

THE MIX



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.

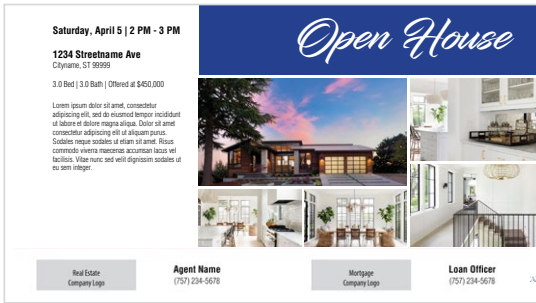
FIRST TIME SEEING THE MIX?

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Open House Season: Be Prepared!



Open House Listing Postcards

*color is customizable

Login to TotalExpert.net before clicking link below.

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Open House Listing Social Posts

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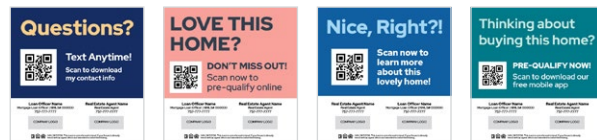
[View Social Posts](#)



Open House Listing Flyers

Login to TotalExpert.net before clicking link below.

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Window Clings

Display your branded Window Cling advertisement at open houses, model homes or your office.

- **Material:** Plastic cling is repositionable on mirrors, windows or stainless steel
- **Size:** 5" h x 5" w
- **Cost:** \$2 each (5 qty minimum).
 Co-branded cost split: Agent \$1 each / LO \$1 each

[Click to Order](#)

MAXIMIZE YOUR OPEN HOUSE EXPERIENCE

Are you looking to purchase a home? Open houses are a great way to visualize yourself living in a home, plus it gives you the opportunity to ask the listing agent any questions about the home, its neighborhood and the surrounding area.

Here's how to maximize your next open house experience as a prospective buyer:

COME PREPARED
The first step in an open house search should be getting pre-qualified. Show sellers that you're serious and can secure the financing necessary to purchase their home. You'll also want to do your research on the home, surrounding area, and school.

TAKE NOTES
Make a list of pros and cons as you walk through the house with the host in your mind. Ask if you can take pictures and/or video of the home.

ASK QUESTIONS
Talk to the listing agent! Now is the time for you to ask any questions. Some people question inside when the home was built, if there's an HOA, how long the home's been on the market, if there are any problems that can be disclosed, what the neighborhood and local school system is like, and what agencies are involved.

KEEP AN EYE OUT
Examine the condition of the neighborhood, whether the home is in a flood zone, any damage or necessary repairs, signs of mold, debris around and/or on floors, carpet flooring, and signs that the seller has not been proper in maintaining the property (leaky pipes, faulty toilets, etc.)

BRING TOOLS
A measuring tape could come in handy if you have large pieces of furniture you plan to move.

DON'T OVERSIGHT
Keep your budget and details about your home search close. If you plan to make an offer on the home, you don't want the listing agent or other attendees to get you everything.

MAKE A FOLDER
Grab any brochures, list property sheets, and organize into a binder for easy viewing.

For all of your real estate and mortgage needs, call your trusted local professionals today!

<p>Agent Name Real Estate Company Logo Office: (757) 234-5678 LIFE (201) 234-5678 www.realestate.com/agentname</p>	<p>Local Office Name Real Estate Company Logo Office: (757) 234-5678 LIFE (201) 234-5678 www.realestate.com/agentname</p>
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Maximize Your Open House Experience

FOR BUYERS

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TIPS FOR A SUCCESSFUL OPEN HOUSE

Hosting an open house is an effective way to drive traffic to your home and increase its exposure to prospective buyers. According to the National Association of Realtors, 41% of buyers attended an open house during their home search!

