

Expert Content Strategy Guide

Mortgage Postcards

December 2025



A postcard toolkit for borrower education, engagement, and conversion.

The Mortgage Postcard Library includes 41 postcard assets spanning nine core mortgage topics: FHA loans, Jumbo financing, rate movement, refinancing, prequalification, pre-approval, loan officer introductions, referral requests, and mortgage check-ups. Each asset is produced in the relevant combinations of ordering methods (Direct Mail, Non-Direct Mail, and EDDM) and branding formats (single and cobranded), ensuring broad and consistent applicability across use cases.

Every postcard is built on its corresponding Expert Content postcard template, with full admin configuration options for branding, imagery, QR codes, and disclaimers. Each page of this guide outlines the postcard topic, supported ordering and branding types, and the exact template used—making it easy for teams to understand where each piece fits and how to deploy it.

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


Mortgage Postcards



FHA Loan Intro (1260)

From your trusted loan officer at Expert Content

Buy a home with just 3.5% down.

Don't think you'll qualify for a mortgage?
Think again with an FHA loan.







Since 1934, home financing sponsored by the Federal Housing Administration (FHA) has been helping more people buy a home.


FHA loans are especially popular with first-time buyers and those with imperfect credit, as they offer flexible qualifying guidelines. Also, your friends and family can help you by contributing gift funds for your down payment.

Call me to learn more about how an FHA loan can get you home sooner.



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Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

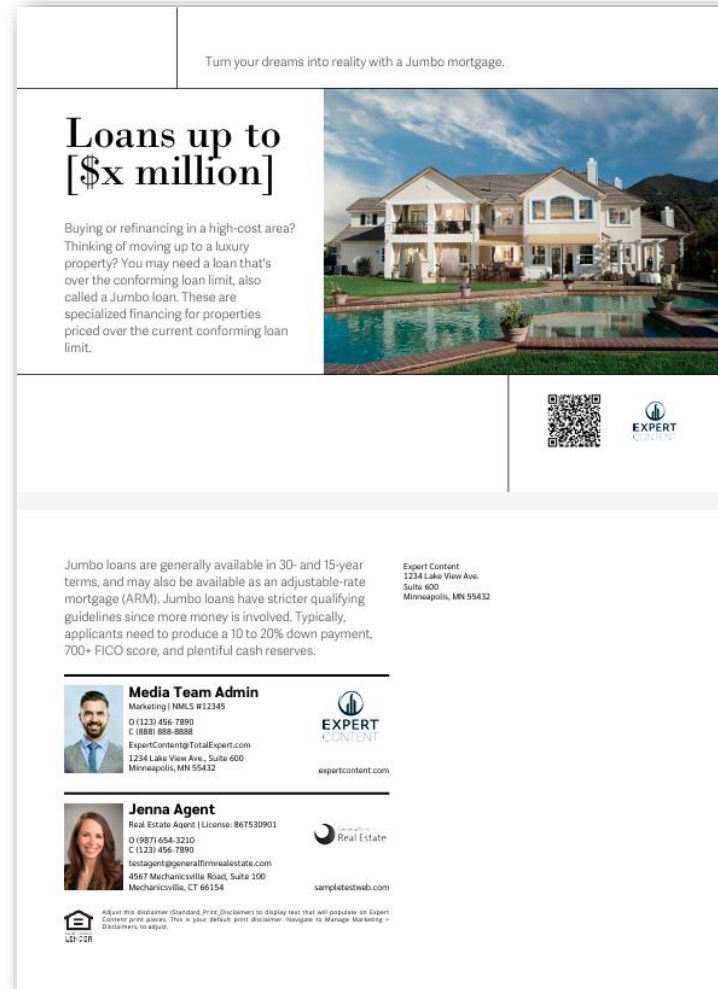
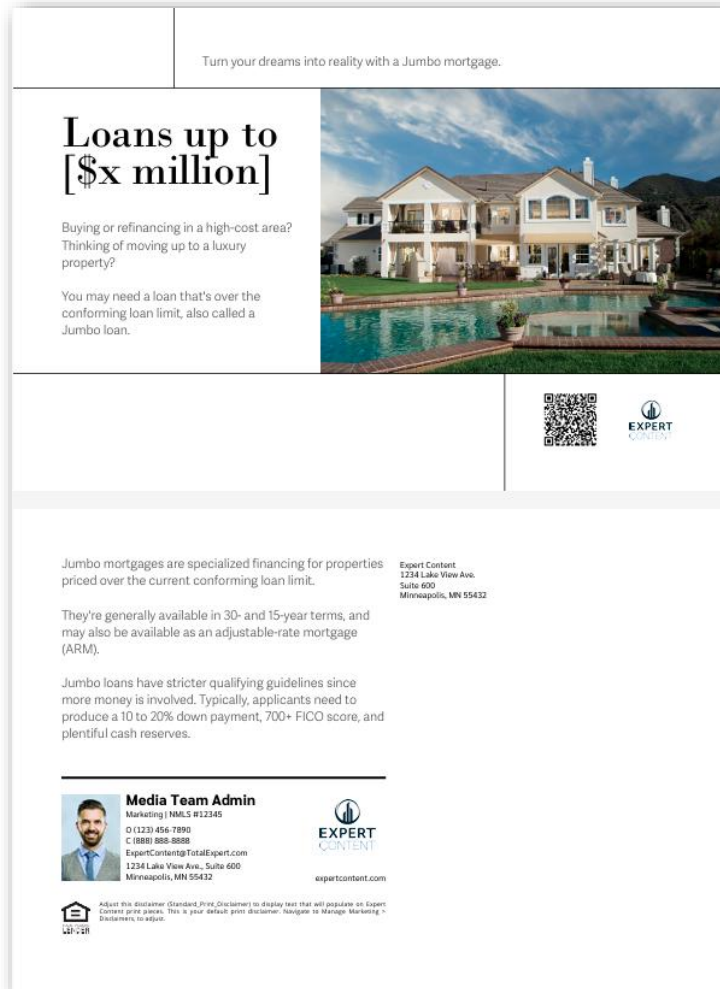
Introduce FHA loans to potential borrowers with this postcard.

