

THE MIX



SHRED THE COMPETITION

MARKETING TOOLS TO KEEP YOUR PIPELINE ROLLING ALL SUMMER LONG!!



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](#)

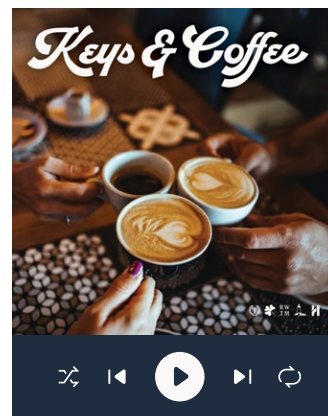
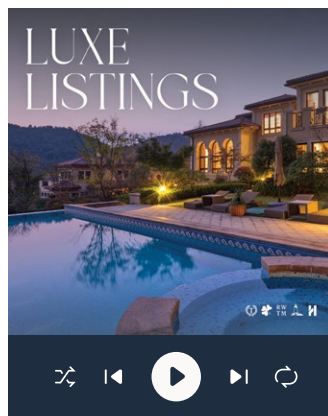
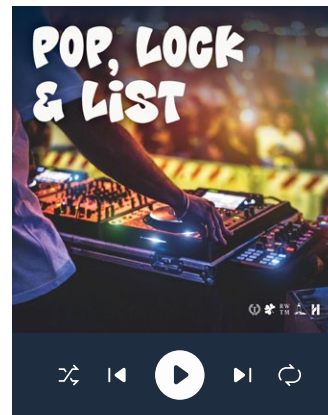
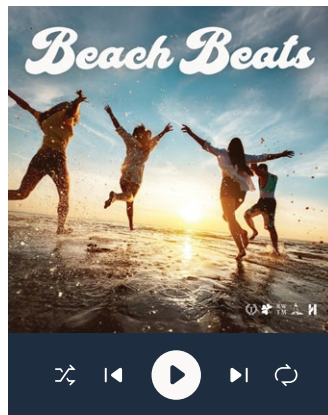
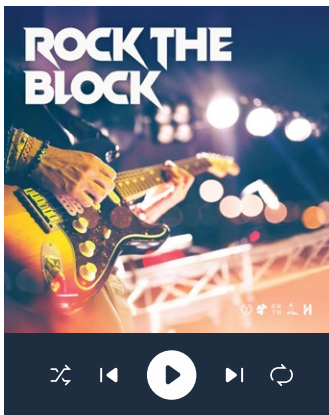


Spotlight: Open House Playlists

Great homes deserve a great soundtrack.

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 playlists below to listen now!



Set the tone. Create the feeling. Sell the home.

Follow Us on Spotify



Turning Lemons into Lemonade

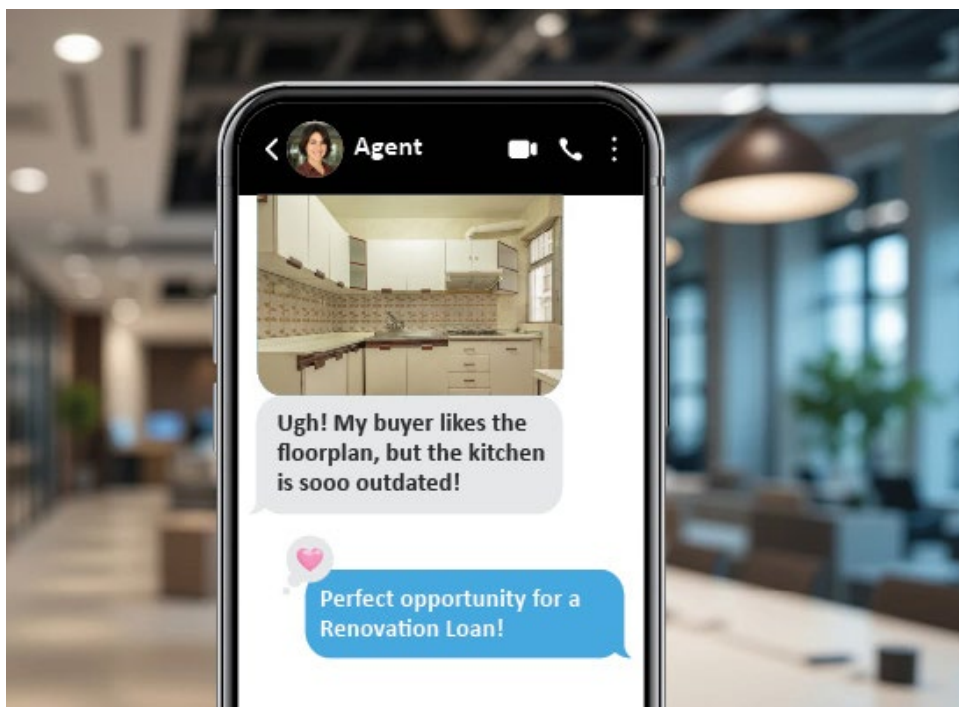
CLOSING MORE DEALS WITH RENOVATION LOANS

