

Member Advantage Mortgage

First Time Homebuyers Campaign

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**MEMBER
ADVANTAGE
MORTGAGE**

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Your first home is your dream. We can be your foundation.

Find the support you need to make it a reality.



UMASS FIVE MEMBER ADVANTAGE MORTGAGE
NMLS #460131


MEMBER ADVANTAGE MORTGAGE
NMLS #2157

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Focus on finding your home. We'll focus on helping you buy it.

ECUMAM is ready to put in the work.

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UMASS FIVE COLLEGE FEDERAL CREDIT UNION
NMLS #460131

You find the home, we do the work.

MEMBER ADVANTAGE MORTGAGE
NMLS #1557

EQUAL HOUSING LENDER



YOU find the home WE do the work

UMASS FIVE MEMBER ADVANTAGE MORTGAGE
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MEMBER ADVANTAGE MORTGAGE
NMLS #1557

EQUAL HOUSING LENDER

Ready to take that first step?

Rate Widget embedded here

Make homebuying even easier

First time homebuyer FAQs

Are there loan options that apply to the mortgage?

What are the benefits of an FHA Loan?

How much will my down payment be?

Have questions? Give us a call at 223.456.7890 and we'll help you find the right solution.

You find the home, we do the work.

Buying your first home should be about figuring out where to live, not how to survive the process.

We'll love to roll up our sleeves and help you:

- Determine the right amount of home for you
- Understand every step of the process, so you can buy in confidence
- Explore a variety of low-rate options, including 0% down

Get Started

Our experienced team is ready to get you in the work. Let us get you on the path to owning your first home. Visit www.umassfive.com/needtoday.

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You find the home, we do the work.

Choosing your first home takes enough effort. Helping you buy it is our work.

Get Started



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Find the support you need to make it a reality.

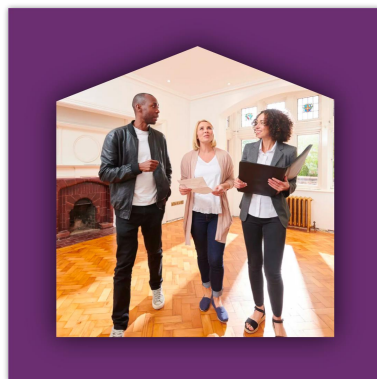
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Campaign Overview and Purpose

This campaign is designed to help you engage First Time Homebuyers by addressing some of the most commonly asked questions at the beginning of the mortgage process:

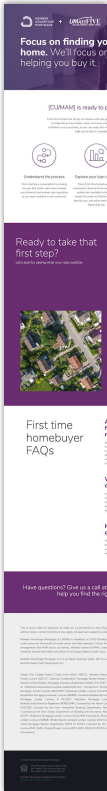
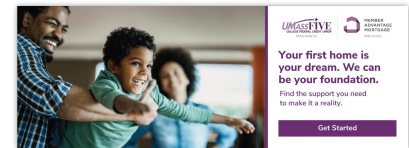
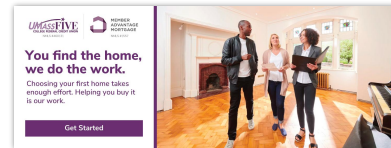
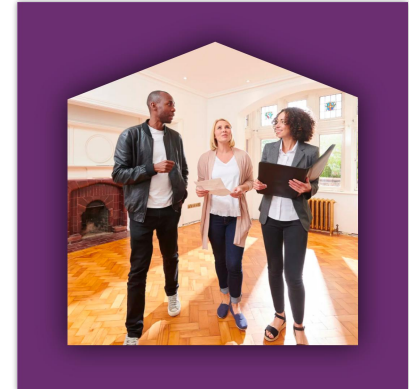
- Understanding the mortgage process
- What are my loan options?
- How much house can I afford?



Assets Overview

With the purpose outlined above, the following digital and print assets have been created for your use:

- Email series
- Facebook and Instagram post options
- Rack card options
- Web banner options
- Employee buttons
- Landing page

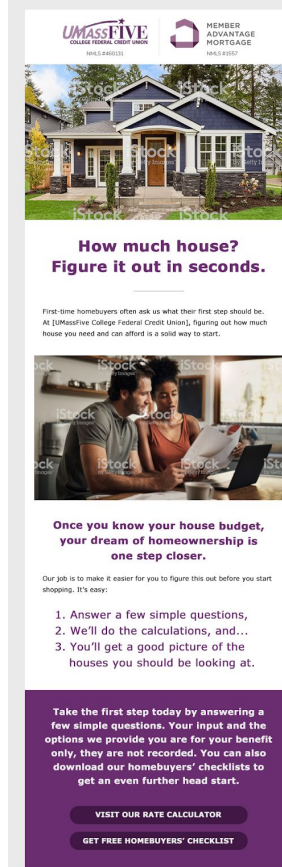


Email Series

Send the following emails over a 3-4 week period:


- Email #1: The mortgage process?
- Email #2: Loan options?
- Email #3: How much house?

