# Expert Content Strategy Guide

MLS Listing & PPE Rate Assets June 2025



### **EXPERT**CONTENT

Communication types: Print Flyers and EDDM® Postcards

Listing and rate assets can be printed professionally through Total Expert preferred print partners or downloaded as a PDF for local printing or sharing electronically. Postcards are set up to be delivered through the EDDM<sup>®</sup> program.

When flyers are integrated, they are connected to a Product and Pricing Engine and the MLS. Editable flyers are available for users who aren't integrated with a PPE or have listings not on the MLS (e.g. builder partners, for sale by owner).

### **EXPERT**CONTENT

Admin Toggle Configuration Options

Admin-level configuration is **based on design**. Toggles may include but are not limited to:

- Branding elements including text colors, logo background, and disclaimers.
- End user editability (allow end users to edit all rate data, all listing data, or both).
- Background image or header image default.
- Rate field display names.
  - For example, admins may be able to adjust "Estimated Monthly Payment" to "Monthly Mortgage Payment" or "Mortgage Insurance" to "Mortgage Premium".
    - **Warning**: changing field names does not change the actual data pulling into the rate flyer. Placement of individual data points cannot be removed or repositioned. For example, Homeowners' Insurance cannot be switched with Property Taxes.

### Listing and Rate flyer specific admin toggles

<!-- Field Name Overrides --> <!-- These override the display name of fields shown under "LOAN INFORMATION IMPORTANT: - These do NOT change the underlying mapped data values. - For example, renaming "Base Loan Amount" to "APR" will only change the label-not the actual value. - Leave blank to use default field names. Available Override Values: down\_payment\_override - funding\_fee\_override - total\_loan\_amount\_override - interest rate override apr override - loan\_term\_override - monthly pi override mortgage insurance override property taxes override - homeowners\_insurance\_override - hoa override monthly estimated payment override {% assign down\_payment\_override = '' %} {% assign funding\_fee\_override = '' %} {% assign total loan amount override = '' %} {% assign interest\_rate\_override = '' %} {% assign apr\_override = '' %} {% assign loan term override = '' %} {% assign monthly pi override = '' %} {% assign mortgage\_insurance\_override = '' %} {% assign property\_taxes\_override = '' %} {% assign homeowners\_insurance\_override = '' %} {% assign hoa override = '' %} {% assign monthly\_estimated\_payment\_override = '' %}

## The ability to **set default loan value field names**.

These do not change the mapped values that populate from a specific pricing scenario. It only changes the field name represented in the flyer. These are standard default text toggles.

### **EXPERT**CONTENT

YEAR FIXED
\$100,000
\$0
\$400,000
6.875%
6.875%
30 YEARS
\$2,627.72
\$0.00
\$708.33
\$250.00
\$0.00
\$3,586.05

Listing and Rate flyer specific admin toggles

The ability to **limit end user editability** of specific aspects of the flyer. Admins have the option to allow MLS/Listing information to be editable and/or Rate/PPE information to be editable. These toggles lock down all corresponding fields. The exception is specific loan values that are commonly editable to the end user such as Property Taxes and Homeowners' Insurance.

var: listing\_fields\_editable
comment: Toggle editability for listing fields to be used by end-users
values: yes, no
Default option is 'no' - not editable
--->
{% assign listing\_fields\_editable
<!-var: rate\_fields\_editable
comment: Toggle editability for rate field titles to be used by end-users. This
will only allow changes the display names underneath "LOAN INFORMATION".</pre>

```
values: yes, no
Default option is 'no' - not editable
-->
{% assign rate fields editable = 'no' %}
```

### **EXPERT**CONTENT

var: rate_disclaimer_font_size</th <th></th> <th></th>		
comment: insert font size in pts>		
<pre>{% assign rate_disclaimer_min_font_size =</pre>	'6'	%}

96 <!-- var: rate\_disclaimer\_font\_size

92

93 94

95

- 97 comment: insert font size in pts -->
- 98 {% assign rate\_disclaimer\_max\_font\_size = '11' %}

### Set **font size range** for rate disclaimer

(compliance language directly underneath the rate tables). The admin can set a minimum and maximum font size for the rate disclaimer so the text will adjust to fit within the container.

