

Expert Content Strategy Guide

*General Postcards – Seasonal Recipes, Home
Maintenance and Home DIY Tips*

August 2026



Ready-to-deploy postcards that keep you in front of customers and prospects.

- **A turnkey content library.** Launch with a curated set of seasonal home maintenance and home DIY tips postcards designed to drive ongoing engagement.
- **Flexible by default.** Every asset ships in all ordering methods (Direct Mail, Non-Direct Mail, EDDM) and both single and cobranded formats — so any team member, in any market, can use them.
- **Make it your own.** Easily duplicate any asset to create variations across ordering methods and branding types, or rework the template entirely to build a postcard for something different — back-to-school prep, hurricane season, year-end financial tasks.
- **What's in this guide.** Each page covers a postcard topic and its supported ordering and branding options.

**All communications should be reviewed prior to publishing the assets to end users.*

Seasonal Recipes

Recipe postcards for low-effort, high-relevance touchpoints



Curated recipes for each season in configurable postcard templates

Ready-to-send postcards — two per season — that keep loan officers and organizations top-of-mind while providing a fun, seasonally-relevant recipe for borrowers, prospects, and partners alike.

- **Fall:** Grilled Cheese Apple Bacon (1327) and Pumpkin Espresso Bundt Cake (1328)
- **Winter:** releasing ahead of the season
- **Spring:** releasing ahead of the season
- **Summer:** releasing ahead of the season

Use as-is, duplicate and adjust for recipe variations, or rework the template entirely to build a postcard for something else – checklists, step-by-step guides, or educational content.

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Seasonal Home Maintenance

Grilled Cheese Apple Bacon (1327) and Pumpkin Espresso Bundt Cake (1328)



Grilled Cheese with Apple and Bacon

Ingredients

- 8 slices sourdough bread (about 1/2-inch thick)
- 1 cup shredded cheddar cheese
- 1 cup shredded Swiss cheese
- 1 cup shredded Gruyère cheese
- 1 cup shredded Pink Lady apples
- 1 cup maple syrup
- 2 sprigs fresh thyme
- 1 sprig fresh rosemary
- 1/2 cup butter
- 1/2 cup oil
- 1/2 cup salt and freshly cracked black pepper
- 4 oz. shredded white cheddar cheese
- 4 oz. shredded Gruyère cheese

Preparation

Preheat the oven to 400°.

Roast the bacon in the oven in a cast iron skillet until crispy. Remove the bacon from the oven and drain on paper towels and let drain.

Add 4 slices of bacon fat and sauté over medium heat for 2-3 minutes. Add sliced apples.

Cook for about 6 minutes, stirring often. Add the sprigs of thyme, rosemary, salt, and pepper. Cook until the apples are soft and the bacon is cooked through. Reduce heat and simmer until syrup has reduced.

Remove apples. Discard rosemary and thyme. Wipe out the skillet.

Combine the shredded cheddar and Gruyère in a small bowl.

Assemble the sandwiches by dividing the cheddar between four slices of bread. Top with the apples (reserve 1/2 cup for the apples in the center) and the bacon. Top with the remaining four slices of bread and press down firmly.

Heat the skillet over medium heat and melt 2 tbsp. of butter.

Place the sandwiches in the hot skillet. Cook until the bottom is golden brown. Turn the sandwiches over and cook until the top is golden brown. Remove the sandwiches from the skillet. Cut sandwiches in half. Top with remaining apples.



Grilled Cheese With Extra Thrills.

Even though there's nothing like a simple, classic grilled cheese sandwich, you can make them extra-special with this recipe that includes crispy bacon, apples, maple syrup, and sourdough bread.



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Pumpkin Espresso Bundt Cake

Ingredients

- 15 oz. can pumpkin puree
- 4 large eggs, room temperature
- 1/2 cup vegetable oil
- 1 cup light or dark brown sugar, packed
- 1 cup granulated sugar
- 1/2 cup all-purpose flour
- 2 cups whole flour
- 2 tsp. baking powder
- 1/2 tsp. baking soda
- 1 1/2 tsp. pumpkin pie spice
- 1 tsp. cinnamon
- 1 tsp. table salt

Preparation

Preheat the oven to 350°.

Beat together the pumpkin, eggs, oil, sugar, and vanilla extract in a large mixing bowl until well blended.

Combine the flour, baking powder, baking soda, spices, and salt in a separate bowl. Sprinkle 1/2 of the flour into the bowl.

Whisk together the brown sugar, cinnamon, and espresso powder in a small mixing bowl. Set aside.

Combine the 1/2-cup Bundt cake mix and the 1/2-cup Bundt cake mix into the bottom of the prepared pan.

Sprinkle 1/2 of the filling on top.

