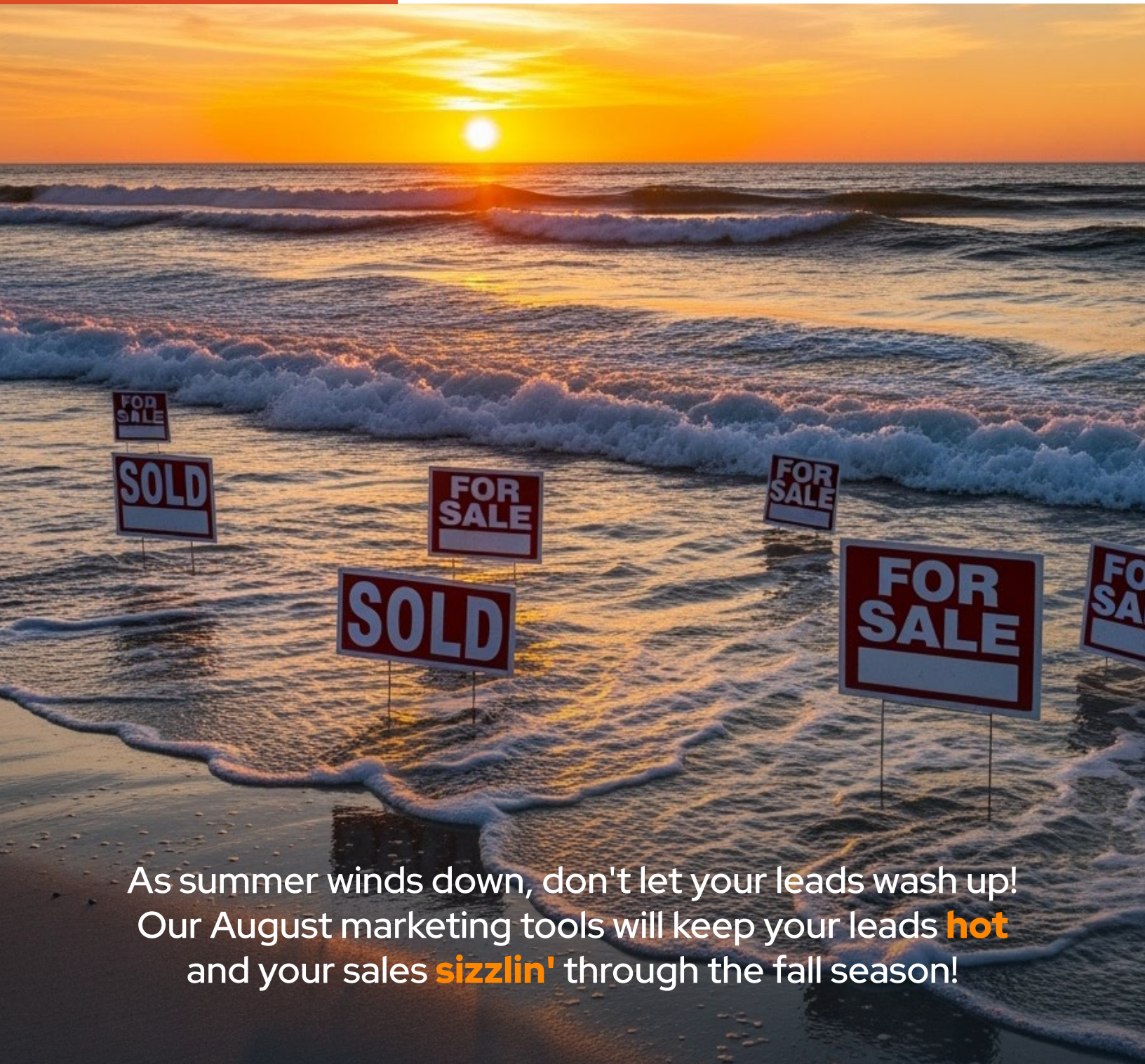


# MARKETING MIX

AUGUST 2025

*from sunsets*  
to **SOLD** Signs!



As summer winds down, don't let your leads wash up!  
Our August marketing tools will keep your leads **hot**  
and your sales **sizzlin'** through the fall season!







LIVE

## Key to the Condo:

### What Every Agent Should Know About Condo Financing

AUG  
21<sup>ST</sup>

Not all homes are financed the same – and when it comes to condos, the rules change.

This virtual training is designed to equip real estate agents with the knowledge they need to confidently navigate condo transactions. Learn the key differences between single-family and condo financing, what makes a condo project warrantable or non-warrantable, and how to spot red flags before they derail a deal. Whether you're new to the condo market or looking to sharpen your skills, this session will help you better serve your clients and close more deals with confidence.

