

MARKETING MIX

JULY 2025

Red, White & Sold

MARKETING TOOLS TO IGNITE YOUR BUSINESS!





LIVE

Farming Your Neighborhood

**JULY
24TH**

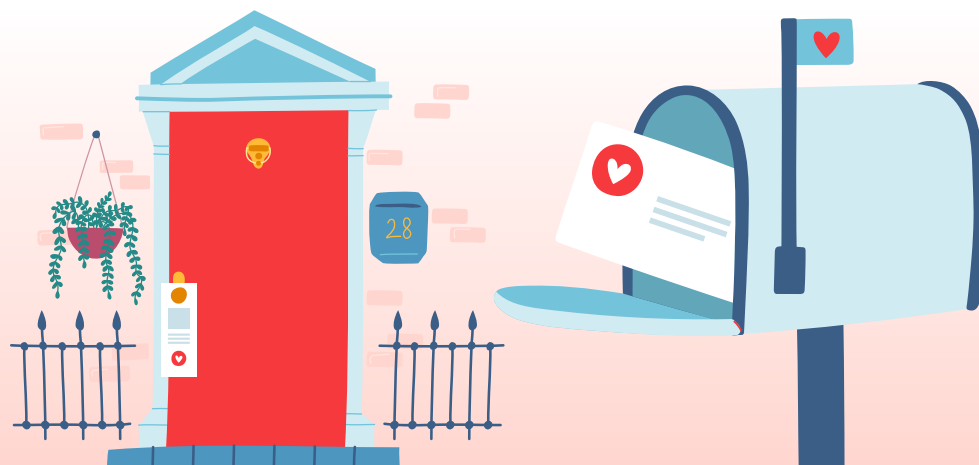
It's time to establish yourself as the go-to real estate professional in your neighborhood! Join our comprehensive training designed exclusively for real estate agents and loan officers who are eager to boost their presence in their own neighborhoods. We'll cover effective techniques such as:

**POSTCARD CAMPAIGNS | TARGETED MAILING LISTS
DOOR HANGERS | POP-BYS | AND MORE!**

Don't miss this opportunity to grow your business and become a local expert!

THURSDAY, JULY 24 | 2 PM EST

REGISTER HERE >



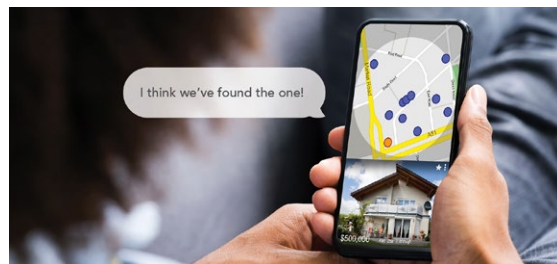
Understanding Adjustable Rate Mortgages



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

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

Location vs. Dream Home



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

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

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

How Do Lenders Calculate Mortgage Interest Rates?

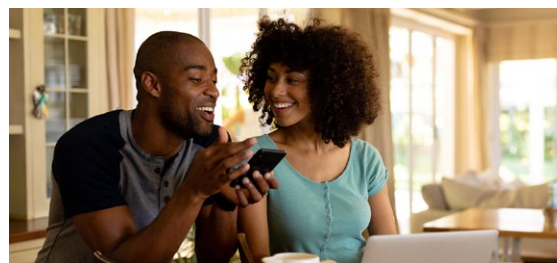


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EMAILS: Click [here](#) to create, send or schedule.

Key Signs You're Ready to Buy a Home



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

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

SOCIAL MEDIA:

Independence Day

JULY 4



SOCIAL MEDIA POST: Click [here](#) to view all our designs, to post or schedule to Facebook, LinkedIn and Instagram.

4th of July Recipe

JULY 4



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

Summer Heat Safety Tips

UV SAFETY MONTH



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

Pet Safety Tips



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

SOCIAL MEDIA:

S'mores Recipe



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

Red, White & Moved!

BUYERS



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

A HOME in one!

