Expert Content Strategy Guide

First Time Homebuyers & Mortgage Education

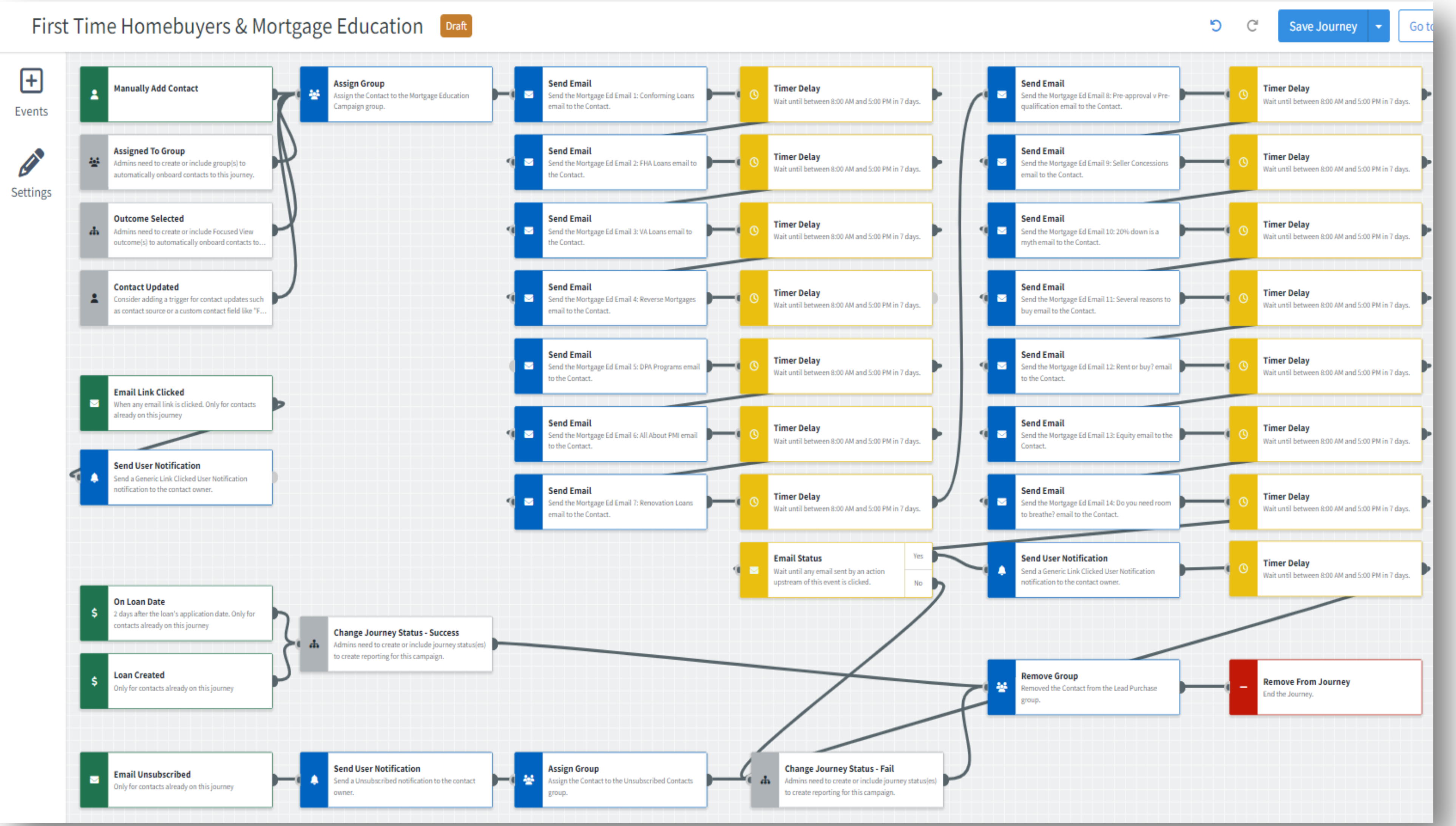
TotalExpert®

First Time Homebuyers & Mortgage Education

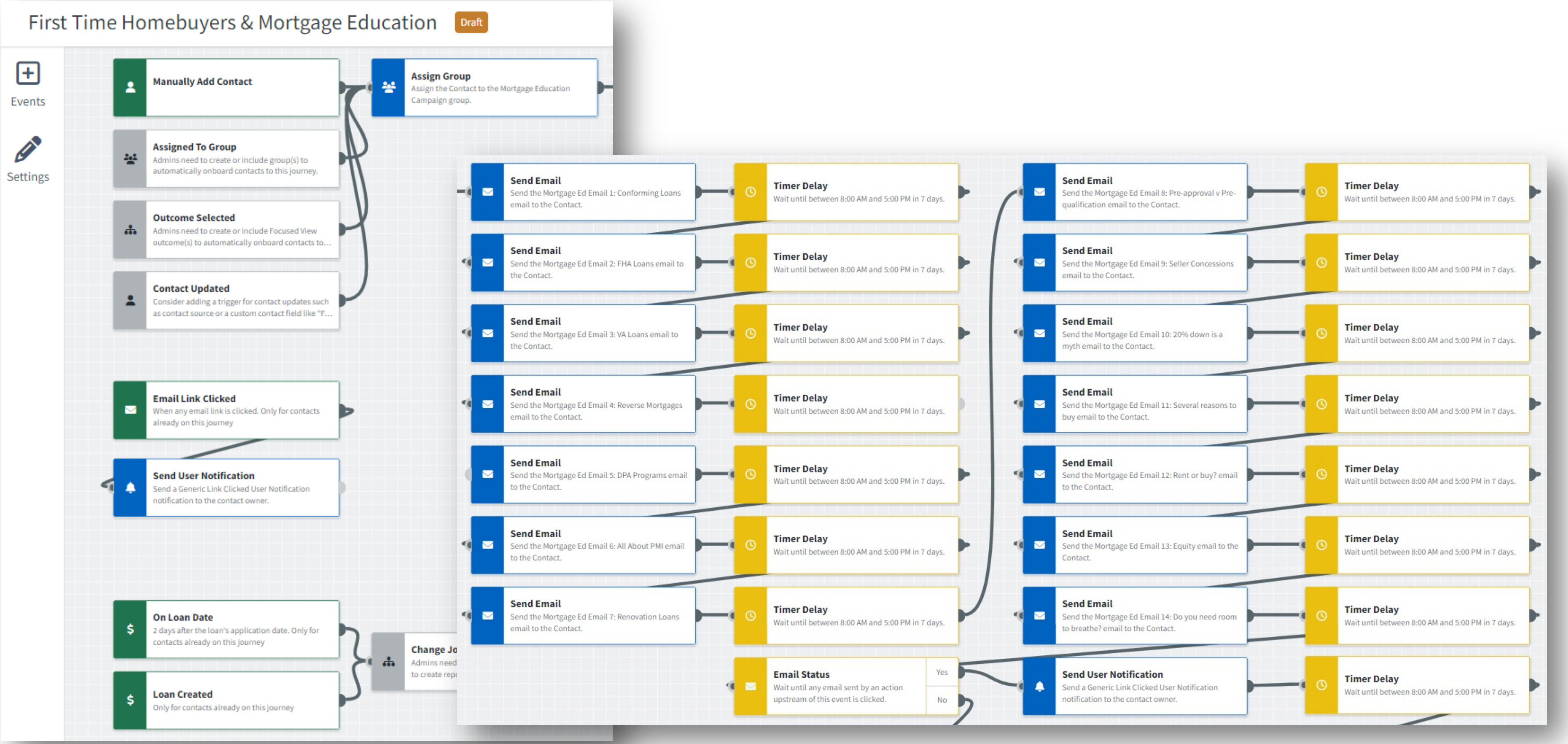
Journey emails, Social Media

Series of 14 emails formatted into a journey that are created to help inform customers about the types of loans available, common misconceptions about the mortgage process and general talking points surrounding obtaining a mortgage.
The journey outline can be tailored to help target your designated prospect audience and supplemented with any additional content in your library.

*All communications should be reviewed prior to initiating the journey.