**THURSDAY, AUGUST 21 | 2 PM EST**

**REGISTER HERE >**



## How Long Does it Take to Get a Mortgage



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

**EMAILS:** Click [here](#) to create, send or schedule.

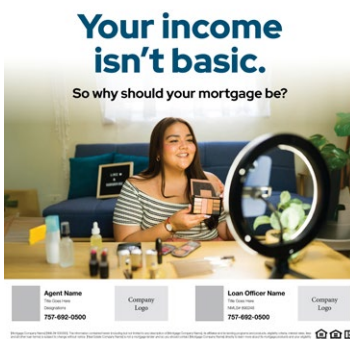
## The "One Big Beautiful Bill Act": A Homeowner's Guide to New Tax Updates and Benefits



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

**EMAILS:** Click [here](#) to create, send or schedule.

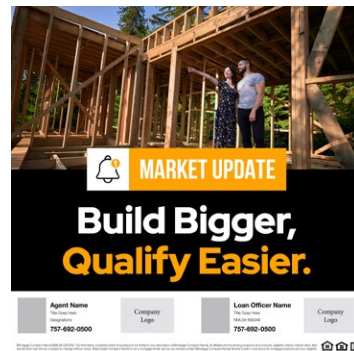
## 12-Month P&L Loan Program - Self Employed Borrowers



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

**EMAILS:** Click [here](#) to create, send or schedule.

## Market Update - 2x Construction Loan - LTV-Credit Score



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

## SOCIAL MEDIA:

### Watermelon Gazpacho Recipe



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

### National Financial Awareness Day

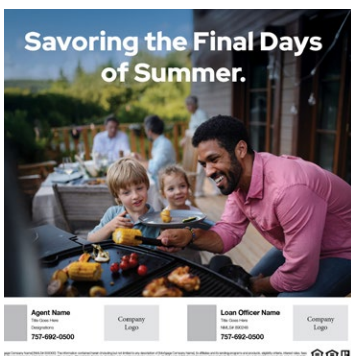
AUGUST 14



**BLOG POST:** Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

### Labor Day - Savoring the Final Days of Summer

SEPTEMBER 1



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

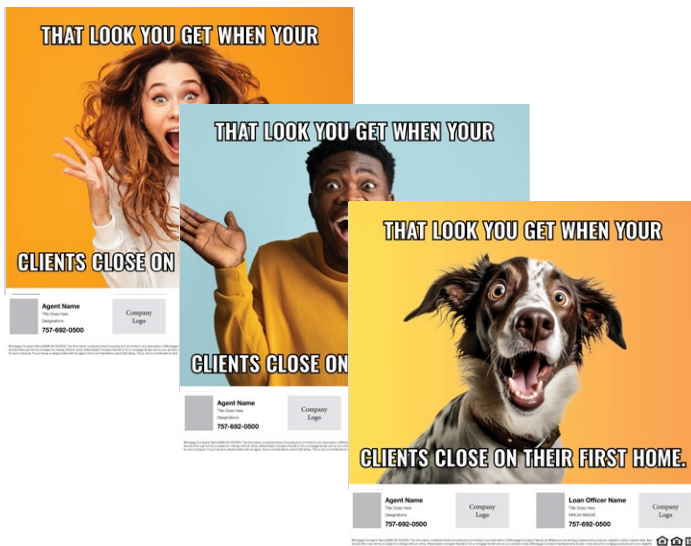
### Back to School Tips



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

# SOCIAL MEDIA:

## Mortgage Memes



**SOCIAL MEDIA POST:** Click [here](#) to view, create and post to Facebook, LinkedIn and Instagram.

## Closing Day - Photo Frame

UPLOAD YOUR PHOTO TO SHARE YOUR CLIENT'S CLOSING DAY!



**SOCIAL MEDIA POST:** Click [here](#) to view, create and post to Facebook, LinkedIn and Instagram.



# DIRECT MAIL:

## Happy Labor Day - Buying & Selling



**POSTCARD:** Click [here](#) to create and order.

## Home Selling as Easy as ABC - Back to School - Sellers



**POSTCARD:** Click [here](#) to create and order.

## 2025 Football Schedule



**POSTCARD:** Click [here](#) to request your custom football schedule postcard. Please be sure to include the teams and schedules you want featured on the card.

## Watermelon Gazpacho Recipe



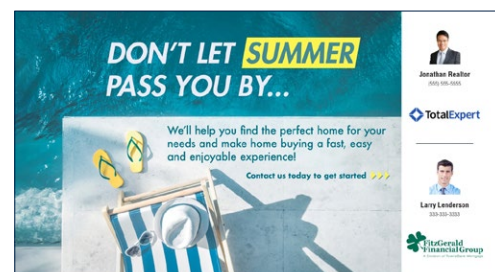
**POSTCARD:** Click [here](#) to create and order.