BEFORE THE OPEN HOUSE:

- Timing is everything** - Weekends allow for a more flexible schedule. If your home is in a higher traffic area, an earlier time frame may be best.
- Promote your open house online** - Use social media channels like Facebook and Instagram to post up home-based activities such as MLS, Realtor, Zillow and Trulia.
- Cater signage** - Distribute open house signs or ask if your real estate agent can provide them.
- Depersonalize and declutter** - Remove any personal pictures and original family photos, clothes, jewelry and drawers.
- Enhance your curb appeal** - Maintain your lawn, pressure wash the exterior, and touch up paint if needed.
- Consider staging your home** - Ask your real estate agent if your real estate agent has professional staging.

DAY-OF:

- Deep clean**
- Put out signage** - Make sure you have all entrances to your home or neighborhood covered.
- Bring in natural light** - Open all curtains and blinds and turn on any lights.
- Provide a touch of home** - Set out a table of fresh flowers or herbs, set the table, or place a bowl of fresh fruit in the kitchen.
- Turn on some background music** - Pop and rock are the most popular genres for selling a home!
- Have a laboratory** - Highlight great features of your home, renovations, or recent improvements on a property sheet. Provide any updated inspection reports.
- Remove pets** - Hide any pet beds, pet stairs, litter boxes, toys, etc. Make sure to take pets with you during the open house.
- LEAVE!** - The open house should be run by your trusted real estate agent. Plus, buyers will feel most relaxed knowing the seller isn't watching their every move.

AFTER THE OPEN HOUSE:

- Speak with your real estate agent** about any feedback and ensure they're following up with attendees.

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Tips for a Successful Open House

FOR SELLERS

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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.

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

<p><input type="checkbox"/> Review Condition: Check for signs of good or bad maintenance. Look at the condition of the roof, walls, floors, and fixtures. Watch out for cracks, leaks, or signs of water damage.</p> <p><input type="checkbox"/> Floors: Check for signs of warping, gaps, cracks, and discoloration. Do the carpets have stains or excessive wear?</p> <p><input type="checkbox"/> Windows: Do they open and close properly? Do you need a draft when closed?</p> <p><input type="checkbox"/> Basement: Test the water pressure and check for signs of water damage and leaks. Also, check for signs of mold or mildew.</p> <p><input type="checkbox"/> Roof: How old is it? Check for cracks, leaks, or signs of damage. Look for signs of rot or pest infestation.</p> <p><input type="checkbox"/> Age of Major Features: Ask about the age of important things like the furnace, HVAC, and appliances.</p> <p><input type="checkbox"/> Storage Space: Is there enough closet and storage space for your needs?</p> <p><input type="checkbox"/> Home's Light and Ventilation: Ask how many windows and natural light sources are in the house. Are they well-lit?</p> <p><input type="checkbox"/> Internet & Cell Service: Check your phone for signal strength and ask about internet service providers in the area.</p>	<p><input type="checkbox"/> Neighborhood: Ask for reviews from neighbors, traffic, or other issues. Visit all four corners if possible.</p> <p><input type="checkbox"/> Neighborhood: Walk around the neighborhood to get a sense of the community. Are the nearby homes well-maintained? Is there a good street?</p> <p><input type="checkbox"/> Check the condition: If there's a yard or garden, assess the condition and think about the maintenance it might need and if you're up for the task.</p> <p><input type="checkbox"/> Future Development: Are there any planned developments in the area that could affect your living experience or the home's value?</p> <p><input type="checkbox"/> Ask Questions: Don't hesitate to ask the agent questions about the house, the city, the property taxes, or if there have been any major repairs.</p>
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Open House Checklist

FOR BUYERS

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12 QUESTIONS TO ASK AT AN OPEN HOUSE

