

THE MIX

2030
2029
2028
2027
2026

Driving Your Business Forward.

We have the tools, strategies, and support designed to fuel
your marketing and accelerate your success in 2026!

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!

[Click to Subscribe](#)





POWER UP RETENTION

with our Co-branded Tools

THURSDAY, JANUARY 22 | 2:00 PM EST

[Click to Register](#)

Your past clients are your strongest referral source, if you stay connected!

Join us for a focused training session where we'll walk through our suite of marketing tools that help you build long-lasting relationships and keep your business thriving year after year.



7-Year Client Retention Program

Automated, meaningful touchpoints that nurture your database long after closing



Pop-By Strategy & Ideas

Simple, high-impact ways to show up for past clients in a memorable, personal way



Postcard Farming

Consistent, targeted mailing strategies that keep you visible in the neighborhoods you want to own.



Event Planning Support

From appreciation events to educational workshops, learn how to create moments that build loyalty.

Hot Topics

[illegible]

How to Find the Right Experts for Your Home Buying Journey

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

[illegible]

Market Update - 2026 FHA and FHFA Loan Limits

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

[illegible]

Mortgage Rate Lock Strategies

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

The **TRUTH** About Mortgage Loans

Myths to Leave Behind this Year

Mortgage Rate Lock Strategies

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

Holiday & Seasonal: Social Posts



New Year

POST ON JANUARY 1

Login to TotalExpert.net before clicking link below.

[View Social Post](#)



MLK Day - Martin Luther King Jr

POST ON JANUARY 19

Login to TotalExpert.net before clicking link below.

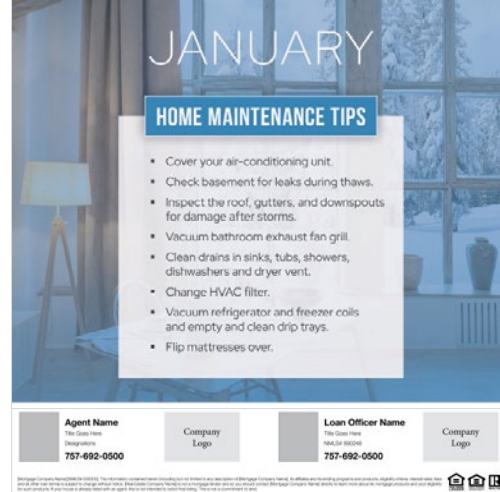
[View Social Post](#)



Homeownership Workout Plan

Login to TotalExpert.net before clicking link below.

[View Social Post](#)



Home Maintenance Tips - January

Login to TotalExpert.net before clicking link below.

[View Social Post](#)

MOCKTAIL RECIPES



Gathering
GINGER TURMERIC TONIC

STEEP GRATED GINGER AND TURMERIC IN HOT WATER. STRAIN.

ADD HONEY TO THE INFUSED WATER.

POUR OVER ICE AND TOP WITH SPARKLING WATER.



Relaxing
BLUEBERRY LAVENDER LEMON FIZZ

Muddle blueberries in a glass.

ADD BLUEBERRY LAVENDER SYRUP AND FRESH LEMON JUICE.

TOP WITH SPARKLING WATER AND STIR GENTLY.



Hydrating
CUCUMBER MINT SPARKLER

Muddle cucumber slices and mint leaves in a glass.

ADD ICE CUBES AND TOP WITH SPARKLING WATER.

STIR GENTLY AND GARNISH.

Agent Name
Title Goes Here
Designation
757-692-0500

Company Logo

Loan Officer Name
Title Goes Here
NMLS ID: 123456
757-692-0500

Company Logo

Mocktail Recipes

Login to TotalExpert.net before clicking link below.

[View Social Post](#)



Less IPA More FHA

Agent Name
Title Goes Here
Designation
757-692-0500

Company Logo

Loan Officer Name
Title Goes Here
NMLS ID: 123456
757-692-0500

Company Logo

Less IPA more FHA Meme

POST ON DECEMBER 21

Login to TotalExpert.net before clicking link below.

[View Social Post](#)

Slow Cooker: LOADED BAKED POTATO SOUP



INGREDIENTS

- 4 large russet potatoes, peeled and diced
- 1 onion, diced
- 4 cloves garlic, minced
- 4 cups chicken or vegetable broth
- 1 cup heavy cream
- 1/2 cup sour cream
- 1 cup shredded sharp cheddar cheese
- 4 slices of bacon, cooked and crumbled
- Salt and pepper to taste
- Chives for garnish

INSTRUCTIONS

1. In your slow cooker, combine the diced potatoes, onion, garlic, and broth.
2. Set it to low for 6-8 hours or high for 3-4 hours, until potatoes are tender.
3. When the potatoes are cooked, use a potato masher and firmly mash them to your desired soup consistency.
4. Stir in heavy cream, sour cream, shredded cheese, and crumbled bacon.
5. Season generously with salt and pepper.
6. Allow it to heat through for an additional 20-30 minutes.
7. Serve hot, garnished with chives for a fresh finish.

Agent Name
Title Goes Here
Designation
757-692-0500

Company Logo

Loan Officer Name
Title Goes Here
NMLS ID: 123456
757-692-0500

Company Logo

Loaded Baked Potato Soup Recipe

Login to TotalExpert.net before clicking link below.

[View Social Post](#)

Holiday & Seasonal: Direct Mail



Homeownership Workout Plan

Login to TotalExpert.net before clicking link below.

[View Postcard](#)



Mocktail Recipes

Login to TotalExpert.net before clicking link below.

