

# Member Advantage Mortgage

## Conventional Loan Campaign

CONFIDENTIALITY NOTICE: The contents of this presentation and any accompanying documents, materials, or information provided belong to Member Advantage Mortgage, LLC. None of the contents or accompanying information provided may be shared with anyone other than internal stakeholders without MAM's written consent. By reviewing the information contained herein or attached hereto you agree not to share it with any other party unless authorized in writing by Member Advantage Mortgage.



**MEMBER  
ADVANTAGE  
MORTGAGE**

# Contents

- I. Campaign Overview & Purpose
- II. Digital Assets & Recommended Timeline
- III. Print Assets & Recommended Timeline
- IV. Getting Started

**Simple Mortgages for Busy People**

Finding reliable mortgage information can sometimes be a challenge. UMassFive Federal Credit Union will help you figure out where to start.

**30 Year Fixed Rate Mortgage**

With other 30-year mortgages, you may have to pay a higher interest rate. With UMassFive, you can get a lower interest rate. And, you can get a lower interest rate if you choose to pay off your mortgage early. So, you can save money. And, you can get a lower interest rate if you choose to pay off your mortgage early. So, you can save money.

**15 Year Fixed Rate Mortgage**

The UMassFive 15-year fixed rate mortgage is a great choice for people who want to pay off their mortgage faster. It has a lower interest rate than a 30-year mortgage. And, you can get a lower interest rate if you choose to pay off your mortgage early. So, you can save money.

**Adjustable Rate Mortgage (ARM)**

With an ARM, your interest rate can go up or down. It's a good choice for people who want to save money. And, you can get a lower interest rate if you choose to pay off your mortgage early. So, you can save money.

The most important thing to know is that UMassFive Federal Credit Union has the best mortgage options. So, you can get the best mortgage option for you.

When you're ready to get answers to your specific questions, give us a call at 888.445.0089.

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

Finding reliable mortgage information can sometimes be a challenge. UMassFive Federal Credit Union will help you figure out where to start.

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

Finding reliable mortgage information can sometimes be a challenge. UMassFive Federal Credit Union will help you figure out where to start.

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

Finding reliable mortgage information can sometimes be a challenge. UMassFive Federal Credit Union will help you figure out where to start.

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

Finding reliable mortgage information can sometimes be a challenge. UMassFive Federal Credit Union will help you figure out where to start.

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

Click here to learn more about our mortgage options.

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

Learn more

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

Finding reliable mortgage information can sometimes be a challenge. UMassFive Federal Credit Union will help you figure out where to start.

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Loans for Busy People**

How to Research Your Options

Let's talk about the three most popular mortgage we offer:

**30 Year Fixed Rate**

**15 Year Fixed Rate**

**Adjustable Rate Mortgage (ARM)**

The most important thing to know is that UMassFive Federal Credit Union has the best mortgage options. So, you can get the best mortgage option for you.

When you're ready to get answers to your specific questions, give us a call at 888.445.0089.

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Loans for Busy People**

How to Research Your Options

Let's talk about the three most popular mortgage we offer:

**30 Year Fixed Rate**

**15 Year Fixed Rate**

**Adjustable Rate Mortgage (ARM)**

The most important thing to know is that UMassFive Federal Credit Union has the best mortgage options. So, you can get the best mortgage option for you.

When you're ready to get answers to your specific questions, give us a call at 888.445.0089.

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Loans for Busy People**

How to Research Your Options

Let's talk about the three most popular mortgage we offer:

**30 Year Fixed Rate**

**15 Year Fixed Rate**

**Adjustable Rate Mortgage (ARM)**

The most important thing to know is that UMassFive Federal Credit Union has the best mortgage options. So, you can get the best mortgage option for you.

When you're ready to get answers to your specific questions, give us a call at 888.445.0089.

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

**Simple Mortgages for Busy People**

**30 Year Fixed Rate Mortgage**

**15 Year Fixed Rate Mortgage**

**Adjustable Rate Mortgage (ARM)**

To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).

UMASSFIVE FEDERAL CREDIT UNION  
MEMBER ADVANTAGE MORTGAGE

# Campaign Overview and Purpose

This campaign is designed to educate prospect borrowers on the three most popular conventional loan types:

- Educate borrowers
- Promote the three most popular conventional loans:  
30 year fixed rate, 15 year fixed rate and Adjustable Rate Mortgage (ARM)
- Provide reassurance that there are simple, easy to understand loans options available