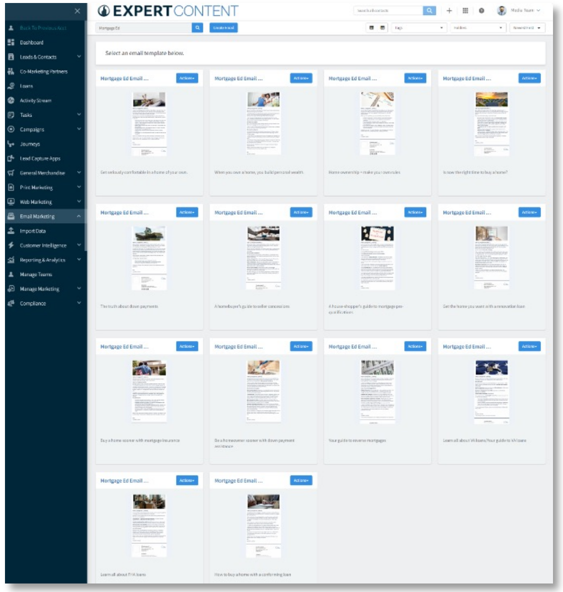


Journey Wireframe



Journey Wireframe Notes:

- Keep emails that work for your organization, swap with custom, or add these emails to your existing campaigns.
- Adjust onramps with organization specific groups and Focused View outcomes.



Hello ,

Living in a rented apartment or house can be stifling in all sorts of ways. For example, you can't change the color scheme or remove the aging carpet. You may be stuck with some really ugly light fixtures. Entertaining outdoors may be difficult and gardening is often impossible.

Buying a home now can be more affordable than you think, especially as most loans come with a low down payment option. And once you're moved in, you can...

- Come home to a home that's really yours, right down to the colors and interior looks you love. Spread out! Set up a home office, a gaming room or a place to display your collection of action figures, Barbies or autographed baseballs.
- Relax outdoors on your front porch, the back deck, or that gazebo you built yourself.
- Grow anything you like in the garden (as long as it's legal!), from bee-friendly flowers to a vegetable patch.
- Invite friends and family over for a traditional dinner or outdoor cookout.
- Start a family. Go with the traditional children, or adopt the pets you've longed for.

These are just a few of the ways home ownership can transform your life.

Ready to move up in the world? Questions about mortgages for first-time buyers? Call me at or reply to this email.

Hello ,

If you're on the fence about buying a home this year, here's some numbers that may encourage you to proceed.

The Federal Reserve recently released statistics comparing homeowners to renters. Their study found that the average median net worth of homeowners is up to 40 times higher than renters' net worth.

This is because mortgage payments are automatic investments in your future, building your equity every month. Rent payments are gone forever the minute your property manager collects them.

All about home equity

Here's why homeowners enjoy a higher net worth: as they continue to pay down their mortgage, their home equity value rises.

Equity is a term that describes the amount you've repaid on your mortgage, plus any rise in your home's appraised value.

How equity's automatic

Let's say you buy a home for $250,000. You put down $17,500 as a down payment so your mortgage is $232,500. Even at the beginning, you have $17,500 in equity.

10 years later, you've repaid $63,792 of your mortgage so you have $63,792 in equity...until you find out that your home is worth more than its original price.

Since a home's value rises by 3% a year on average*, your home's value may increase 34%, from $250,000 to $335,979 after ten years. This means your total equity has risen to $149,771.

Building equity for the future is one of many ways home ownership can improve your life.

Ready to make a move? Reach out to me today for a no obligation consultation to see if the time is right for you.

Hello ,

Are you tired of living in an apartment or house that you can't decorate the way you want? Want to rip out your aging carpet and install some wood floors? Have your kids been begging for a pet but you're in a No Pets Allowed rental?

When you own your home, you can do all these and so much more.

- Instead of paying rent, you'll be investing in your long-term future.
- If you're a first-time buyer, you may qualify for down payment assistance.
- You may qualify for mortgage-related tax deductions.
- You can settle down without worrying about rent hikes, or your rented home being sold.
- Your children will benefit if your new home is near a top-rated school.
- Both you and any family members will enjoy meeting and socializing with your neighbors.

