



# 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!

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## HOW TO BE FOUND ONLINE

Google, SEO & Your Digital Footprint

TUESDAY, FEBRUARY 24 | 2:00 PM EST

[Click to Register](#)

In today's market, your online presence is your first impression. Before clients call, text, or tour—they Google. This training breaks down how to show up, stand out, and get chosen online.

This is a practical, easy-to-follow training focused on helping you get more visibility, attract more leads, and stop leaving opportunities on the table.



Show up on Google when people search for real estate professionals like you



Optimize your Google Business Profile so it actually works for you



Understand how SEO helps clients find you online



Strengthen your digital footprint to look credible, professional, and easy to trust

**Mortgage Credit Checks Explained:  
Soft Pulls vs. Hard Pulls**

The image shows a laptop displaying a credit report with a score of 781 and a credit score range of 750-850. A hand is holding a printed credit report with a score of 697 and a credit score range of 650-750. The background is a blurred office setting.

**Agent Name**  
The Good Here  
Originators  
757-692-0500

**Company Logo**

**Loan Officer Name**  
The Good Here  
NMLS# 892849  
757-692-0500

**Company Logo**

Mortgage Company NMLS# 892849. The information contained herein is provided for informational purposes only and does not constitute an offer of any financial product. All information is subject to change without notice. Please contact your lender for more information. Mortgage Company NMLS# 892849 is not responsible for the accuracy of the information provided. Your lender always deals with an agent. This is not a solicitation to sell. This is not a commitment to lend.

## Mortgage Credit Checks Explained: Soft Pulls vs. Hard Pulls

Login to [TotalExpert.net](https://TotalExpert.net) before clicking links below.

[View Social Post](#)

**Selling Your Home?  
Here's How Capital Gains Taxes Work**

The image illustrates the process of selling a home. On the left, a house icon is labeled "FOR SALE". In the center, a pair of scissors is shown cutting a piece of paper, representing the sale. On the right, a house icon is labeled "SOLD".

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## Selling Your Home? Here's How Capital Gains Taxes Work

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**The Importance of  
Pre-Approval Before  
House Hunting**

The image shows a smiling couple. The woman is holding a smartphone displaying a "PRE-APPROVED" notification with a green checkmark. The background is a blurred office setting.

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## The Importance of Pre-Approval Before House Hunting

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**What Is Earnest Money  
in Real Estate and How  
Much Do You Need**

The image shows a person in a green shirt handing a stack of cash to another person. A "CONTRACT" document is visible on the table. The background is a blurred office setting.

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## What Is Earnest Money in Real Estate and How Much Do You Need

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## 4 REASONS HOMEOWNERS RULE GAME DAY

**Space & Comfort**  
A home means room to breathe, relax, and actually enjoy the game with your crew. Plus, no more parking hassles.

**Control & Flexibility**  
No landlord, no worries! Crank the tunes, adjust the thermostat, and let the good times roll.

**Decorations**  
Transform your space, inside and out, into the ultimate fan zone with team banners, balloons, and all the essentials.

**Entertainment**  
Catch the game on the big screen inside, or head outside for some backyard games. Homeownership gives you the freedom to choose!

**Ready to find the perfect home for game day? Contact us to start your search!**

**Agent Name**  
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Logo

**Loan Officer Name**  
The Good Here  
NMLS ID: 80502  
757-692-0500

Company  
Logo

## Homeowners Throw the Best Game Day Parties

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## Mozzarella-Stuffed PRETZEL BITES

**DIRECTIONS**

- Preheat oven to 400°. Bring 10 cups water with baking soda to a boil.
- On a lightly floured surface, roll dough into a 15" x 12" rectangle and cut into 12 pieces. Wrap each around a frozen cheese stick, sealing well.
- Boil dough in batches until floating and puffed, about 30 seconds. Transfer to a parchment-lined sheet, brush with egg wash, and sprinkle with salt.
- Transfer sheet to oven and bake until golden brown, 8 to 10 minutes. Let cool slightly.
- Transfer pretzels to a platter. Serve with marinara alongside.

**INGREDIENTS**

- 1/4 cup baking soda
- All-purpose flour, for dusting
- 1 lb. pizza dough, room temp
- 8 mozzarella cheese sticks, frozen, halved crosswise
- 1 large egg, beaten to blend
- Pretzel or flaky sea salt
- Marinara sauce, for serving

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NMLS ID: 80502  
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## Mozzarella-Stuffed Pretzel Bites Recipe

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.  
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Spring Forward | March 8

## That Extra Daylight Feeling

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## Daylight Savings - Spring Forward

POST ON MARCH 7 (Clocks move ahead 1 hour on Sunday, March 8)  
Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.  
[View Social Post](#)

DON'T FORGET TO

## Spring Forward

Remember to set your clocks forward by one hour on Sunday, March 8th.

DAYLIGHT SAVINGS HOME CHECKLIST

Test your smoke detector and carbon monoxide alarm.

Test your thermostat and ensure vents are clear.

Inspect fire extinguishers. Service if needed.

Change household filters.

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## Spring Forward - Daylight Savings Home Checklist

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.  
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# Holiday & Seasonal: Direct Mail



**Your Perfect Match Has An Address.**

House hunting doesn't have to feel like endless swiping. We'll help you narrow down the options, explore what fits your lifestyle, and match you with a home you'll truly love.

Your dream home is waiting, don't ghost it! Contact us to get pre-qualified and start your home search today.