- Why is the house for sale?
Understand why the seller is moving whether for a job, family or financial reasons, can offer insight into the home's potential risks and guide your offer strategy.
- How long has the house been on the market?
A house that's been on the market for a long time could indicate issues or an overpriced listing. If the property has been listed for a while, you might have more negotiating power.
- How many offers has the seller received?
Knowing how many offers have been made, if any, helps you understand the seller's motivation. If you're competing with other buyers, you'll know to put your best offer forward.
- What's the seller's timeline?
A seller in a hurry or with many offers open for negotiations, while someone with no rush might hold out for a higher offer.
- What's included in the sale?
Not all appliances and fixtures are included in the sale. Clarify what comes with the property and any extras you'd like to negotiate for the sale price.
- Are there any structural issues?
Sellers must disclose known structural or code issues. Request a seller's disclosure from the agent and use it to guide further questions about the home's condition.
- Has the seller made any DIY renovations?
DIY renovations may cause future issues, especially if permits weren't obtained. Always get a home inspector to check for potential problems and safety concerns.
- When was the home last updated?
Ask about major systems, such as the roof, electrical, heating and cooling systems, and open houses. This will give you an idea of upcoming repairs or replacements.
- Is there an HOA?
If the property is in a homeowner's association (HOA), ask about the rules, fees, and amenities included with membership.
- What's the neighborhood like?
Ask about the neighborhood's amenities, demographics, and community. Who are the neighbors or past, inquire about nearby playgrounds, parks, and schools.
- What utilities are used, and what do they cost?
Find out what kind of energy the home uses, natural gas, solar, water, electricity, and ask for an estimate of monthly utility costs to help with your budgeting.
- When were the home's utilities last updated?
Understanding when the home's water, sewer, and plumbing systems were last updated will help you anticipate future repairs.

THERE'S NO QUESTION ABOUT IT!
BEFORE STARTING YOUR HOME SEARCH, GET PRE-QUALIFIED!
Strengthen your offer and show with confidence with a pre-qualification from your local lender.

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12 Questions to ask at an Open House

FOR BUYERS

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SHRED-IT event kit



- Boost your profile/advertise your name
- Help community go green
- Cut down on theft in community
- Supporting with anyone with resolutions to declutter

View full instructions and marketing materials on Page 39 of our [Event Kit Catalog](#)

PLANT WORKSHOP event kit



Grow your creativity and bury your stress with a Plant Workshop! 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 21 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: May



Sunflower Seeds



Margarita Mix



Forget-me-nots Pot and Seeds

May Pop-by Order Deadline: April 15th

[Click to Order](#)

Pop-by Cost: \$2.00 each

Delivery Date: Early May

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!



OPENING DOORS:

Loan Solutions for First-Time & LMI Buyers

THURSDAY, APRIL 16 | 2:00 PM EST

[Click to Register](#)

So many buyers think they're not ready, but they're closer than they realize.

In this training, we'll show you the programs, products, and strategies that can move first-time and low-to-moderate income buyers off the sidelines and into homes.

Walk away with real ways to create momentum, win more clients, and close more deals.

We look forward to seeing you there!





**Top Reasons
People Think
They Can't
Buy a Home.**

and how we can help!

Agent Name
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 Designations
 757-692-0500

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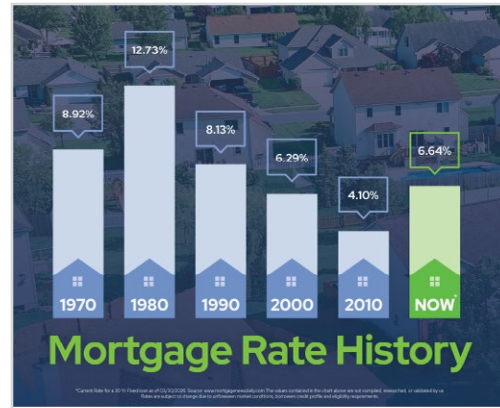
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Reasons People Think They Can't Buy a Home

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Mortgage Rate History

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**Fixer-Upper Today.
Dream Home Tomorrow.**

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Renovation Loan - Fixer-Upper to Dream Home

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Still Renting Compare Your Options - Rent vs Buy Chart