Ready to move up in the world? Questions about mortgages for first-time buyers? Call me at or reply to this email.

Email Subject:

- Get seriously comfortable in a home of your own
- When you own a home, you build personal wealth
- Home ownership = make your own rules

Hello ,

Now that the real estate market has cooled down and buyers aren't in Headless Chicken Mode any more, you may be thinking it's time to buy your first home. But what about interest rates? Should you wait until they go down?

Here are some reasons to buy sooner than later.

- No matter what interest rate you pay, you'll **begin building equity**. Equity equals the amount you've repaid on your mortgage, plus any change in your home's original value.
- Today's higher rates, combined with the cooling real estate market, means that you probably **won't have to cope with a bidding war**. Homes are sometimes on the market for weeks or even months before a sale is finalized.
- The **longer you wait for rates to subside, the less equity you'll build**.
- If interest rates do head south in a year or two, it may be worth **refinancing your mortgage**.
- Last but not least ... **home ownership makes every day better**. You'll have the freedom to decorate any way you like, bring in one or more pets, throw bigger parties...and that's just for starters.

Ready to check out your home financing options? Questions? Call me at or reply to this email.

Hello ,

Many would-be home buyers have been told that they'll need to come up with 20% down to qualify for a mortgage. However, this isn't true. Instead, it's a myth that's so commonplace that many believe it is a fact.

Having to put 20% down on a mortgage used to be the norm, but mortgage lending and available loan programs have evolved to become much more buyer-friendly. The average down payment for first-time home buyers is as low as 7%, and you may qualify for a mortgage with an even smaller down payment.

There are even loan programs available today to select borrowers that require little to no down payment.

A smaller down payment means:

- More money to keep in your savings for reserves.
- More money for improvements and home decorating ideas.
- You may be ready to buy that new home right now.

Contact me today to learn about your options, and to see what you may qualify for.

Hello ,

While it was a seller's market during 2020 and 2021, the tide has turned in many cities. Home prices and sales are losing steam in many areas, and sellers are no longer calling the shots.

If you're currently shopping for a home, you may be able to negotiate some money-saving seller concessions...or your seller may offer them without your asking.

What's a seller concession?

It can be anything a homeowner or builder offers to a prospective home buyer to sweeten the deal, usually by covering some costs. Here are some popular concessions:

Closing cost payments. A seller may offer to pay a buyer's closing costs, which usually adds up to 2-5% of the home's purchase price.

Seller contingencies. A buyer may ask a seller to pay for home repairs or improvements before the property exchanges hands. For example, if a buyer's home inspector spots a damp basement or damaged roof, paying to repair these can be a seller contingency.

Interest rate buydowns. These reduce a buyer's first mortgage repayments by temporarily lowering the loan's interest rate. The seller can "buy down" the rate for up to three years.

No matter where you are in the home buying process, I'm always ready to answer your questions and more. Contact me at or reply to this email.

Hello ,

Even if this isn't your first mortgage rodeo, you may be wondering if a loan pre-qualification is different than a mortgage pre-approval. While both are useful when you're house-hunting, there's a major difference between the two.

The short version:

A pre-qualification tells you what you can afford.

A pre-approval tell sellers you're a serious shopper.

Here are the details.

If you ask me for a **pre-qualification**, I'll review your income and assets, then run a credit check. This will give me a good idea if you qualify for a mortgage and approximately how much you can borrow.

I can provide you with results quickly, and you can ask for one over the phone.

If you're still window shopping, a pre-qual is a good idea. But when you're ready to get serious, it's time to ask for a **loan pre-approval**.

Getting **pre-approved** for a mortgage means that you'll provide proof of your income and assets, recent tax returns, and permission to review your credit. Your information will be submitted to my team who will assess your credit risk. Once this process is complete, you will be PRE-APPROVED.

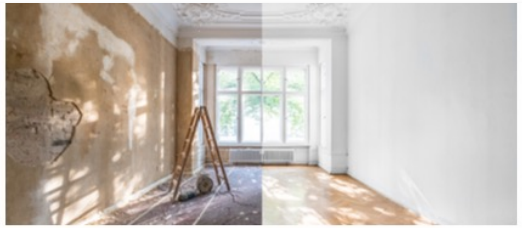
A pre-approval usually takes several days to finalize. When it's ready, I'll give you a letter that tells home sellers and their agents that you're a serious buyer, or you can give them my number and I'll do the rest.