EMAIL SERIES




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COLLEGE FEDERAL CREDIT UNION
946.6280353

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946.6280353



**How much house?
Figure it out in seconds.**

First-time homebuyers often ask us what their first step should be. At [UMassFive College Federal Credit Union], figuring out how much house you need and can afford is a solid way to start.



Once you know your house budget, your dream of homeownership is one step closer.

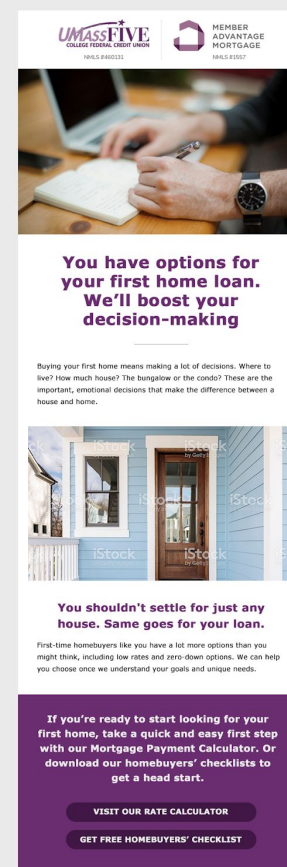
Our job is to make it easier for you to figure this out before you start shopping. It's easy:

1. Answer a few simple questions,
2. We'll do the calculations, and...
3. You'll get a good picture of the houses you should be looking at.

Take the first step today by answering a few simple questions. Your input and the options we provide you are for your benefit only, they are not recorded. You can also download our homebuyers' checklists to get an even further head start.

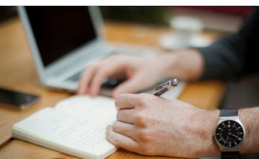
[VISIT OUR RATE CALCULATOR](#)

[GET FREE HOMEBUYERS' CHECKLIST](#)




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You have options for your first home loan. We'll boost your decision-making

Buying your first home means making a lot of decisions. Where to live? How much house? The bungalow or the condo? These are the important, emotional decisions that make the difference between a house and home.



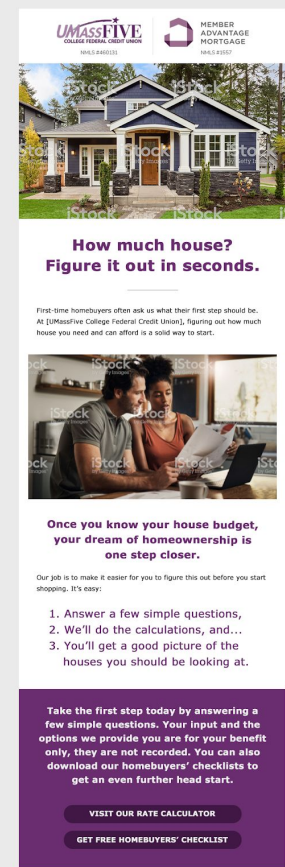
You shouldn't settle for just any house. Same goes for your loan.

First-time homebuyers like you have a lot more options than you might think, including low rates and zero-down options. We can help you choose once we understand your goals and unique needs.

If you're ready to start looking for your first home, take a quick and easy first step with our Mortgage Payment Calculator. Or download our homebuyers' checklists to get a head start.


[VISIT OUR RATE CALCULATOR](#)

[GET FREE HOMEBUYERS' CHECKLIST](#)




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[GET FREE HOMEBUYERS' CHECKLIST](#)

Instagram posts

Post on Instagram to engage your social followers.
Example post copy:

- Are you thinking about buying your first home? Your first home is your dream. Let us be the foundation. #firsttimehomebuyer #CUNAME



PHOTOGRAPHY FOR
INSTAGRAM POSTS

Facebook posts

Post on your Facebook channel to engage your social followers. Example post copy:

- Shopping for your first home? We're here to help! Give us call today to make the dream of homeownership a reality. [PHONE NUMBER] #firsttimehomebuyer #CUNAME

FACEBOOK ADS
AND POSTS



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Banner Ads

Banner ads can be used on your website or as a paid media promotion to reach a larger, external audience.




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NMLS #400232

MEMBER ADVANTAGE MORTGAGE
NMLS #15527

You find the home, we do the work.