<sup>&</sup>lt;!--

## **MLS Listing and Rate Flyers**

### **EXPERT**CONTENT



#### Property Description:

Wonderful Home and Located in the HIGHLY DESIRABLE Community of Hilliop at Vilage Oaks with SUPRE LOW HOA Fees and LOW Taxes \*\* Englishing this WONDERFUL Floor-Plan Offering 12348/ft with 3 LARGE Bedrooms. Upstairs LOFT and 2.5 Bathrooms \*\* This Model Offers TWO MASTER BEDROOMS Upstairs and 1 Downstairs Bedroom/Office \*\* Enjoy the Large Living Room!

	SQ Feet: 1,234	Bedrooms: 3	Bathrooms: 2.5
	LOAN INFORMATION	CONFORMING 15 YEAR FIXED	CONFORMING 30 YEAR FIXED
AT A LOOK	Down Payment	\$131,800	\$131,800
	UFMIP/Funding Fee	\$0	\$0
	Total Loan Amount	\$527,200	\$527,200
	Interest Rate	6.500%	7.125%
	APR	6.500%	7.125%
	Loan Term	15 YEARS	30 YEARS
and a second	Monthly Principal/Interest	\$4,592.48	\$3,551.84
-	Mortgage Insurance	\$0.00	\$0.00
	Property Taxes	\$500.00	\$500.00
X Way	Homeowners Insurance	\$350.00	\$350.00
ALC: NOT THE OWNER OF	HOA (Monthly)	\$50.00	\$50.00
A State of State	Monthly Estimated Payment	\$5,492.48	\$4,451.84

Adjust this disclaimer (Standard, Rate, Disclaimer, Start) to display text that will populate at the beginning of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust. Adjust this disclaimer (Standard, Rate, Disclaimer\_End) to display text that will populate at the end of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust.



Max of Two Scenarios

## JUST LISTED!

#### SQ Feet: 1,234 Property Description: Wonderful Home and Locate Inte HIGHLY DESIRABLE Community of Hiltop at Villa Oaks with SUPER LOW HO, Fees and LOW Taxes \*\* En this WONDERFUL Floor-Pla Offering 1234sqtt with 3 LAP Bedrooms, Upstairs LOFT at 2.5 Bathrooms \*\* This Mode Offers TWO MASTER BEDROOMS Upstairs and 1 Downstairs Bedroom/Office Enjoy Ihe Large Living Roon

\$659.000



CONFORMING 30 YEAR FIXED \$131.800	CONFORMING 15 YEAR FIXED \$131.800
\$0	SO
\$527,200	\$527,200
7.000%	6.375%
7.000%	6.375%
30 YEARS	15 YEARS
\$3,507.47	\$4,556.33
\$0.00	\$0.00
\$500.00	\$500.00
\$350.00	\$350.00
\$50.00	\$50.00
\$4,407.47	\$5,456.33
	\$131.800 \$0 \$527.200 7.000% 30 YEARS \$3.507.47 \$0.00 \$500.00 \$350.00 \$500.00

Adjust the disclaimer (Standard: Rate. Disclaimer. Start) to display text that will populate at the beginning of your rate disclaimer, used in Expert Content rate asserts. Navigate to Manage Marketing > Disclaimers to adjust. Adjust the disclaimer (Standard, Rate. Disclaimer, End) to display text that will populate at the end of your rate disclaimer, used in Expert Content rate asserts. Navigate to Manage Marketing > Disclaimers, to that will populate at the end of your rate disclaimer, used in Expert Content rate asserts. Navigate to Manage Marketing > Disclaimers, to



Max of Two Scenarios





Property Description: Wonderful Home and Located in the HIGHLY DESIRABLE Community of Hilltop at Village Oaks with SUPER LOW HOAS Fees and LOW Taxes \*\* Enjoy this WONDERFUL Floor-Plan Offering 1234sqft with 3 LARGE Bedrooms, Upstairs LOFT!