If you aren't pre-approved for a certain loan amount, we can discuss what will be required for you to reach your goal.

No matter where you are in the home buying process, I'm always ready to answer your questions and more. Contact me at or reply to this email.

Email Subject:

- Is now the right time to buy a home
- The truth about down payments
- A homebuyer's guide to seller concessions
- A house-shopper's guide to mortgage pre-qualification



Hello ,

If you've been shopping for affordable homes, you may have spotted one that's close to perfect, but not quite. It may need a second bathroom, or the interior looks like something from *That 70s Show*. Or it has an outdated HVAC system that will be expensive to run.

It's time to think **renovation mortgage**.

These provide you with mortgage funds and the cash to make a fixer-upper all yours. This means you don't have to live with shag carpet, uneven floors or a single bathroom – you can have these replaced, repaired or installed.

Your fixer-upper financing options

FHA 203(k) loans require a 3.5% to 10% down payment, depending on your credit score. A better credit score gets you the 3.5% down payment. There are two types of FHA rehab loans: Limited and Standard. Each loan type has unique features and offers repair costs from $5,000 on up, depending on the type of work needed for the home.

HomeStyle® Renovation loans have fewer restrictions on the type of improvements it finances, so it can pay for that Swedish sauna as well as hardwood floors. Down payments begin at 3% and a minimum 620 FICO score is required.

Contact me to learn more about our range of renovation loans. Call or reply to this email and I'll be more than happy to assist you.

Hello ,

Many potential homeowners keep renting as they're convinced that they can't afford a down payment. If you're one of these renters, I have some good news: you may qualify for **down payment assistance.**

There are several types of these programs, and most states and large municipalities have their own borrower assistance programs. Most assist first-time homebuyers, although others may help teachers and others who are key to helping build a strong community.

Here are the most popular:

Down payment grants. Repayment is not typically required as long as the borrowers adhere to the grant program's guidelines, such as living in their new home for at least five years.

Forgivable loans - also known as soft seconds, or forgivable seconds - are zero-interest loans that go toward a down payment. Their guidelines are similar to grants, as these loans are usually "forgiven" and don't require repayment after you spend a specified amount of time in the home.

Deferred-payment loans are another type of no-interest funding for a down payment. Buyers won't need to repay the loan until they move, sell or refinance the home, or pay off their first mortgage.

Individual Development Accounts match funds for future homebuyers who make regular deposits into the account. This enables them to save up a down payment twice as quickly. Generally, these are designed for low-income borrowers and are supported by local governments, nonprofits, banks and credit unions.

If you're interested in finding out if an assistance program may help you buy a home, I can answer any questions you may have. Contact me at or reply to this email and I would be happy to assist you.

Hello ,

Mortgage insurance (PMI) was created to help more people buy a home without a 20% down payment. Here's how it works.

Less risk. More opportunities.

Mortgage insurance was created for borrowers who didn't have the funds for a large down payment but could afford monthly mortgage repayments.

Mortgage insurance lowers a lender's potential risk of approving a mortgage to you. This means that, if you are paying for mortgage insurance, you may be able to qualify for a mortgage that would otherwise be unavailable to you.

Mortgage insurance is NOT the same as homeowner's insurance, which protects you from the potential cost of weather, fire or other damage to your home. Mortgage insurance protects lenders from possible loan defaults.

The 20% Solution

- Typically, mortgage insurance plays a part in any mortgage where a borrower contributes less than a 20% down payment.
- Mortgage insurance is available for a variety of loan programs when you have less than a 20% down payment.
- Usually it's included in your monthly mortgage payment, although you may also pay for it when your loan closes in a lump sum which can often be included in your closing costs.
- You may be able to cancel your mortgage insurance after your loan's principal balance is at least 78% of your home's original appraised value.

Want to learn more about mortgage insurance, and how it can help you buy a home sooner? Contact me at or reply to this email.

