**Second Mortgage Marketing Kit from Newfi Wholesale**

*\*\*Please note, this kit was reviewed for accuracy on 1/24/24, guidelines are subject to change without notice. Please reach out to your Account Executive for new versions if updates occur.\*\**

1. **Custom Flyers**

Add your custom information to these flyers to pass out to referral partners, on bulletin boards, online or use with customers to help explain your product offering. You can also use the product information here as a quick reference guide as you’re getting to know the product or use the information to base content off for your website.

* 1. Flyer on our Olympic product: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/04/0424-Second-Mortgage-White-Label-Unlock-Equity.pdf)
  2. Flyer on our Olympic product in Texas: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/04/0424-Second-Mortgage-TEXAS.pdf)
  3. Flyer that combines the best of our two product offerings (Acadia + Olympic): [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/03/1Second-Mortgage-White-Label-Wholesale.pdf)
  4. Introduction flyer on EquityChoice: [DOWNLOAD HERE](https://newfi.com/wp-content/uploads/2024/02/WL-EquityChoice-WhiteBackground-Form.pdf)
  5. Flyer that includes minimum loan criteria on EquityChoice: [DOWNLOAD HERE](https://newfi.com/wp-content/uploads/2024/03/WL-EquityChoice-WhiteBackground-2-Pager.pdf)

1. **Social Media Posts**

Share that you can help your customers with access their equity using these social media posts. Post these in local Facebook groups, on your own accounts, or use them as starting points for your next video!

* 1. Social Post 1: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/01/Access-Equity-Keep-Rate.pdf)
  2. Social Post 2: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/01/1-Consolidate-Debt.pdf)
  3. Social Post 3: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/01/Contact-me-for-a-Quote.pdf)
  4. Social Post 4: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/01/1Texas.pdf)
  5. Social Post 5: [DOWNLOAD HERE](https://newfiwholesale.com/wp-content/uploads/2024/01/1How-to-Use-Home-Equity-.pdf)
  6. EquityChoice Social Post: [DOWNLOAD HERE](https://newfi.com/wp-content/uploads/2024/02/EquityChoice-Social-White-Label-Form.pdf)

1. **Email Campaign to your Past Cash-Out Refinance Leads**
   1. Email 1: Day 1

Subject Line: New Opportunity To Access Equity

Hi,

I know we talked a while ago about ways to put your home equity to use and help you access cash. I have a new solution that may be what you’re looking for…

Would you be interested in a quote to see how much cash you could access without touching your current mortgage?

Let me know by emailing me back or giving me a call at {phone number}.

* 1. Email 2: Day 3

Subject Line: Unlock Your Home's Value – Learn How!

How are you?

I hope this message finds you well. I'm reaching out to remind you of the untapped potential of your home equity.

With new second mortgage options, you can maintain your current mortgage rate and gain access to your home equity. Whether it's for home improvements, debt consolidation, or another significant expense, we're here to help you achieve your financial goals.

Please call me at {phone number} or reply to this email to explore your options.

* 1. Email 3: Day 6

Subject Line: Your Home Equity Can Work Harder for You

Hello,

It's been some time since our last conversation about leveraging your home equity. I wanted to let you know that many of our clients are taking advantage of their equity to support their dreams without altering their existing mortgages with some of our new solutions.

Let's discuss how you can tap into this asset without any obligation. Contact me at {phone number} or via email, and we can start a conversation about your financial future.

* 1. Email 4: Day 10

Subject Line: Can I run the numbers on your home?

Hello,

I'm checking in to ensure you don't miss out on the opportunity to access the equity in your home while keeping your current mortgage intact.

With a second mortgage, you have the flexibility to cover expenses, from educational costs to consolidating high interest rate debt to other large expenses.

If you're curious about how much cash you could access for your goals, let's connect! You can reach me at {phone number} or simply respond to this email.

1. **Email Campaign to your Past Clients with Low Rates**

Ideal recipients for this email campaign would be prior clients you did refinance or purchase deals for with a 5% or below interest rate, had at least an 80% LTV at the time of transaction, and do not live in MN, MA, MS & SD.

* 1. Email 1: Day 1

Subject Line: New Home Equity Option

Hello,

As your loan officer I wanted to reach out about a new program available for homeowners that allows them to keep their current mortgage rate intact AND access their home equity!

Are you looking to do any of the following this year?

* Make Home Renovations
* Pay for College Tuitions
* Consolidate Credit Card Debt
* Pay for Large Expenses

Your current home’s value could help you reach your goals! I’d love to talk to you about your situation and see if we could help you reach your financial goals.

Call me at {phone number} or email me anytime,

* 1. Email 2: Day 5

Subject Line: Curious About Your Home’s Equity?

Hi there! How have you been?

I loved working with you on your last home transaction and wanted to reach out to see if you had any interest in accessing some of your home’s equity. Homeowners across the country are using our new program for home equity loans to make their home’s equity (including any home appreciation you may have) work for them today!

You may not have to move or change your current mortgage to access the money you’ve invested in your home. Let me know if you want me to run the numbers on what this opportunity could look like for you!

*Please remember to customize these with your disclaimers and information before using. You are responsible for ensuring all marketing materials are compliant to your company and legal standards.*