Bathrooms: 2.5

#### \$659,000

#### 15852 Deer Trail Drive | Chino Hills, CA 91709

Bedrooms: 3

SQ Feet: 1,234

LOAN INFORMATION	CONFORMING 30 YEAR FIXED	CONFORMING 15 YEAR FIXED	<b>CONFORMING 7/1 ARM</b>
Down Payment	\$131,800	\$131,800	\$131,800
UFMIP/Funding Fee	\$0	\$0	\$0
Total Loan Amount	\$527,200	\$527,200	\$527,200
Interest Rate	6.875%	6.375%	7.125%
APR	6.875%	6.375%	7.320%
Loan Term	30 YEARS	15 YEARS	30 YEARS
Monthly Principal/Interest	\$3,463.33	\$4,556.33	\$3,551.84
Mortgage Insurance	\$0.00	\$0.00	\$0.00
Property Taxes	\$500.00	\$500.00	\$500.00
Homeowners Insurance	\$350.00	\$350.00	\$350.00
HOA (Monthly)	\$50.00	\$50.00	\$50.00
Monthly Estimated Payment	\$4 363 33	\$5 456 33	\$4 451 84

Adjust this disclaimer (Standard\_Rate\_Disclaimer\_Start) to display text that will populate at the beginning of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust. Adjust this disclaimer (Standard\_Rate\_Disclaimer\_End) to display text that will populate at the end of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust.



#### Max of Three Scenarios

All designs shown here are available in both fully integrated and fully editable versions. Editable versions include the max number of scenarios.

## **MLS Listing and Rate Flyers**

### **ODEXPERT**CONTENT



#### **JUST LISTED!**

#### 15852 Deer Trail Drive | Chino Hills, CA 91709

SQ	Feet: 1,234 Bedroo	ms: 3 Bathrooms	s: 2.5
LOAN INFORMATION	CONFORMING 30 YEAR FIXED	<b>CONFORMING 7/1 ARM</b>	CONFORMING 30 YEAR FIXED
Down Payment	\$131,800	\$131,800	\$32,950
UFMIP/Funding Fee	\$0	\$0	\$0
Total Loan Amount	\$527,200	\$527,200	\$626,050
Interest Rate	6.875%	7.125%	6.875%
APR	6.875%	7.320%	7.163%
Loan Term	30 YEARS	30 YEARS	30 YEARS
Monthly Principal/Interest	\$3,463.33	\$3,551.84	\$4,112.70
Mortgage Insurance	\$0.00	\$0.00	\$198.25
Property Taxes	\$500.00	\$500.00	\$500.00
Homeowners Insurance	\$350.00	\$350.00	\$350.00
HOA (Monthly)	\$50.00	\$50.00	\$50.00
Monthly Estimated Payment	\$4,363.33	\$4,451.84	\$5,210.95

Adjust this disclaimer (Standard\_Rate\_Disclaimer\_Start) to display text that will populate at the beginning of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust. Adjust this disclaimer (Standard\_Rate\_Disclaimer\_End) to display text that will populate at the end of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust.

#### Contact us today to learn more about this home.



Max of Two Scenarios

### Just Listed.

15852 Deer Trail Drive Chino Hills, CA 91709

Garden, Lighting

C)

ⓐ

HIGHLY DESIRABLE Community of BEDS Hilltop at Village Oaks with SUPER LOW HOA Fees and LOW Taxes \* \* Enjoy this WONDERFUL Floor-Plan Offering 2.5 1234saft with 3 LARGE Bedrooms. BATHS Upstairs LOFT and 2.5 Bathrooms

Wonderful Home and Located in the

1.234 SQ. FT

3.0





Office: (444) 444-4444 | Cell: (555) 555-5555 than.realtor@example.con 123 Main Street Any Town, MN 55555 TotalExpert

**Jonathan Realtor** 

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Praesent pretium nisi ac lacus laoreet lorem el pellentesque. In sed condimentum libero, neceuismod velit lorem ils praesten lorem. Praesent pretium nisi ac lacus laoreet lorem elpellentesque. In sed condimentum libero, nec euismod velit.