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Holiday & Seasonal: Social Posts

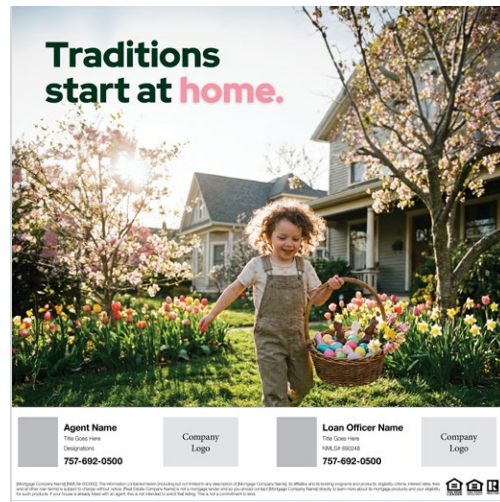


April Fools Day

POST ON APRIL 1

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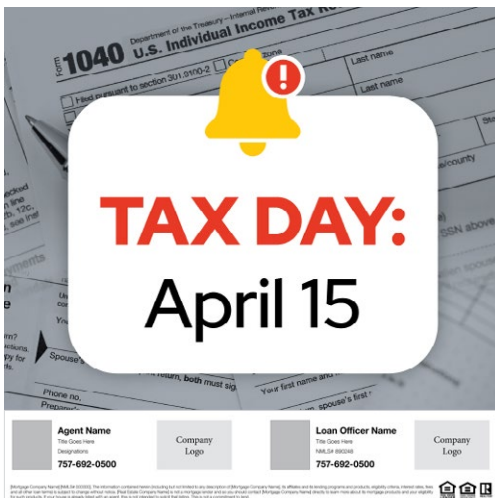


Easter - Traditions Start at Home

POST ON APRIL 5

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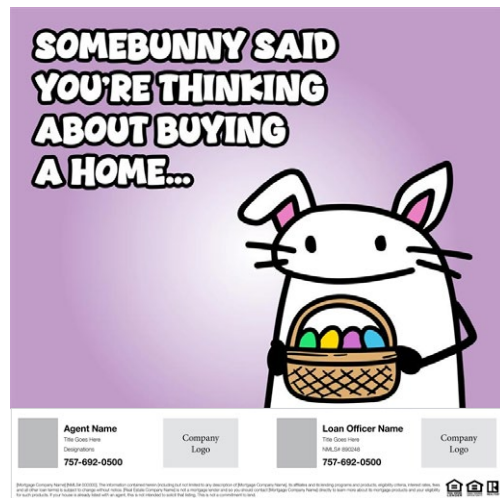


Tax Reminder

POST BEFORE APRIL 15

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Mortgage Meme - Easter - Somebunny Said

POST ON APRIL 5

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Holiday & Seasonal: Direct Mail

It's Credit Glow-Up Season!

Turn this year's refund into something that truly lasts. If you're thinking about buying a home, your credit score matters.

Here are simple ways to strengthen it:

- ✓ **Pay Down Credit Cards**
Lower balances can help boost your score.
- ✓ **Pay All Bills On Time**
Credit cards, loans, and utilities all count.
- ✓ **Keep Older Accounts Open**
Long-standing accounts support credit stability.
- ✓ **Use Less Available Credit**
Aim to use only a small portion of your limit.
- ✓ **Check Your Credit Report**
Make sure everything is accurate and up to date.

Need guidance? We help review your credit and create a clear path toward homeownership. Contact us to start your credit glow-up.

Member of TotalExpert.com's mortgage services. Creditworthiness and credit score are not a guarantee of loan approval. We are not a lender. ©2024 TotalExpert.com. All rights reserved.

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Credit Enhancement - Tax Return - Credit Glow Up Season

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Your Refund, Your Foundation.