Uses postcard template 1237.

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Mortgage Postcards

Jumbo Financing Basics (1261)



Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

Introduce Jumbo loans to potential borrowers with this postcard.

Uses postcard template 1237.

Mortgage Postcards

Rates on the Move (1262)

Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

Explain how rates fluctuate and what acting fast can mean during a rate dip.

Uses postcard template 1235.



ARE YOU WONDERING WHERE MORTGAGE RATES ARE HEADED?

LET'S TAKE A CLOSER LOOK TOGETHER.

You may be able to save on your next mortgage or refinance...but only if you act quickly.

Call (888) 888-8888





Expert Content
1234 Lake View Ave.
Suite 600
Minneapolis, MN 55432

Interest rates are difficult to predict, no matter where the economy seems to be headed. That's why it's important to act fast if you think you may have an opportunity to save on one of life's biggest transactions.

Contact me at (888) 888-8888 and I'll prepare a complimentary mortgage pre-qualification for you. It includes an estimate of the loan funds you may qualify for, together with estimates of your interest rate and costs.



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Call Media Team Admin for a complimentary mortgage prequalification. It provides estimates of your eligible loan amount, interest rate, and costs.



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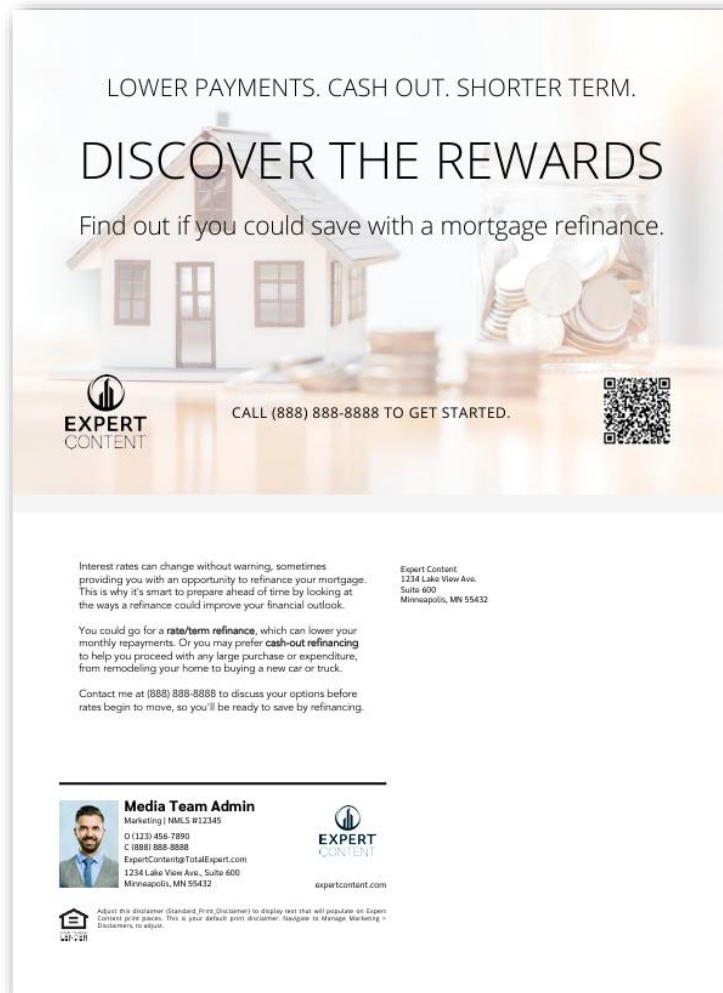
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Mortgage Postcards

Refinancing Info (1263)



Direct Mail and Non-Direct Mail

Single branded

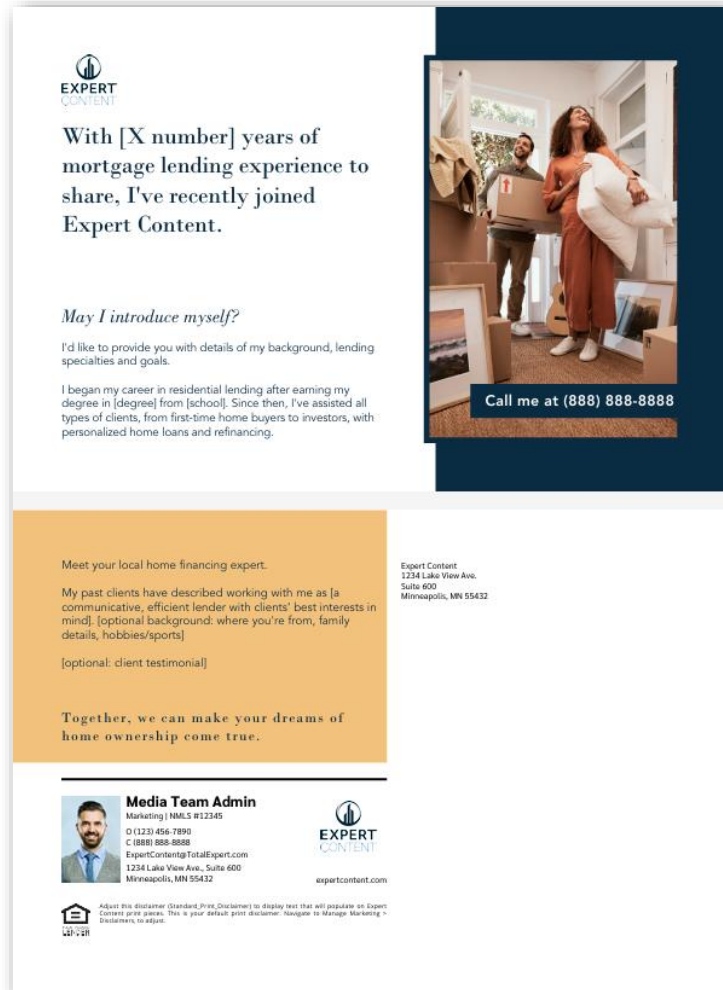
Educate homeowners about the different refinancing options.