CONFORMING FIXED		CONFORMING FIXED	15 YEAR	CONFORMING FIXED	
Down Payment	\$131,800	Down Payment	\$131,800	Down Payment	\$32,95
UFMIP/Funding Fee	\$0	UFMIP/Funding Fee	\$0	UFMIP/Funding Fee	s
Total Loan Amount	\$527,200	Total Loan Amount	\$527,200	Total Loan Amount	\$626,05
Interest Rate	6.875%	Interest Rate	6.375%	Interest Rate	6.875
APR	6.875%	APR	6.375%	APR	7.1635
Loan Term	30 YEARS	Loan Term	15 YEARS	Loan Term	30 YEAR
Monthly Principal/ Interest	\$3,463.33	Monthly Principal/ Interest	\$4,556.33	Monthly Principal/ Interest	\$4,112.7
Mortgage Insurance	\$0.00	Mortgage Insurance	\$0.00	Mortgage Insurance	\$198.2
Property Taxes	\$500.00	Property Taxes	\$500.00	Property Taxes	\$500.0
Homeowners Insurance	\$350.00	Homeowners Insurance	\$350.00	Homeowners Insurance	\$350.0
HOA (Monthly)	\$50.00	HOA (Monthly)	\$50.00	HOA (Monthly)	\$50.0
Monthly Estimated Payment	\$4,363.33	Monthly Estimated Payment	\$5,456.33	Monthly Estimated Payment	\$5,210.9

rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust. Adjust this disclaimer (Standard\_Rate\_Disclaimer\_End) to display text that will populate at the end of your rate disclaimer, used in Expert Content rate assets. Navigate to Manage Marketing > Disclaimers, to adjust.



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#### Double-Sided, Max of Three Scenarios

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All designs shown here are available in both fully integrated and fully editable versions. Editable versions include the max number of scenarios.

## **MLS Listing and Rate Flyers**

### **EXPERT**CONTENT



Double-Sided, Max of Three Scenarios

Design shown here is available in both fully integrated and fully editable versions. Editable version includes the max number of scenarios.

