

Member Advantage Mortgage

Mortgage Payment Calculator Launch Campaign Plan

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**MEMBER
ADVANTAGE
MORTGAGE**

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Mortgage Payment Calculator

UMassFive's Mortgage Payment Calculator makes it easy to get the best mortgage. In less than 30 seconds you'll know which loan will give you the lowest payment and/or lowest rate.

Save time researching your options!

When you're done with your research you'll probably want to talk to someone. That's easy too. With a few more clicks you can request a call from our loan officer.

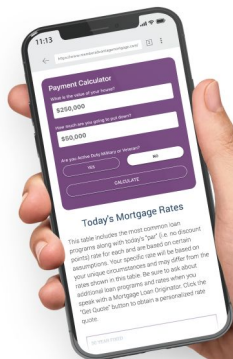
Go check it out! Make sure you're getting the best deal out there.

Learn more at
www.umassfive.coop/personal/loans/home/mortgages#mam-calculator.

One Minute Mortgage Shopping

Find the right mortgage for you.

*EQUAL HOUSING LENDER



Finish Hours of Mortgage Research in Minutes!

Hi [first name],

When it's time to get a mortgage or refinance, we know you'll probably want to do some research on your own first. To help you do that, we've added a Mortgage Payment Calculator to our website!

If you're not shopping for a mortgage now, remember it's here! It'll save you a ton of time whenever you do need it.



Today's Mortgage Rates

This table includes the most common loan programs along with today's "top" 1% no discount points rate for each and an example of current mortgage rates. Your specific rate will be based on your credit score and may differ from the rates shown in this table. Be sure to ask about additional loan programs and rates when you speak with a Mortgage Loan Originator. Click the "Get Quote" button to obtain a personalized rate quote.

Here's why you'll love it

- It's simple to use.
- It's easy to understand.
- It automatically updates with the latest rate information.



Find the right mortgage for you with our Mortgage Payment Calculator.

LEARN MORE

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One minute mortgage shopping. Find the right mortgage for you.

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Campaign Overview and Purpose

This campaign is designed to help you successfully drive traffic to the Mortgage Payment Calculator (MPC) **when it first goes live on your website.** This campaign should:

- Always link to the credit union's homepage or wherever you're featuring the MPC
- Be used in the first weeks after the MPC goes live on your site
- Be just the start of driving traffic to this tool



Digital Assets and Recommended Timeline

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

- Homepage banner in a variety of sizes
- Facebook post options
- Launch emails

One Minute Mortgage Shopping

Find the right mortgage for you.

UMASSIVE COLLEGE FEDERAL CREDIT UNION NMLS #600131 MEMBER ADVANTAGE MORTGAGE NMLS #1557

*EQUAL HOUSING LENDER

Payment Calculator
 \$10,000
 30 Years
 4.50%

Today's Mortgage Rates

This table includes the most current loan programs along with today's 30-year fixed mortgage rate. It is not intended to be used as a financial or legal advisor. Use to help you understand the current mortgage market. Rates are subject to change without notice. Rates are based on the rates shown in this table. Be sure to ask about additional loan programs and rates when you speak with a Mortgage Loan Originator. Click the "Calculate" button to obtain a personalized rate quote.

One Minute Mortgage Shopping

Find the right mortgage for you.

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Payment Calculator
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Find the right mortgage for you with our Mortgage Payment Calculator.

LEARN MORE

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One minute mortgage shopping. Find the right mortgage for you.

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Payment Calculator
 \$100,000.00
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Here's why you'll love it

- It's simple to use.
- It's easy to understand.
- It automatically updates with the latest rate information.

Digital Assets and Recommended Timeline

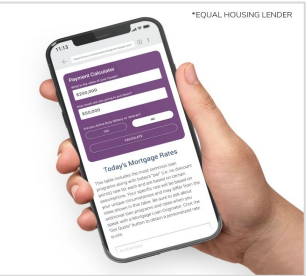
We recommend the following cadence for the use of the materials outlined above:

- 3-4 days after MPC is live:
 - Launch email
 - Banner 1 goes live
 - Facebook post 1
- 2 weeks after above materials:
 - Switch to new banner
 - Additional Facebook post

One Minute Mortgage Shopping
Find the right mortgage for you.

UMASSFIVE
COLLEGE FEDERAL CREDIT UNION
NMLS #460131

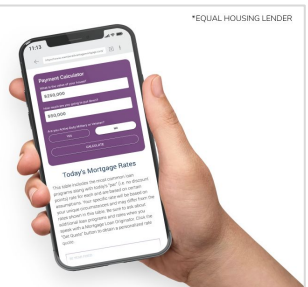
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NMLS #1357



One Minute Mortgage Shopping
Find the right mortgage for you.

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NMLS #460131

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Find the right mortgage for you with our Mortgage Payment Calculator.

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Mortgage Payment Calculator

How much do you want to borrow?

\$150,000

How much do you want to pay each month?

\$88,000

Get the Rate

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Today's Mortgage Rates

This table includes the most common loan programs along with today's 30-year fixed mortgage rate. It is a no discount point rate for each and all rates are subject to change without notice. This table does not include all mortgage programs offered by Member Advantage Mortgage. For more information on the rates shown in this table, the rate to ask about additional loan programs and rates when you speak with a Mortgage Loan Originator. Click the "Learn More" button to obtain a personalized rate quote.


Here's why you'll love it

- It's simple to use.
- It's easy to understand.
- It automatically updates with the latest rate information.

Printed Assets and Recommended Timeline

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

- Rack card



UMassFIVE
COLLEGE FEDERAL CREDIT UNION
NMLS #460531

MEMBER ADVANTAGE MORTGAGE
NMLS #2597

Mortgage Payment Calculator
UMassFive's Mortgage Payment Calculator makes it easy to get the best mortgage. In less than 30 seconds you'll know which loan will give you the lowest payment and/or lowest rate.

Save time researching your options!
When you're done with your research you'll probably want to talk to someone. That's easy too. With a few more clicks you can request a call from our loan officer.


Go check it out! Make sure you're getting the best deal out there.

Learn more at
www.umassfive.coop/personal/loans/home/mortgages#mam-calculator.

Printed Assets and Recommended Timeline

We recommend the following cadence for the use of the materials outlined above:

- Print & put in branch the week the MPC is live



UMassFIVE
COLLEGE FEDERAL CREDIT UNION
NMLS #460331

MEMBER ADVANTAGE MORTGAGE
NMLS #3557

Mortgage Payment Calculator
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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.
2. If you need our help customizing the assets for your credit union - download the JPGs or PDFs that fit your needs and reach out to us via [email](#) to get the process started.