Admins can change out the QR code to a specific Refinancing landing page, allow users to replace it, or retain the default from the user's profile.

Uses postcard template 1234.

Mortgage Postcards

Loan Officer Intro (1264)



Direct Mail, Non-Direct Mail, and EDDM

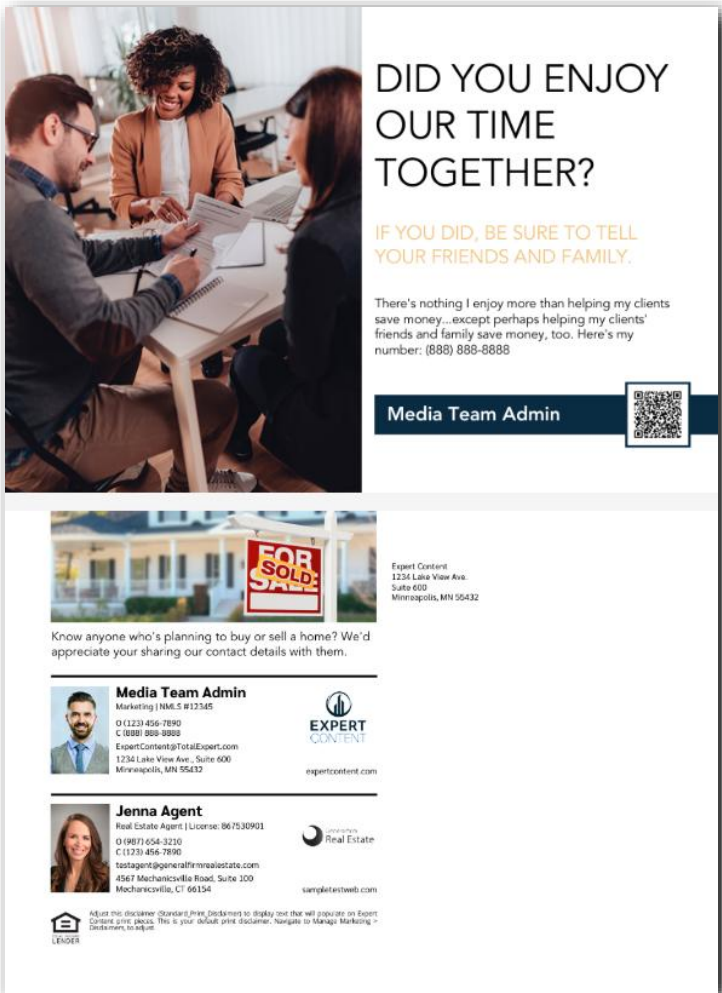
Single branded

Intended to introduce a loan officer or other mortgage professional to potential clients and new contacts. Users can change out the front image, add background info and customize experience and interests throughout.

Uses postcard template 1238.

Mortgage Postcards

Referral Request (1265)