## **Rate Flyers**

### **EXPERT**CONTENT

LOAN INFORMATIO	N CON	FORMING 30 YEAR FIXED	LOAN INFORMATION	CONFORMING 15 YEAR FIXED
Down Payment		\$100,000	Down Payment	\$100,000
UFMIP/Funding Fee		\$0	UFMIP/Funding Fee	\$0
Total Loan Amount Interest Rate		\$400,000 6.875%	Total Loan Amount Interest Rate	\$400,000 6.375%
APR		6.875%	APR	6.375%
Loan Term		30 YEARS	Loan Term	15 YEARS
Monthly Principal/Inte	erest	\$2.627.72	Monthly Principal/Interest	\$3.457.00
Mortgage Insurance	noat	\$0.00	Mortgage Insurance	\$0.00
Property Taxes		\$708.33	Property Taxes	\$708.33
Homeowners Insurar	ice	\$350.00	Homeowners Insurance	\$350.00
HOA (Monthly)	10.7%	\$0.00	HOA (Monthly)	\$0.00
Monthly Estimated Pa	ayment	\$3,686.05	Monthly Estimated Payment	\$4,515.33
LOAN INFORMATIO	N CON	FORMING 30 YEAR FIXED	LOAN INFORMATION	CONFORMING 5/1 ARM
Down Payment		\$25.000	Down Payment	\$100,000
UFMIP/Funding Fee		\$0	UFMIP/Funding Fee	\$0
Total Loan Amount		\$475,000	Total Loan Amount	\$400,000
Interest Rate		6.875%	Interest Rate	6.875%
APR		7.163%	APR	7.484%
Loan Term		30 YEARS	Loan Term	30 YEARS
Monthly Principal/Inte	erest	\$3,120.41	Monthly Principal/Interest	\$2,627.72
Mortgage Insurance		\$150.42	Mortgage Insurance	\$0.00
Property Taxes		\$708.33	Property Taxes	\$708.33
Homeowners Insurar	ice	\$350.00	Homeowners Insurance	\$350.00
HOA (Monthly)		\$0.00	HOA (Monthly)	\$0.00
Monthly Estimated Pa	ayment	\$4,329.16	Monthly Estimated Payment	\$3,686.05
Content rate assets. Navigate text that will populate at the e	e to Manage Ma	rketing > Disclaimers, to ad	hat will populate at the beginning of your r just. Adjust this disclaimer (Standard_Rate ontent rate assets. Navigate to Manage M	e Disclaimer End) to display
adjust.	Bradley Jo	ahnson		
90	oan Officer   NMI	S#: 1234		
E	Office: (000) 000	0000 71	1 6th Avenue N, Suite 201	
	Cell: (888) 888 - 8 5. johnson@expert		attle, WA 98109 w.expertcontent.com/b.johnson	DT
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Max of Four Scenarios



#### Today's Mortgage Rates

LOAN INFORMATION	CONFORMING 30 YEAR FIXED	CONFORMING 15 YEAR FIXED	CONFORMING 30 YEAR FIXED
Down Payment	\$100,000	\$100,000	\$25,000
UFMIP/Funding Fee	\$0	\$0	\$0
Total Loan Amount	\$400,000	\$400,000	\$475,000
Interest Rate	6.875%	6.250%	6.990%
APR	6.875%	6.250%	7.280%
Loan Term	30 YEARS	15 YEARS	30 YEARS
Monthly Principal/Interest	\$2,627.72	\$3,429.69	\$3,157.00
Mortgage Insurance	\$0.00	\$0.00	\$150.42
Property Taxes	\$708.33	\$708.33	\$708.33
Homeowners Insurance	\$150.00	\$150.00	\$150.00
HOA (Monthly)	\$60.00	\$60.00	\$60.00
Monthly Estimated Paym	\$3,546.05	\$4,348.02	\$4,225.75

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Max of Three Scenarios

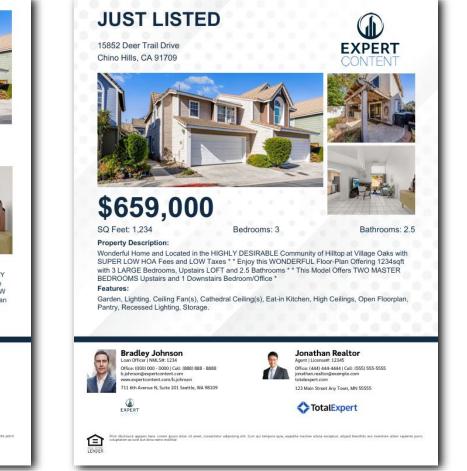
All designs shown here are available in both fully integrated and fully editable versions. Editable versions include the max number of scenarios.

## **MLS Listing Flyers**

### **EXPERT**CONTENT







All designs shown here are available in both fully integrated and fully editable versions.