Hello ,

Even if retirement isn't in this year's plans, it's never a bad idea to check out your financial options...especially if you're a long-time homeowner who could qualify for a reverse mortgage.

A reverse mortgage may allow you to convert a portion of your home's equity* into cash when you hit 62. These funds are often used to cover medical and care costs, pay for prescriptions, finance travel expenses, or provide extra cash for a stress-free retirement.

How a Reverse Mortgage Works

Eligible homeowners must be age 62 or better, and either own their home outright or have a low mortgage balance. This balance must be small enough to be paid off with some of the reverse mortgage's proceeds.

Available loan amounts are based on the home's appraised value, the homeowner's age, and current interest rates. Generally, older homeowners with more valuable homes can qualify for higher amounts of funds.

Several repayment options are available. The borrower can choose to repay when the property is sold or vacated, or when they pass away. Repayments include the loan's balance, plus any accrued interest and fees.

Interest is usually compounded monthly and accrues over time.

A reverse mortgage is quite different from a "standard" home mortgage and how they work. It's important to work with a loan officer who is familiar with the process and who can explain how a reverse mortgage can benefit you.

If you would like to learn more, please reach out to me today at .

Email Subject:

- Get the home you want with a renovation loan
- Be a homeowner sooner with down payment assistance
- Buy a home sooner with mortgage insurance
- Your guide to reverse mortgages

EXPERT CONTENT

Hello ,

If you're a veteran or currently in active duty, you may qualify for a VA loan – a mortgage program that rewards you for your military service.

How they work

VA loans were created at the end of World War II to assist members of the military returning home after serving overseas. **They have several major advantages:**

No down payment requirement if you have **full entitlement**, which means you're not paying off a previous VA loan.

No private mortgage insurance (PMI) requirement, as the VA is the guarantor for your loan.

Flexible credit and income requirements.

You may also have your **funding fee* waived** if your service put you in one or more of these categories:

- You receive VA disability compensation related to your military service.
- You qualify for disability income but have opted to receive retirement or active duty pay.
- You are an active-duty service member who received the Purple Heart.
- You are the surviving spouse of a veteran who died while on duty, or because of a service-related illness or disability.

To learn more about VA loans, contact me at or reply to this email.

Hello ,

If you're thinking about buying a home soon but aren't sure you'll qualify for a mortgage, you may be a good fit for an FHA loan.

FHA loans are mortgages backed by the Federal Housing Administration or FHA. Here are some basics:

FHA loans don't require a large down payment. Currently, FHA loan applicants may qualify with a 3.5% down payment.

You don't need a perfect credit score. Since the minimum credit score is lower than for a conforming loan, you may qualify with fair-to-good credit.

FHA loans offer more flexibility with your current debt to income ratio than conforming loans. This means that, even if over 40% of your monthly income goes toward paying off auto loans, credit cards or a student loan, you may still qualify.

FHA loans offer more flexibility for consumers, but there is a premium attached. These loans have an Up-Front Mortgage Insurance Premium (UFMIP) as well as a Monthly Insurance Premium (MIP). The insurance premiums are in place to protect lenders against a loan default.

Want to learn more? Got a question? Contact me at or reply to this email. I'll be happy to answer any questions you may have.

Hello ,

Since getting a home mortgage is a big deal, you'll want to know what sort of financing options are available before you apply. One popular mortgage: the conforming loan.

These conform to the funding guidelines set by Fannie Mae and Freddie Mac, two federally-backed mortgage companies. While they don't offer mortgages to homebuyers, Fannie and Freddie buy them after they're finalized.

This arrangement enables lenders like to offer mortgages with lower interest rates to home buyers like you.

To qualify for a conforming loan, you'll need to prove that you don't have excessive monthly debts, such as credit cards and auto loans, when compared to your monthly income. This is called a Debt to Income ratio, or DTI. You will also need a good credit score, although it doesn't have to be perfect.

While larger down payments are encouraged, they're not a deal breaker. Conforming loans don't require a 20% down payment (in fact, most mortgages don't!).

Want to learn more about your home financing options? Contact me at or Reply to this email.

Email Subject:

- Your guide to VA loans
- Learn all about FHA loans
- How to buy a home with a conforming loan