THURSDAY, JUNE 18 | 2:00 PM EST

[Click to Register](#)

If the home search is giving your clients nothing but lemons, show them options to make lemonade.

Join us for a training session led by Chris Busching, our National Renovation Manager, as he provides valuable insights on how renovation loans can help your clients turn any house into their dream home. We hope to see you there!



BONUS!

Renovation Loan Marketing Materials

Login to TotalExpert.net before clicking links below.

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[View Social Posts](#)

[View Emails](#)

JUNE
HOME MAINTENANCE TIPS

- Clean indoor and outdoor ceiling fans.
- Clean grill and outdoor furniture.
- Deep clean laminate and tile surfaces.
- Re-grout if necessary.
- Mulch flower beds.
- Repair fences and gates.
- Seal any cracks or gaps around your windows to save on your energy bill.
- Swap old, drafty windows for more energy-efficient models.
- Repair stone patios and walkways.

Agent Name
Title Goes Here
Designation
757-692-0500

Company Logo

Loan Officer Name
Title Goes Here
NMLS ID# 8702918
757-692-0500

Company Logo

Mortgage Company Name (M) (L) (C) (S) (D). This information was prepared by our website as a service of Mortgage Company Name. It is intended to provide general information only and does not constitute an offer of any financial product. Please contact your agent for more information. This is not a commitment to lend.

Home Maintenance Tips - June

Login to TotalExpert.net before clicking links below.

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Newlyweds:
Rent or Buy?
ASK THESE THREE QUESTIONS FIRST.

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Newlywed - Wedding Season - Rent or Buy

Login to TotalExpert.net before clicking links below.

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HOMEBUYING SIMPLIFIED
FROM FIRST CLICK TO FRONT DOOR

- Get Pre-Qualified**
Know your numbers so you can shop with confidence
- Make Your Move**
Submit a strong offer with your agent guiding the way
- Close & Get The Keys**
Sign the final paperwork, celebrate, and step into your new home.
- Start The Search**
Scroll, tour, and find homes that fit your vibe and lifestyle
- Inspect & Appraise**
Make sure everything looks good and the value lines up before closing
- Drop A Review**
Help future buyers by sharing your experience

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Homebuying Simplified

Login to TotalExpert.net before clicking links below.