## **Google Places Infographics Listing and © EXPERTCONTENT Rate flyer**

#### NEIGHBORHOODREPORT HEADER TEXT 620 ARKELL DR, BEVERLY HILLS, CA 90210 \$400.000 8 BD | 11.0 BA | 18,400 SQ.FT The View Estate is a serene architectural masterplece sitting on the best lot in the ultra-exclusive Trousdale Estates enclave offering unobstructed jetliner canyon, city and ocean views from every room. New construction w/ unparalleled fit & finishes, imported stonework, floor-to-ceiling glass walls, custom furniture and soaring ceilings. Greeted by a 100-yr old olive tree, pass the gates to a zero-edge waterfall feature and 10+ car garage w/ turntable. Tranquil formal living/dining rooms w/ warm European oak paneling and marble fireplace that opens to a backyard oasis with flat lush lawns, fire pit and infinity pool/spa spilling into the skyline. Gournet kitchen with Niele appliances & calacatta borghini marble. Two primary suites w/ fireplaces, bathrms & dual closets. Take the elevator down to a day-lit entertainment lounge bathed in natural light w/ bar, wine room, sauna, gym & theater. An estate of this scale & size can never be built again In Trousdale, A true private sanctuary, SCHOOL AND SCHOOL RATINGS: Wonderland Avenue Elementary School Roting cost of 10 Pacific Hills School Co Kallative Pacific Hills School Chie Balling Lamba SUNSET PLAZA LS MILES \*\*\*\*\*\*\*\* **BOA STEAKHOUSE** 121 15 VIIIN RANKLIN CANYON -HASTAIN TRAILHEAD CACHE LIFESTYLE

Side A

#### 620 ARKELL DR, BEVERLY HILLS, CA 90210 List Price: \$400,000

Program	30 Year Fixed	
Down Payment	\$80,000 (20%)	
Total Loan Amount	\$320,000	
Interest Rate	7.500%	
Principal & Interest Payment	\$2,237.49	
MI (Mortgage Insurance)	\$0.00	
Taxes	\$0.00	
Insurance	\$0.00	
Total Payment/PITI	\$2,237.49	
HOA Dues	S0/yr	
APR (Annual Percentage Rate)	7.517%	
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Side B

## **Integrated Rate Buydown Flyers**

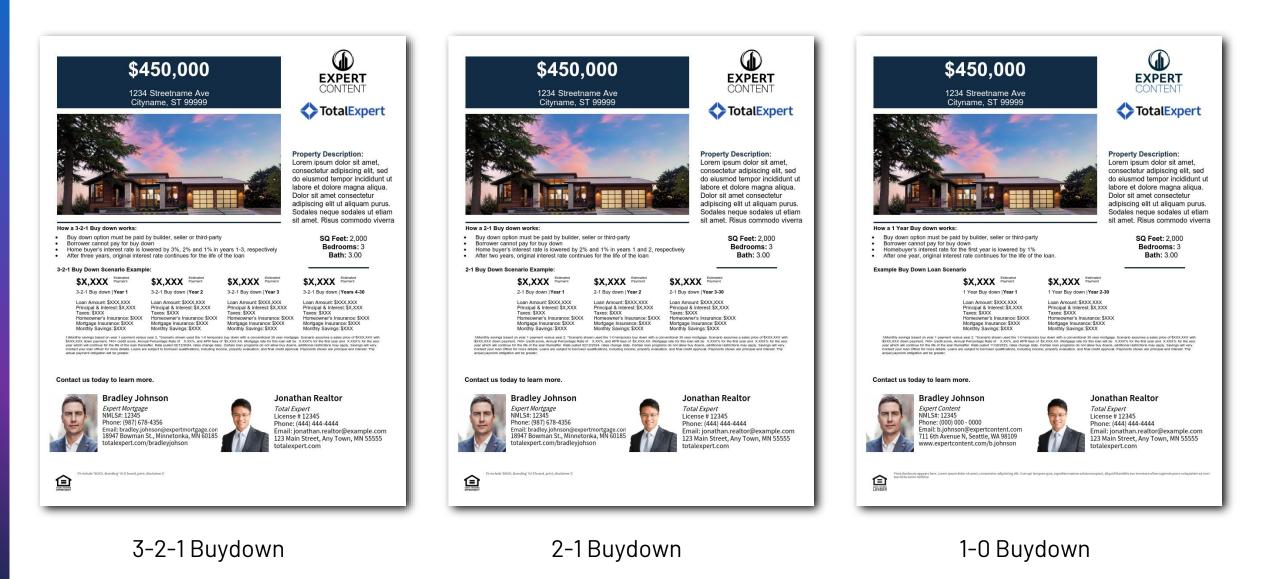
### **EXPERT**CONTENT



Compare two PPE scenarios with editable 3<sup>rd</sup> column for Buydowns, Discount points, etc.