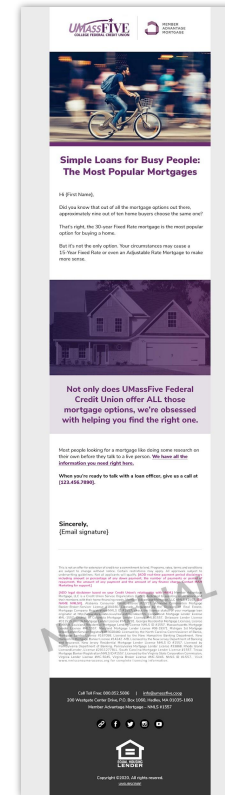
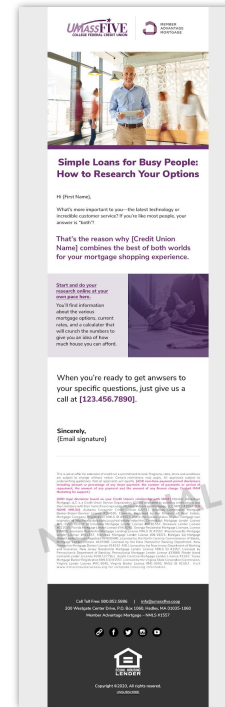
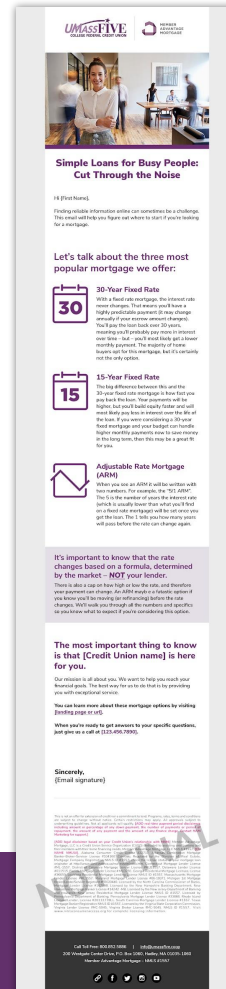
# Email Series

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

- Email #1: Simple loans for busy people: Cut Through the Noise
- Email #2: Simple loans for busy people: The Most Popular Mortgages
- Email #3: Simple loans for busy people: How to Research Your Options

EMAIL SERIES

CONFIDENTIAL: Property of Member Advantage Mortgage



# Instagram posts

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

- Too busy to find the right mortgage? We can help! Learn more about our our simple mortgages for busy people. [PHONE NUMBER] [URL] #simplemortgages #CUNAME



INSTAGRAM POSTS

# Facebook posts

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

- Too busy to find the right mortgage? We can help! Learn more about our our simple mortgages for busy people. [PHONE NUMBER] [URL] #simplemortgages #CUNAME



The image shows a Facebook advertisement for UMassFive. On the left is a photograph of a smiling woman in a white shirt and patterned skirt, standing in a modern office with blurred figures in the background. To the right of the photo is a white box with purple text and icons. The text reads 'Simple Mortgages for Busy People' in a large, bold font. Below this, there are three mortgage options listed with corresponding icons: a 30-year fixed rate mortgage (calendar icon), a 15-year fixed rate mortgage (calendar icon), and an adjustable rate mortgage (ARM) (house icon). A small note says 'Terms apply. See website for details.' Below the list is a purple banner with white text: 'To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).' At the bottom right are two logos: 'UMASSFIVE COLLEGE FEDERAL CREDIT UNION NMLS #460131' and 'MEMBER ADVANTAGE MORTGAGE NMLS #1557'. In the bottom left corner of the photo, there is a small logo for 'EQUAL HOUSING LENDER'.

**Simple Mortgages for Busy People**

- 30 Year Fixed Rate Mortgage
- 15 Year Fixed Rate Mortgage
- Adjustable Rate Mortgage (ARM)

Terms apply. See website for details.

**To learn more about our mortgage options, call 888.445.0089 or visit [www.UMassFive.coop](http://www.UMassFive.coop).**

**UMASSFIVE**  
COLLEGE FEDERAL CREDIT UNION  
NMLS #460131

**MEMBER ADVANTAGE MORTGAGE**  
NMLS #1557

**EQUAL HOUSING LENDER**

## FACEBOOK ADS AND POSTS

# Banner Ads

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



**Simple Mortgages  
for Busy People**

- 30 Year Fixed Rate Mortgage
- 15 Year Fixed Rate Mortgage
- Adjustable Rate Mortgage (ARM)

\*Terms apply. See website for details.

[Click here](#) to learn more about our mortgage options.

**UMASSFIVE**  
COLLEGE FEDERAL CREDIT UNION  
NMLS #460131

**MEMBER  
ADVANTAGE  
MORTGAGE**  
NMLS #1557

**YOUR TRUSTED  
LENDER**

**Simple Mortgages  
for Busy People**

- 30 Year Fixed Rate Mortgage
- 15 Year Fixed Rate Mortgage
- Adjustable Rate Mortgage (ARM)

\*Terms apply. See website for details.

**LEARN MORE**

**UMASSFIVE**  
COLLEGE FEDERAL CREDIT UNION  
NMLS #460131

**MEMBER  
ADVANTAGE  
MORTGAGE**  
NMLS #1557

**YOUR TRUSTED  
LENDER**

## BANNER ADS



# Landing Page

The Conventional Loan campaign 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 Conventional Loan marketing efforts.

LANDING PAGE



## Engage your in-branch visitors:

- [illegible]

# In-Branch: Posters

Engage your in-branch visitors:

- Print posters and place in branch in high traffic location.



# 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!



MEMBER  
ADVANTAGE  
MORTGAGE