Choosing your first home takes enough effort. Helping you buy it is our work.

[Get Started](#)



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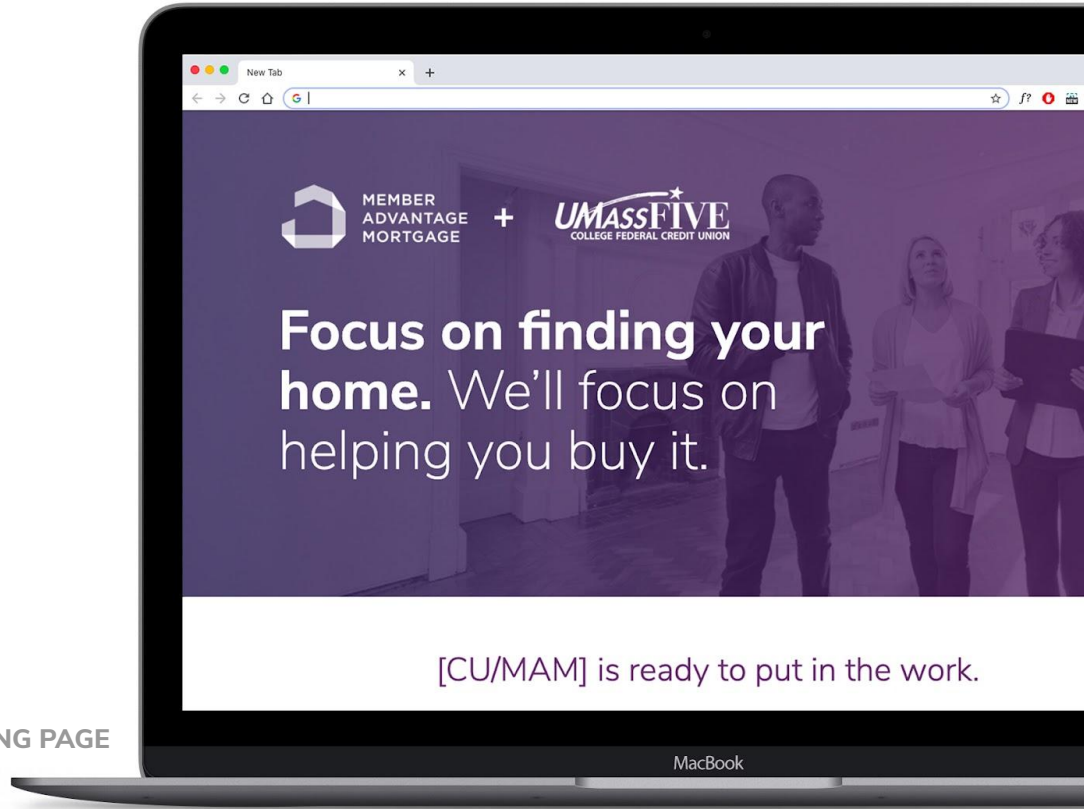
[Get Started](#)

BANNER ADS

Landing Page

The First Time Homebuyers landing page can be used to create a more targeted experience for mortgage leads. In addition, more data can be gathered for this specific campaign to help you better track, measure and optimize your First Time Homebuyer mortgage marketing efforts.

LANDING PAGE



In-Branch: Rack Card and Employee Buttons

Engage your in-branch visitors:

- Print rack card and place in branch in high traffic location.
- Encourage employee participation for further promotion. Print employee buttons and wear for duration of campaign.

UMASS FIVE MEMBER ADVANTAGE MORTGAGE

Member Advantage Mortgage is a proud member of the Equal Housing Lender.

You find the home, we do the work.

Buying your first home should be about figuring out where to live, not how to survive the process.

We'd love to roll up our sleeves and help you:

- Determine the right amount of home for you
- Understand every step of the process, so you can buy in confidence
- Explore a variety of low-rate options, including 30 years

Get Started

Our experienced team is ready to get in your work. Let's get you on the path to owning your first home. Visit www.umassfive.coop/needtoday.

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YOU find the home WE do the work

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MEMBER ADVANTAGE MORTGAGE
NMLS #1157

EQUAL HOUSING LENDER

UMASS FIVE COLLEGE FEDERAL CREDIT UNION
NMLS #460131

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Getting Started

Member Advantage Mortgage is here to make it easy for you to get started. Take the following steps:

1. If you have an internal or external graphic design resource - share the ZIP folder with them for any customizing. **Please follow all compliance rules and regulations.*
2. If you need our help customizing the assets for your credit union - download the JPGs or PDFs that fit your needs and click here to [email the MAM marketing team](#) to get the customization process started.



Thank you!



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