SELLERS



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

Summer Is The Sweetest Time To Sell

SELLERS



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

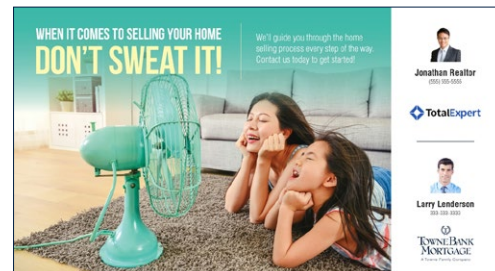
DIRECT MAIL:

Summer Is The Sweetest Time To Sell



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

Selling Your Home - Don't Sweat It



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

Downsizing Benefits - Make Room For Adventure



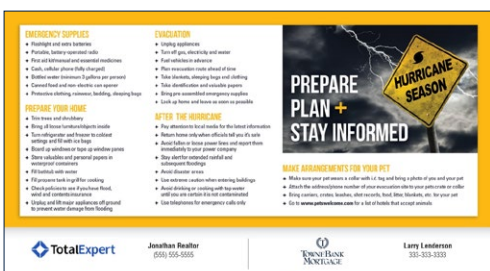
POSTCARD: Click [here](#) to create and order.

Find Your New Summer Barbeque Zone



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

Hurricane Preparedness Checklist



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

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

Grill Master Tips & Tricks



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

Delivery dates may vary depending on weekends, holidays, and U.S.P.S. volume. Greeting Card orders may take 2-3 days longer to process. Contact **Marketing** for any questions regarding delivery dates.

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

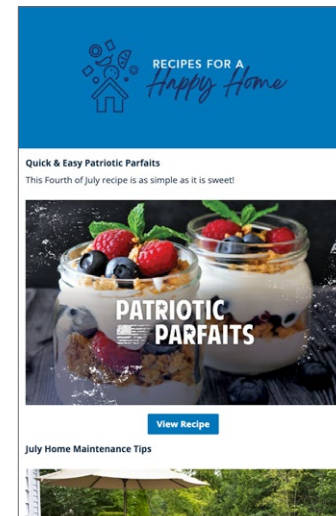
Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to marketing@townebankmortgage.com and include the information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

Client appreciation events like these are great ways to gain more referrals, so make sure you're telling your clients to bring friends!

Peach Picking Event



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

FLYER: Click [here](#) to request

Instructions:

1. Client appreciation events are great ways to gain more referrals, so make sure you're telling your clients to bring friends
2. Choose the farm you'd like to host your peach picking event (google is your best friend for this, unless you already have a farm in mind)
3. Choose a date and time (morning is usually best – less crowded and less of a chance of the field being picked over for the day)
4. Contact the farm and make sure you can set up a table on their property.
5. Prepurchase the peach picking baskets, and hand them to your past clients once they check in!
6. You can decide to give one basket per family or per person.
7. If the farm offers any extras that you'd like to add to the experience (like ticket to the playground or a peach smoothie etc), feel free to add based on your budget

What you need:

- Table/chairs/tent if you need shade
- Tablecloth
- Water Bottles with a label branded with your information
- Fun promotional giveaways
- Flyers/Brochures/ Handouts with QR code for your loan application
- **Consider partnering with an agent on this event: Must split cost 50/50**

Blueberry Picking Event



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

FLYER: Click [here](#) to request

Instructions:

1. Client appreciation events are great ways to gain more referrals, so make sure you're telling your clients to bring friends
2. Choose the farm you'd like to host your blueberry picking event (google is your best friend for this, unless you already have a farm in mind)
3. Choose a date and time (morning is usually best – less crowded and less of a chance of the field being picked over for the day)
4. Contact the farm and make sure you can set up a table on their property.
5. Prepurchase the picking baskets, and hand them to your past clients once they check in!
6. You can decide to give one basket per family or per person.
7. If the farm offers any extras that you'd like to add to the experience (like ticket to the playground or a peach smoothie etc), feel free to add based on your budget

What you need:

- Table/chairs/tent if you need shade
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- **Consider partnering with an agent on this event: Must split cost 50/50**

August Pop-Bys

CLICK TO ORDER >

PRE-ORDER DEADLINE: July 21

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 August

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.



GRILL SEASONING



S'MORES KIT



COLORED PENCILS

IN CASE YOU MISSED IT...

Navigating the Summer Housing Market: Tips for Buyers



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

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

Vacation Home or Investment Property



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

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

IS THIS YOUR FIRST TIME SEEING THE MARKETING MIX?

Sign up today to be added to our email list and get the Marketing Mix Catalog straight to your inbox every month!

SIGN UP NOW!