Spoon 1/2 of the batter into the pan and sprinkle with the remaining filling.



Pumpkin Meets Espresso And Swipes Right

A swirl of coffee-flavored filling goes inside this moist, flavorful pumpkin cake. Since this recipe doesn't include dairy ingredients, lactose-intolerant diners can enjoy this dessert.



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Direct Mail, Non-Direct Mail, and EDDM

Single and CoBranded

Share Fall seasonal recipes with contacts of all types – borrowers, prospects, or partners.

Seasonal Home Maintenance

Quarterly home maintenance checklist
for each season



Home maintenance recommendations for each season

Four ready-to-send postcards — one per season — that give homeowners (and renters) a quick checklist to keep their space in shape:

- **Spring (1319)** – roof inspection, gutter cleaning, AC tune-up, exterior caulking, pruning, and fence/walkway checks.
- **Summer (1320)** – deck and patio prep, foundation grading, fence and vent inspection, pool chemistry, and pest-screen repair.
- **Fall (1321)** – gutters and downspouts, heating system service, hose draining, fireplace damper check, and weatherstripping.
- **Winter (1322)** – pipe protection, smoke and CO detector tests, reversing ceiling fans, ice-dam roof checks, and dryer-vent cleaning.

Use as-is, duplicate to create regional variations, or rework the template entirely to build a checklist for something different — back-to-school prep, hurricane season, year-end financial tasks.

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Seasonal Home Maintenance

Spring Home Maintenance (1319) and Summer Home Maintenance (1320)



Is Your Home Ready for **SPRINGTIME?**

Warmer weather will be here soon, so make sure your home's ready by checking off these tasks.

- ☐ Inspect your roof for winter damage like missing shingles or leaks.
- ☐ Check gutters and downspouts for leaks, and remove dead leaves.
- ☐ Inspect your air conditioning system, including the outdoor condenser.
- ☐ Inspect the exterior caulking and weather stripping around windows and doors.
- ☐ Prune any tree limbs that are hanging over your home's roof.
- ☐ Check all fences, walkways, storage sheds and decks for damage.



Spring into action—protect your home.

Since springtime's just around the corner, we would like to share these tips so you can make sure your home's ready to welcome the season. If you're thinking of selling soon, contact us for fast, friendly assistance.

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Make Sure Your Home Can **Take the Heat**

Make sure you're ready for warmer weather...it's easy! Here's a list of maintenance tasks you can carry out in your spare time.

- ☐ Inspect and repair your deck and/or patio furniture.
- ☐ Check the grading next to the foundation to ensure water drains away.
- ☐ Check decks and fences for damage, and replace or repair if necessary.
- ☐ Inspect your attic for proper ventilation, as this can help you save energy.
- ☐ Inspect your attic and basement for signs of pests.
- ☐ Check window screens for damage, and repair or replace these as needed.
- ☐ Test the water in your pool or hot tub for pH, chlorine and alkalinity.



Ready for summertime fun?

Since warmer weather's just around the corner, we'd like to share these tips so you can make sure your home's ready. If you're thinking of selling soon, contact us for fast, friendly assistance.

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Share spring and summer seasonal home maintenance recommendations with homeowners.

Seasonal Home Maintenance

Fall Home Maintenance (1321) and Winter Home Maintenance (1322)



Make sure your home's Ready for Fall

Here's a convenient list of maintenance tips and tasks that will have your home ready for cooler weather in just one weekend.

- ☐ Check gutters and downspouts for falling leaves and debris.
- ☐ Have your heating system or furnace serviced if needed.
- ☐ Drain and store garden hoses, as freezing water inside may crack them.
- ☐ If you have a fireplace, check the damper and decide if it needs cleaning.
- ☐ Check your doors' and windows' weatherstripping. Replace if necessary.
- ☐ Rake falling leaves away from your home's foundation.



Make sure your home's ready for fall.
Sweater weather's not quite here, which means it's time to make sure your home and garden are ready for fall. Also, if you know anyone who's planning to make a move soon, feel free to share our contact details.

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Winter home maintenance Checklist

Here are some tips and strategies for keeping your home warm and safe during cold weather.

- ☐ Inspect your home's plumbing and water systems to ensure they won't freeze.
- ☐ Test smoke and carbon monoxide detectors. Replace batteries if needed.
- ☐ Reverse ceiling fans so the blades move clockwise, pushing warm air down.
- ☐ If ice dams form on your roof, check your attic's insulation and ventilation.
- ☐ Inspect doors and windows for drafts and seal any gaps.
- ☐ Clean your dryer vent to prevent fire hazards and increase efficiency.



Chill out in comfort with these tips.
Winter will be here soon, so here's a list of tasks to help you prepare your home for cooler weather. If you're thinking of moving soon, contact us for fast, friendly assistance.