[View Postcard](#)



Loaded Baked Potato Soup Recipe

Login to TotalExpert.net before clicking link below.

[View Postcard](#)



A Fresh Start in the New Year

Login to TotalExpert.net before clicking link below.

[View Postcard](#)



Game Day Recipe - Buffalo Chicken Dip

Login to TotalExpert.net before clicking link below.

[View Postcard](#)

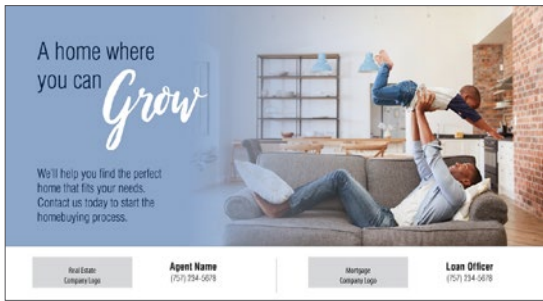


Holiday Greeting Cards

Login to TotalExpert.net before clicking link below.

[View Greeting Cards](#)

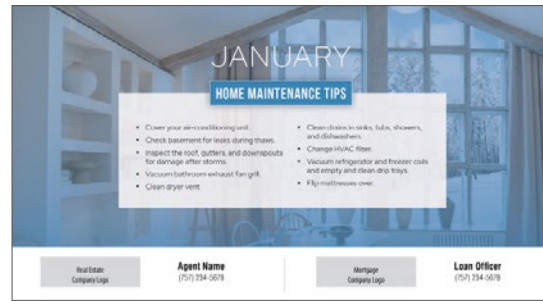
Holiday & Seasonal: Campaigns



A Home Where You Can...

Login to TotalExpert.net before clicking link below.

[View Postcard Campaign](#)



Home Maintenance Tips

Login to TotalExpert.net before clicking link below.

[View Postcard Campaign](#)



Local Gym, Fitness and Recreation Locations

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 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

Celebrate the milestone of homeownership with our custom Closing Day signs and social post photo frames. Take advantage of these simple, memorable ways to boost your brand visibility while celebrating with your clients and partners.

Signs

Size: 12" h x 30" w

Cost: \$20 per sign

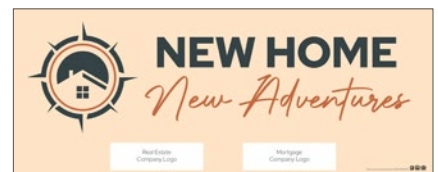
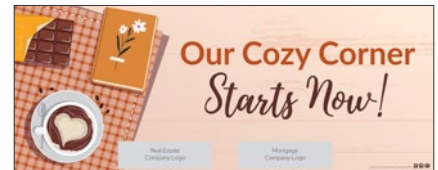
Cobranded cost split:

Agent \$10 each / LO \$10 each

[Click to Order](#)

Make sure to include, in the email request:

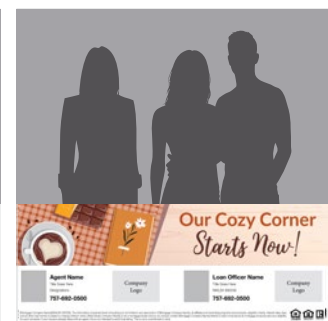
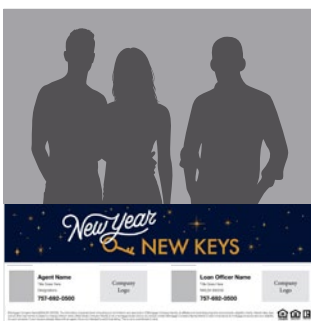
- Which Sign(s) you'd like to order
- Quantity
- Delivery Address
- Date needed in hand by
- Mortgage/Real Estate Company Name



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



Heart Candy



Measuring Tape



Ice Scraper

February Pop-by Order Deadline: January 21st

[Click to Order](#)

Pop-by Cost: \$2.00 each

Delivery Date: Early February

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!

January Event Kits

BIG GAME SQUARES event kit



Kick off the football season with a little friendly competition. Great for fundraisers, office pools, watch parties, and Super Bowl pools.

View full instructions and marketing materials on Page 18 of our [Event Kit Catalog](#)

VISION BOARD event kit



A 'vision board' workshop is a great way to connect and set your intentions for the year!

WHAT IS A VISION BOARD? It is a collage of images and words representing a person's wishes or goals, intended to serve as inspiration or motivation throughout the year.

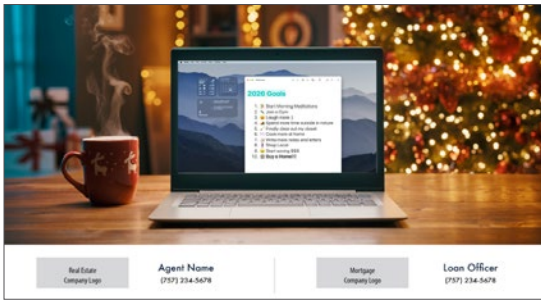
View full instructions and marketing materials on Page 22 of our [Event Kit Catalog](#)

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!



New Years – 2026 Goals

Login to TotalExpert.net before clicking link below.

[View Postcard](#)



2026 Calendars

Login to TotalExpert.net before clicking links below.

[View Postcards](#) | [View Magnets](#)



Market Update – 2026 FHA Loan Limits Increase

Login to TotalExpert.net before clicking link below.

[View Social Post](#)



Tax Season and Your Mortgage: An Essential Guide

Login to TotalExpert.net before clicking links below.

[View Social Post](#)

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