## **Editable Rate Buydown Flyers**

### **EXPERT**CONTENT



## Integrated MLS Listing EDDM<sup>®</sup> **Postcards**



#### CONTACT US TODAY TO BOOK A SHOWING! (P) (444) 444-4444 (E) jonathan.realtor@example.com

LISTED

10804 Brooks School Road Fishers, IN 46037

JUST

TotalExpert

#### 5 bed, 10 bath, 4 car garage | FEATURE A | FEATURE B

Exquisite, One of a Kind, Gated Estate Home on 7.5 Acres on Geist! Fabulous Water Views from nearly every Room! Every detail carefully selected & guality crafted. Entertain in Grand Style-Inside & Out! 2 Story Great Rm w/Opulent Columns, Archways & Cantilevered Balcony. Multiple Living Areas including Separate Apartment w/Full Kitch. Main Gourmet Kitch & Preparatory Kitchen w/Laundry on Main Lvl-Ideal for Catering Lrg Gatherings. Walk-out Lower Lvl w/Amazing



onathan.realtor@example.com 123 Main Street, Any Town, MN 55555

Lower lower door at ever, consections adjusters also, and do alsomed tempor incidence at labors at door and adjust its errar is interevient, and another association diamon labors and only and rules a consect consequer. Our auto size door in representative in the dupt at white same fallow and how rules particular particular and an adjust at a size and an adjust with the dupt white same fallow and how the fallow rule and adjust at a size and an adjust and an adjust and the dupt at white same fallow and the adjust and adjust and adjust at a size and an adjust and the dupt and the dupt at white same fallow and the adjust and adjust and adjust at a size and an adjust and adjust and the dupt and the dupt and the adjust and adjust adjust and adjust and adjust adjust and adjust adjust and the dupt and the dupt and the dupt and adjust adjust adjust adjust and adjust adjust and adjust adjust and the dupt adjust and adjust and adjust a



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MORTGAGE

This spectacular oceanfront retreat, with panoramic views of the Atlantic Ocean, is the epitome of luxurious coastal elegance. Located in the exclusive community of North Shores, this extraordinary property features floor to ceiling windows with sweeping views of the Atlantic Ocean. Gorgeous, scenic and relaxing vistas unfold each and every day from this home's expansive interior and exterior living spaces, in which no detail has been overlooked. At over 6,700

#### Media Team Admin 3 Loan Officer NMLS: 12345 Office: (999) 000-0000 ext 0000 1 Cell: (888) 000-0000 mediaadmin@totalexpert.com www.totale mert.com 6231 Bury Drive, Suite 500, Eden Prairie, MN 55432

**Jonathan Realtor** Agent License: 12345 Office: (444) 444-4444 | Cell: (555) 555-5555 
TotalExpert jonathan.realtor@example.com totalexpert.com 123 Main Street, Any Town, MN 55555

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### **EXPERT**CONTENT



## Integrated MLS Listing EDDM<sup>®</sup> **Postcards**

### **EXPERT**CONTENT



### JUST LISTED!

VISIT 1751 Shoreline Boulevard Prior Lake, MN 55379

**BOOK A SHOWING TODAY!** (P) (555) 568 - 9123 amelia.anderson@totalexpert.com

Gorgeous, modern rambler on 100+ feet of recreational lakeshore. Constructed 2 years ago, this unique home is like NEW! The elevated lake views are amazing for both sunrises, moonrises and (reflected) sunsets. This tastefully designed rambler features main floor owner's suite with large walk-in shower / closet and heated floors. Second main floor bedroom with private bath. Large kitchen opens to a beautiful great room with 11' ceilings and walnut beams. A butler's pantry makes for perfect entertaining. The lower-level features 2 add'l bedrooms, kitchenette, stone fireplace and amazing lake views, \*See supplement for more details on all the amazing features this home has to offer!