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Share fall and winter seasonal home maintenance recommendations with homeowners.

Home DIY Tips



Quick, shareable home-improvement projects for homeowners

Four ready-to-send postcards that give homeowners (and renters) easy DIY project ideas they can tackle in a weekend:

- **Door Facelift (1323)** – simple updates to refresh a front door and boost curb appeal.
- **Paint a Room (1324)** – step-by-step tips for prepping and painting an interior room.
- **Spare Room (1325)** – ideas to convert an unused spare room into functional space.
- **Update Hardware (1326)** – easy ways to refresh kitchen and cabinet hardware for a modern look.

Use as-is, duplicate to create variations for other DIY tips and tricks, or rework the template entirely to build a postcard for something different – installing ceiling fans, open house prep, refreshing outdoor spaces.

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Door Facelift (1323) and Paint a Room (1324)

Seven paint tips From the pros

Painting a room can be done during the weekend, and you'll impress friends and family with the results. Here are tips to ensure your efforts really pay off.

1. Buy two or three paint color samples and paint a section of the room's wall with each. This will tell you how the room's lighting will affect each one.
2. When buying paint brushes and rollers, look for rollers with polyester bristles or roller fuzz into the paint.
3. Remove as much as possible from the room and cover all furniture and flooring. Clean all walls thoroughly - they may be dirtier than they look.
4. Don't skip the primer, even if you're covering a lighter color. It helps ensure your color isn't affected by whatever you're covering up, creating a better finish.
5. Protect floorboards and door frames with painter's tape before you begin. Remove the tape before your new paint is dry.
6. Before painting large areas, use your painter's to paint around door frames, windows, and baseboards. This is called "cutting in."
7. When painting with a roller, roll slowly to prevent spattering. Go all the way from ceiling to floor each time (you'll probably need an extension pole for this). Overlap each "roll" for an even finish.

Transform a room with a new color

Painting one or more rooms can be a fast, affordable weekend upgrade for your home and a fun family project. Here are strategies and tips that will help ensure you get the best possible results.

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DIY Tips Postcards

Spare Room (1325) and Update Hardware (1326)



Relaxing Hideaway

Turn that spare room into a relaxing hideaway





3. Layer the Lighting. Position your seating near a window to take advantage of natural light if possible. You can also use dimmable fixtures, fairy lights, or a reading lamp during the evening.

4. Optimize Storage. Bookshelves can be standalone or added to a wall. They can store your favorite books, incense burners, yoga mats, art and photos.

5. Add Relaxing Textures and Elements. Add a rug with a calming pattern and add a throw blanket. Underfoot, while essential oil diffusers produce calming scents like lavender and chamomile. A water fountain can substitute for music if you prefer.

1. Set the Mood with Calming Colors. Muted shades of green or blue, similar to those found in nature, are soothing. Choose a color that either calms or elevates your mood. Adding your favorite plants may also improve air quality.

2. Add Ergonomic Furniture. Choose a comfortable chair you can sit in for hours. If you're adding a desk, choose a height-adjustable one with back support. Be sure you can put your feet up! Add a side table for a hot drink or book (NOT your cell phone!).

Life's stressful. Take care of yourself.

Convert any unused room in your home into a personal hideaway...this postcard tells you how! And if you're planning a move soon, or if you know somebody who is, contact us for assistance.

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Kitchen glow-up

Five steps to cook up your kitchen glow-up





3. Prepare the Cabinets. Your existing cabinets may not need any repair, so you can concentrate on cleaning any grime that's visible after you remove the old handles. Damage can be repaired with wood putty or a touch-up pen.

4. Install New Hardware. Start out by hand-tightening each handle or pull. Using a power drill may over-tighten the screw or crack the cabinet material. After they're all in place, use a small level to make sure that they're perfectly aligned as you tighten each one with a screwdriver.

5. Adorn Your Hardware. Want more suggestions for beautifying your home? Contact me for more easy weekend projects.

1. Count and Measure. Determine how many new handles you'll need. Next, remove the old handles and measure the existing holes, so you know what size to buy. Measuring them in both millimeters and inches helps ensure you're super-accurate.

2. Select the New Hardware. This is the fun part. You can go for a metallic finish, or a mixed-metal look. If your kitchen has other cabinets, make sure the new hardware matches. If you're not sure, ask for a sample. Don't decide, buy single samples of your favorites so you can test-drive them at home.

Transform your kitchen with new hardware.

If your kitchen looks like it needs a facelift, there are some fast, easy ways to do this without a big spend. One strategy: replace the cabinet and door hardware. Just follow the tips on the other side of this card.

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Share DIY home tips to homeowners directly to their home with these postcards. Suggest tips to convert spare rooms and update kitchen hardware.