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SUMMER SAFETY TIPS FOR PETS

- Never Leave Your Pet in the Car
- Keep Your Pet's Paws Cool
- Provide Shade & Fresh Water
- Protect From Sunburn
- Know the Warning Signs

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Summer Pet Safety Tips

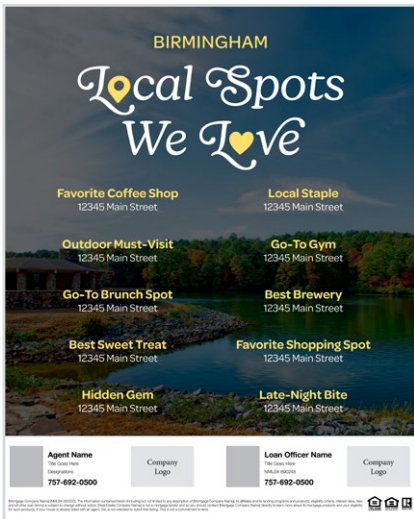
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[View Social Post](#)

Community Connections

Highlighting local community information positions you as a trusted neighborhood expert—not just a salesperson.

By sharing relevant market information alongside local businesses, services, events, and attractions, you deliver genuine value homeowners actually want to read. This hyper-local approach builds familiarity, credibility, and emotional connection over time, keeping you top of mind when recipients are ready to buy, sell, or refinance.



Local Spots We Love

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 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](#).



Hi Neighbor

Customizable Postcards

[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.
- Loan Officer and Agent Bio/Message to customize.
- Neighborhood photo or city/region to feature.
- Mailing list (Excel file) or request to pull a mailing list for you.
- Date you'd like delivered 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](#).

SCOOPS & SOLD SIGNS

event kit



Beat the Heat and Celebrate Your Clients with an Ice Cream Social! The market is heating up, and so is the weather! Let's cool down and connect with a fun-filled Ice Cream Social for all agents, loan officers, and your past clients! Client and Partner appreciation events are great ways to gain more referrals, so make sure you tell them to bring a friend!

View full instructions and marketing materials on Page 32 of our [Event Kit Catalog](#)

STRAWBERRY PICKING

event kit



Client appreciation events are great ways to gain more referrals, so make sure you're telling your clients to bring friends.

Best time of year to pick Strawberries

View full instructions and marketing materials on Page 41 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: July



Bug Repellent Band



Ice Cream Scoop & Sprinkles



Side Walk Chalk

July Pop-by Order Deadline: June 18th

[Click to Order](#)

Pop-by Cost: \$2.00 each

Delivery Date: Early July

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!

Closing Day Materials

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](#)



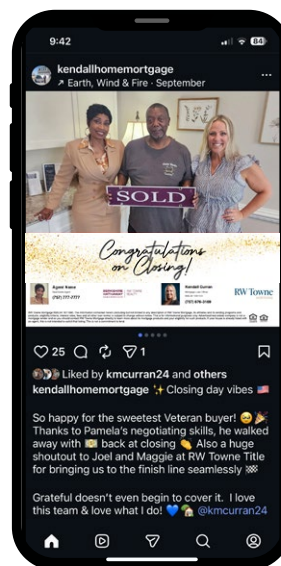
SIGN EXAMPLES

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

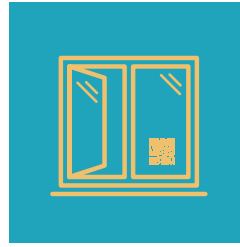
ADDITIONAL MARKETING RESOURCES



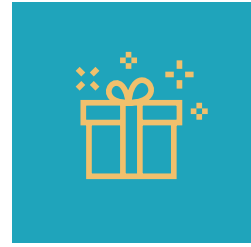
**Agent
Marketing Edge**



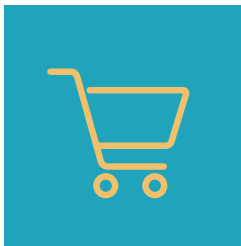
**Pop-By Gift
Order Form**



**Window Cling
Order Form**



**Gift Basket
Order Form**



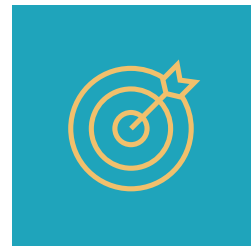
**Loan Officer
Promo Store**



**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](#)