Privacy abounds in Atlanta's most spectacular gated estate. situated on 17 private & pristine park-like acres with substantial Chattahoochee River frontage. Unrivaled amenity package, including resort-style 70,000 gallon infinity-edge swimming pool, lighted tennis court, fully equipped gym, spa, theater, indoor resistance pool, wine cellar, guest house, underground ballroom with catering kitchen, formal & informal gardens, covered verandas, entire estate generator,

JUST

4110 Paces Ferry Road Nw Atlanta, GA 30327

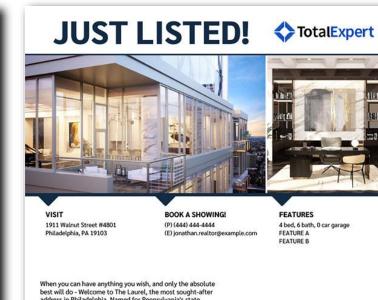
BOOK A SHOWING TODAY

(P) (444) 444-4444

Tel magne alique. U







address in Philadelphia. Named for Pennsylvania's state flower, The Laurel introduces a lifestyle worthy of this final residential opportunity on prestigious Rittenhouse Square. With world-class amenities and hotel-like services, we offer the carefree enjoyment of city living. This 48th floor Penthouse will soar "Above It All" with astounding 360-

#### Media Team Admin

3 Loan Officer NMLS: 123456 Office: (987) 654-3210 | Cell: (987) 654-3212 mediaadmin@totalexpert.com www.totalexpert.com





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### **EXPERT**CONTENT

Frequently Asked Questions

Q: Why don't all of my Expert Content listing and rate flyers have toggles?
 A: The Expert Content library has evolved over the years and has implemented toggles as a best practice moving forward. Legacy assets don't have toggles but additional content will be coming that allows for more admin-level configuration.

**Q:** What kind of changes can I make to the flyer without TE involvement? **A:** Any toggle-related changes that are already configured such as font colors, default text, or disclaimer updates. Any additional changes that may incur additional costs are outlined in the FAQ - Expert content Adjustments Knowledgebase resource.

Q: Why doesn't the return value in the flyer change when I update the field name from Down Payment to Down Payment Percentage? I want it to return the percentage and not the dollar amount.
A: When an admin or end user changes the field name of a specific rate field, only the display name is updated. This flexibility is offered for customers to change the display name to align better with their organization's language. For example, customers may want to change "UFMIP/Funding Fee" to "Funding Fees", or "Monthly Principal/Interest" to "Monthly P&I".

### **EXPERT**CONTENT

Frequently Asked Questions

Q: Why don't the flyers include more of the values returned by the product and pricing engines?
A: This is due to spacing constraints. The flyers include the most commonly required fields and values but may not incorporate all of a customer's desired fields. If additional fields are requested, please refer to the next question and answer for more details.

**Q:** How is Monthly Estimated Payment calculated?

**A:** Monthly Estimated Payment includes all values in the following fields: Monthly Principal/Interest + Mortgage Insurance + Homeowners Insurance + HOA (Monthly) + Property Taxes (Monthly)

**Q:** Why doesn't APR change when a user adjusts editable fields? A: The APR value that is displayed comes directly from the PPE response. Rate flyers are only setup to do simple addition to calculate Monthly Estimated Payment and adjust yearly property taxes to monthly cost.

Q: Why can't I edit the listing description or other property information?
 A: There are two admin toggles for editability – one that controls all listing information and one that controls the rate table. If a user needs to edit the property description, an admin must toggle all listing information to be editable by end users.