Real Estate Company Logo | Agent Name (757) 234-5678 | Mortgage Company Logo | Loan Officer (757) 234-5678

## Your Perfect Match Has An Address

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

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**Strawberry Mouse Parfait**

**Ingredients**

- 2 cups fresh strawberries, hulled and sliced
- 1/4 cup granulated sugar
- 1 cup heavy whipping cream
- 1 teaspoon vanilla extract
- 1/2 cup granola for layering
- Fresh mint leaves for garnish (optional)

**Instructions**

- In a bowl, combine the sliced strawberries with 2 tablespoons of granulated sugar. Let them sit for about 30 minutes to release their juices.
- In a separate bowl, whip the heavy cream with the remaining sugar and vanilla extract until stiff peaks form. Gently fold in the macerated strawberries until well combined.
- In serving glasses, layer the strawberry mousse and granola. Start with a layer of mousse, followed by a layer of granola, and repeat until the glasses are filled, finishing with a mousse layer on top.
- Top the parfaits with a few extra strawberry slices and fresh mint leaves if desired. Serve immediately or refrigerate for up to an hour before serving.

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## Strawberry Mouse Parfait Recipe

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DON'T FORGET TO

### Spring Forward

Remember to set your clocks forward by one hour on Sunday, March 8th.

**DAYLIGHT SAVINGS HOME CHECKLIST**

- Test your smoke detector and carbon monoxide alarm. Replace dead batteries.
- Test your thermostat and ensure all of your vents are open and unblocked.
- Inspect fire extinguishers and have them serviced if pressure gauge is low.
- Change the filters on your furnace, A/C, and vacuum cleaner.



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## Spring Forward - Daylight Savings Home Checklist

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

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Spring Forward | March 8

### More Daylight, More Time to Find the Perfect Home.

Longer daylight hours mean more time to explore neighborhoods, tour homes, and discover what feels like the right fit.

Let's turn that extra daylight into your next move. We're ready when you are!



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## Daylight Saving Spring Forward - More Daylight

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

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**ON THE FENCE ABOUT SELLING?**  
Find out how much your home is worth, contact us today!



Jonathan Reator  
(555) 555-5555  
TotalExpert

Larry Lenderson  
(555) 555-5555  
TOWNE BANK MORTGAGE

## On The Fence About Selling

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LOVE LOVE LOVE  
LOVE  
LOVE  
LOVE  
Happy Valentine's Day  
Happy Galentines Day

## Holiday Greeting Cards

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

[View Greeting Cards](#)



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

# Holiday & Seasonal: Campaigns



## A Home Where You Can...

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

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## Home Maintenance Tips

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

[View Postcard Campaign](#)



## Love Where You Live

Customizable 'local' postcard campaign

[View Postcard Samples](#)

Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to [marketing@townebankmortgage.com](mailto:marketing@townebankmortgage.com) and include the information below:

- The content you'd like us to customize.
- Mailing list (Excel file) or let us know if you'd like us to pull a mailing list for you.
- Co-Branding partner's Name and additional information, if not on file; title, contact info, headshot, company logo, etc.
- Date you'd like the postcard delivered by.

Once we receive your request, our team will customize the card with the information you provided and send you a proof for review!

# 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



SOCIAL POST EXAMPLE

## 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:

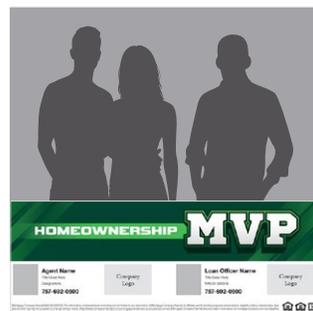
- Which Sign(s) you'd like to order
- Quantity
- Delivery Address
- Date needed in hand by
- Mortgage/Real Estate Company Name



## Social Post 'Photo Frames'

Login to [TotalExpert.net](#) before clicking link below.

[View Social Post Photo Frames](#)



Easily upload your closing day photo and post directly to Facebook, LinkedIn and Instagram!

# Pop-by Gifts: March



**Notepad  
and Pen**



**Koozies and  
Stress Ball**



**Wildflower  
Grow Kits**

March Pop-by Order Deadline: **February 18th**

[Click to Order](#)

Pop-by Cost: **\$2.00 each**

Delivery Date: **Early March**

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!

## WATCH PARTY

event kit



Cheer with your clients and partners! Watch Party's offer a relaxed setting to foster relationships and build rapport over some good food, drinks and sports!

View full instructions and marketing materials on Page 16 of our [Event Kit Catalog](#)

## TRIVIA NIGHT

event kit



Trivia Night is a fun, interactive way to get together for an evening of friendly competition, laughter, and learning. Whether hosted at a brewery, restaurant or in-office, this event encourages team bonding, boosts morale, and reinforces company culture through themed trivia rounds that can include mortgage knowledge, pop culture, local history, and more.

View full instructions and marketing materials on Page 40 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!](#)

# In Case You Missed It...

**START THE YEAR STRONG!**

Warm Up Your Credit | Set Your Budget Goals | Bulk Up Your Savings

Get a Pre-Qualification Spotter | Partner Up With an Agent

MON | TUE | WED | THU | FRI | SAT | SUN

Agent Name: Top Gun Home Designators, 757-692-0500

Loan Officer Name: Top Gun Home NMLS# 893248, 757-692-0500

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## Homeownership Workout Plan

Login to [TotalExpert.net](https://TotalExpert.net) before clicking link below.

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**The TRUTH About Mortgage Loans**

**Myths to Leave Behind this Year**

FOR RENT | % | % | \$ | %

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## Mortgage Rate Lock Strategies

Login to [TotalExpert.net](https://TotalExpert.net) before clicking links below.

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## 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](#)