This season is the perfect time to put your tax return to work for your future. Even a modest refund can help strengthen your homebuying position by allowing you to:

- 🏠 **Boost Your Down Payment**
- 📅 **Lower Your Monthly Payment**
- 💰 **Pay Down Existing Debt**
- 🏡 **Build A Stronger Financial Foundation For Homeownership**

Ready to make your refund go further? Contact us today to start planning your path to homeownership.

Please consult your tax advisor. We are not a tax professional. ©2024 TotalExpert.com. All rights reserved.

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Tax Return - Your Refund Your Foundation

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Still Renting? Compare Your Options

THE COST OF RENTING VS BUYING

RENT PAYMENT	MORTGAGE PAYMENT	PURCHASE PRICE	RATE	APR
\$1,000	\$979	\$150,000	6.000%	6.827%
\$1,350	\$1,305	\$200,000	6.000%	6.800%
\$1,650	\$1,632	\$250,000	6.000%	6.799%
\$2,000	\$1,958	\$300,000	6.000%	6.792%
\$2,300	\$2,284	\$350,000	6.000%	6.787%
\$2,600	\$2,611	\$400,000	6.000%	6.783%
\$3,000	\$2,937	\$450,000	6.000%	6.780%

Based on the following assumptions: 15% down. This is an illustration only. Please consult your lender for more information. ©2024 TotalExpert.com. All rights reserved.

THE BENEFITS OF HOMEOWNERSHIP

- 🏠 Never worry about an expiring lease or rent increases.
- 🔒 Fixed monthly payment and low down payment options.
- 🏡 Owning also serves as a bank account. Paying monthly toward your principal balances helps you earn equity in your home.
- 🔧 Freedom to personalize a house and make it your home.
- 🐾 No restrictions or fees on pets!
- 📄 Provides tax benefits, insurance deductions, and more!

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Still Renting Compare Your Options - Rent vs Buy Chart

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Easter Greeting Cards

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HAPPY Earth Day

5 WAYS YOU CAN CELEBRATE:

1. **Don't Drive** Walk, ride your bike, take the bus or train, roller blade or even carpool to help save gas and burn more calories.
2. **Recycle, E-Waste** Visit epa.gov/recycle to learn where to take your outdated gadgets so they don't reach toxins in a landfill.
3. **Plant, Fertilize** Get something growing in your yard, kitchen windowsill, or balcony to create a fresh, healthy meal with family.
4. **Share Something** Share your time, money or resources with someone new. Check out services like Turo and BiCycle.
5. **Get Outside** Take a walk, go for a hike, plan a picnic or get together with friends at a local park to enjoy some fresh air.

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5 Ways to Celebrate Earth Day

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Direct Mail delivery takes on average 7-10 business days. Delivery times will vary depending on holidays, weekends, inclement weather etc.

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!



SIGN EXAMPLE

Closing Day Signs

Size: 12" h x 30" w

Cost: \$20 per sign

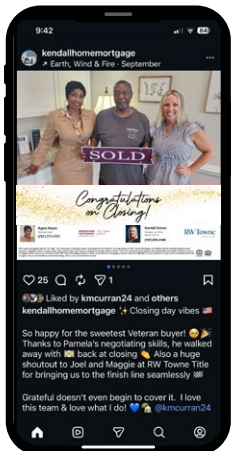
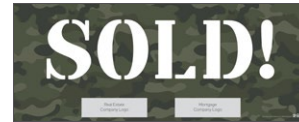
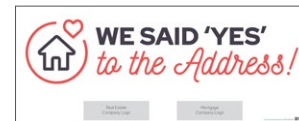
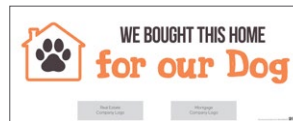
Cobranded cost split:

Agent \$10 each / LO \$10 each

[Click to Order](#)

Make sure to include, in the email request:

- Which Sign(s) you'd like to order -->
- Quantity
- Delivery Address
- Date needed in hand by
- Mortgage/Real Estate Company Name



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

