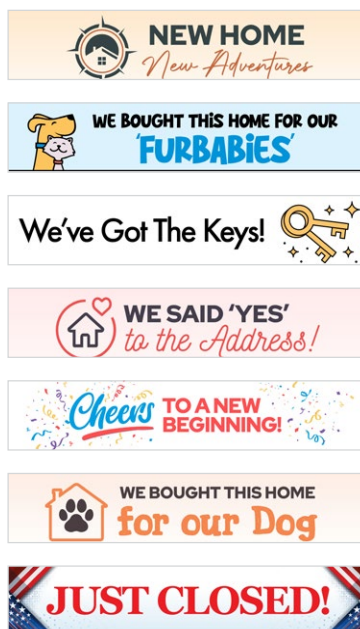
SIGN EXAMPLES

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

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

THE MIX OCT 26

ADDITIONAL MARKETING RESOURCES



**Agent
Marketing Edge**



**Pop-By Gift
Order Form**



**Window Cling
Order Form**



**Gift Basket
Order Form**



**Loan Officer
Promo Store**



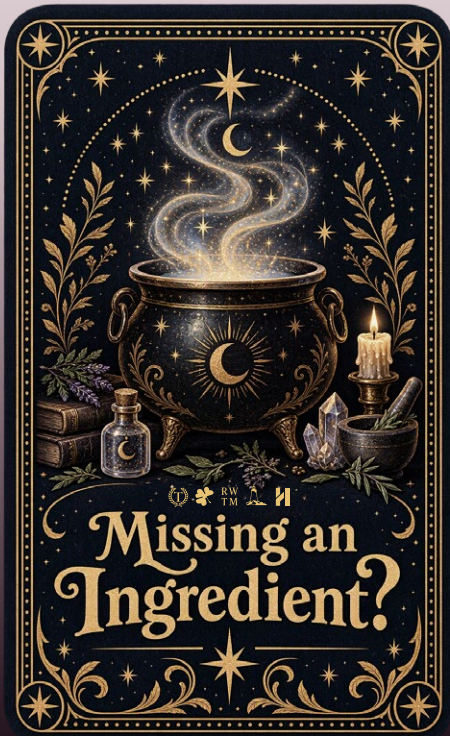
**Mortgage
Marketing Store**



**Sponsorship
Request Form**



**Marketing Mix
Catalogs**



Missing an Ingredient?

If The Mix doesn't have what you are looking for let us conjure it up for you. Just reach out we're ready to stir things up...

Contact Marketing