## Downsizing Benefits - Life Starts Now



**POSTCARD:** Click [here](#) to create and order.

## Dont Let Summer Pass You By\_BUYERS



**POSTCARD:** Click [here](#) to create and order.

## A Home Where You Can...

### POSTCARD CAMPAIGN



Click [here](#) to view our "A Home Where You Can..." postcard series, create and order.

## Home Maintenance Tips

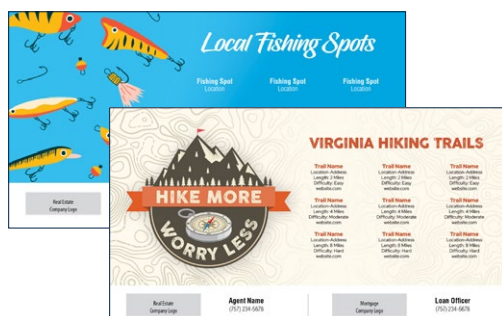
### 12 MONTH POSTCARD CAMPAIGN



Click [here](#) to view our "Home Maintenance Tips" postcard series, create and order.

## Love Where You Live

### CUSTOMIZABLE 'LOCAL' POSTCARD CAMPAIGN



Click [here](#) to view samples of our customizable "Love Where You Live" postcard series

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!

## Happy Home Campaign

### 12 MONTH EMAIL CAMPAIGN



Click [here](#) to view our "Happy Home Campaign" emails, send or schedule.

## SCHOOL SUPPLY DRIVE

### event kit

Give back and support your local schools by organizing a school supply drive!



### INSTRUCTIONS

1. Adopt a school and determine what supplies they need. Speak to a teacher, principal, or school administrator and find out the school's supply needs.
2. Develop a task list and plan for the following
  - Put together the list of supplies needed.
  - Determine drop-off dates and locations.
  - Consider local community locations such as the YMCA, faith organizations, library, real estate office, community center or even the school.
  - Ensure that someone will be at the location at all drop-off times.
  - Make sure each drop-off location has a receptacle to place the supplies.
  - Determine whether supplies will need to be sorted and prepped. If so, schedule the drop-off deadline at least one week before the date you plan to give the supplies to the school.
3. Promote It:
  - Create/Order materials to advertise the drive
  - Make sure to provide the date, time and location for the supply drop-off and the school or district that will benefit from the donations.
  - Reach out to PTAs, community organizations, faith organizations, YMCAs, libraries, etc., and ask them to help you promote the school supply drive. They could do so through bulletins, email blasts, social media, mention at public meetings and/or allowing you to post your flyer in their buildings.
  - Post the school supply drive on social media and send out messages to your network.
  - Post signs near the drop-off location to make it easy for everyone to find you.
4. Drop off your supplies. Coordinate the best date and time to drop off the supplies. Consider asking the principal to present the school with collected supplies during an assembly time.

### MARKETING MATERIALS

**EMAIL:** Click [here](#) to create, send or schedule.

**SOCIAL MEDIA POST:** Click [here](#) to post or schedule.

**FLYER:** Click [here](#) to request.

**POSTER:** Click [here](#) to request.

**setup:** moderate

**interaction:** low

**cost:** low



# DOG PARK MEETUP

## event kit

This event is a fun, informal gathering at a local dog park. It's a fantastic way to meet pet owners in a relaxed, social setting. Dog owners are often very social and love showing off their furry friends. It's a low-pressure environment, family-friendly, and perfect for casual conversations. Plus, it taps into a significant demographic – pet owners are often homeowners or aspiring homeowners.



### INSTRUCTIONS

1. Find a dog-friendly park (with shade and water access if possible).
2. Set your date and time. Consider the weather (extreme heat/cold/rain) and prepare a back up date to if needed.
3. Send out invitations to your clients/partners: Email, handout and/or post on social pages.
4. Choose a designated area at the park, and arrive ahead of time to setup shade (if needed), portable water bowls, dog treats (with clear ingredient labels for allergies), and perhaps some tennis balls or frisbees.
5. Bring small bottles of water (with branded water bottle labels) and individually wrapped snacks for the humans.
6. Bring some business cards, brochures or flyers to have available as take aways.

### MARKETING MATERIALS

**SOCIAL MEDIA POST:** Click [here](#) to post or schedule.

**FLYER:** Click [here](#) to request.

**setup:** moderate

**interaction:** high

**cost:** low

# FOOTBALL PICK'EM CHALLENGE

## event kit

This event is a simple, weekly contest where participants predict the winners (and maybe the score difference for a tie-breaker) of a select few NFL preseason or Week 0 college football games.

Why it works: It's easy to understand and participate in, even for casual fans. Preseason games have less pressure than regular season, making it more about fun. It encourages repeat engagement each week.



## INSTRUCTIONS

1. Game Selection: Suggest 3-5 key preseason/Week 0 college games each week in August. Provide a clear template for listing the matchups.
2. Submission Method: Recommend a simple online form (like Google Forms or a dedicated platform if your company has one) where people can submit their picks. Or, for a more personal touch, a printable ballot they can drop off or email.
3. Scoring System: Basic scoring (e.g., 1 point per correct pick, with a tie-breaker for total points scored in a designated game).
4. Weekly Prizes: Suggestions for small, desirable prizes (e.g., a \$25 gift card to a local sports bar, a branded football, team merchandise).
5. Grand Prize (Optional): If running for all of August, a larger prize for the overall winner.
6. Promotion Templates: "Are You Ready for Some Football?" themed social media graphics, email blasts, and flyers to distribute to real estate agents and past clients.
7. Send out weekly standings, emailing reminders to submit picks.

## MARKETING MATERIALS

**SOCIAL MEDIA POST:** Click [here](#) to post or schedule.

**FLYER:** Click [here](#) to create and order.

**setup:** easy

**interaction:** medium

**cost:** low

## September Pop-Bys

CLICK TO ORDER >

**PRE-ORDER DEADLINE: August 25**

**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.

**ORDERS SHIPPED: Early September**

**COST: \$2.00 each**

### 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 presents 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.

### Host a Pop-By Event:

- Loan Officer selects a date and time for the following month with their Broker. Plan to set aside 1.5–2 hours, depending on the event. (lunch, coffee, breakfast, etc).
- Loan Officers are responsible for inviting Agents to the event and ordering and expensing any refreshments.

### Benefits of hosting a Pop-By Event:

- It's the perfect opportunity for you and your agents to learn and grow together.
- Plan enticing content to present at the event with your strategist, or if you want to host a simple event with no further educational information, no problem!
- Pair the event with food and refreshments to enhance the setting, like morning coffee, lunch or happy hour!

Pop-Bys are pre-ordered a month in advance and will be delivered the following month. Contact [Marketing](#) for any questions regarding pop-bys or delivery dates.



**FOOTBALL CHEW TOY**



**WERTHER'S CANDY**



**COFFEE K-CUPS**



## Coloring & Activity Book

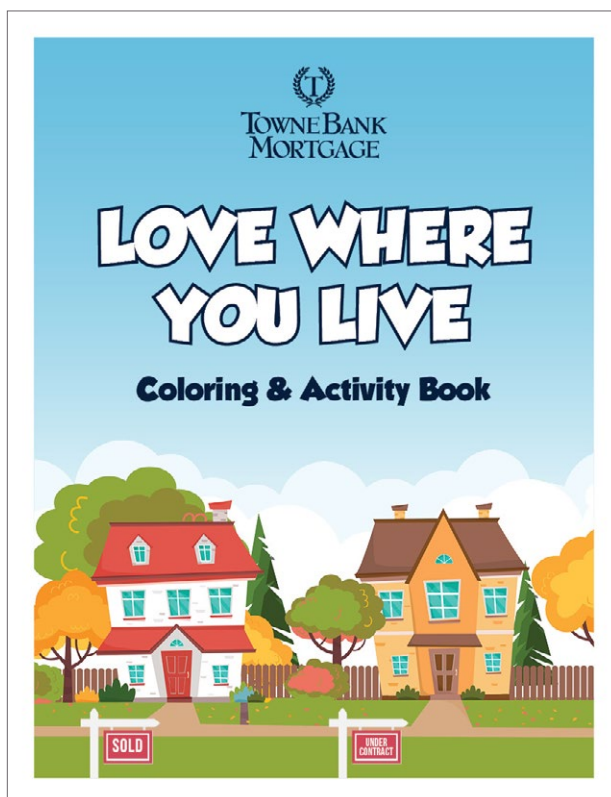
**COST: \$.50 EACH**

**CLICK TO ORDER** ➤

Click above to visit our Marketing Store, scroll down to #17 to select your Mortgage Company's Coloring Book and submit form.

**Did you know?** National Coloring Book day is August 2nd!

Order your coloring books today, to hand out at open houses, events, seminars, workshops and more!



Click [here](#) to view book sample

## Hurricane Preparedness Checklist



**POSTCARD:** Click [here](#) to create and order.

**MAGNET:** Click [here](#) to create and order.

## KickStart Program



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

## Pet Safety Tips



**SOCIAL MEDIA POST:** Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

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