Direct Mail and Non-Direct Mail

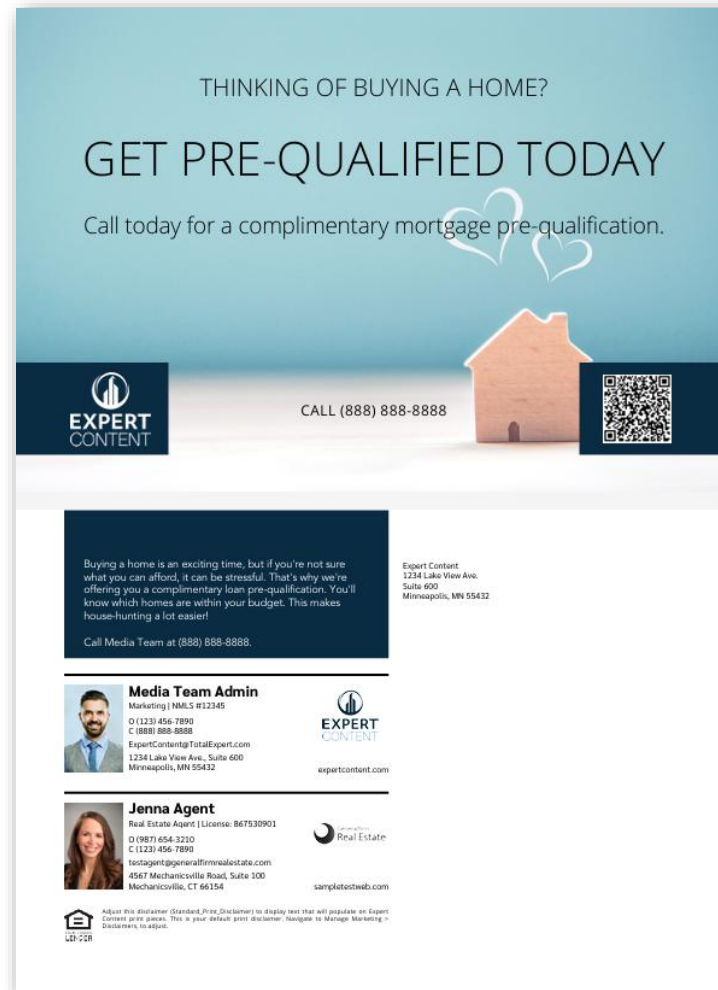
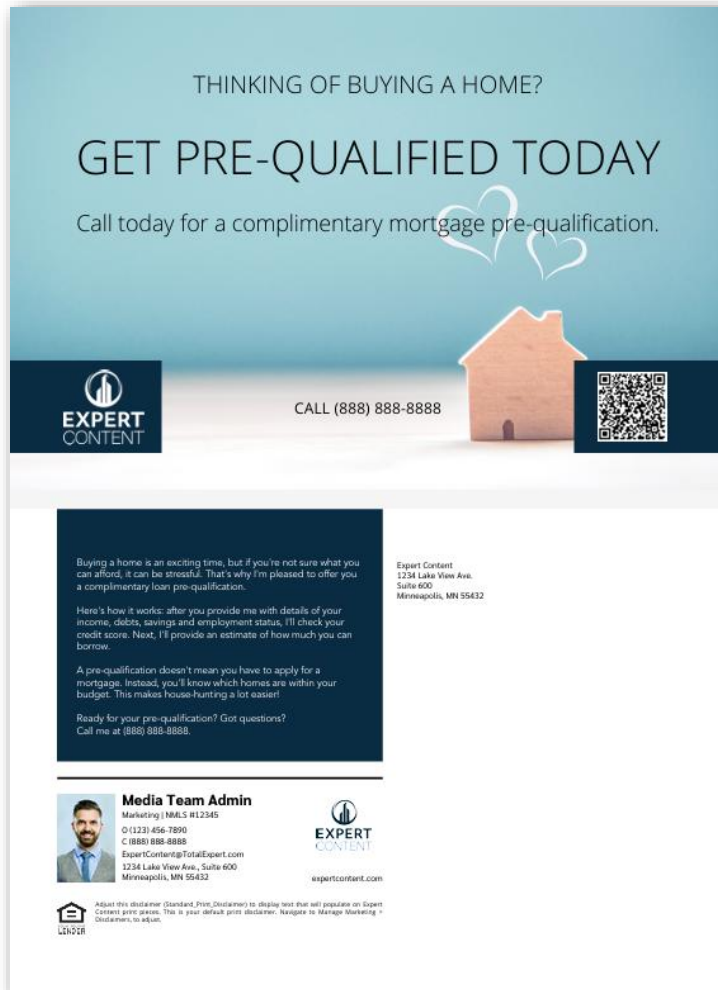
Single and Cobranded

Request referrals from past clients.

Uses postcard template 1235.

Mortgage Postcards

Loan Prequalification (1266)



Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

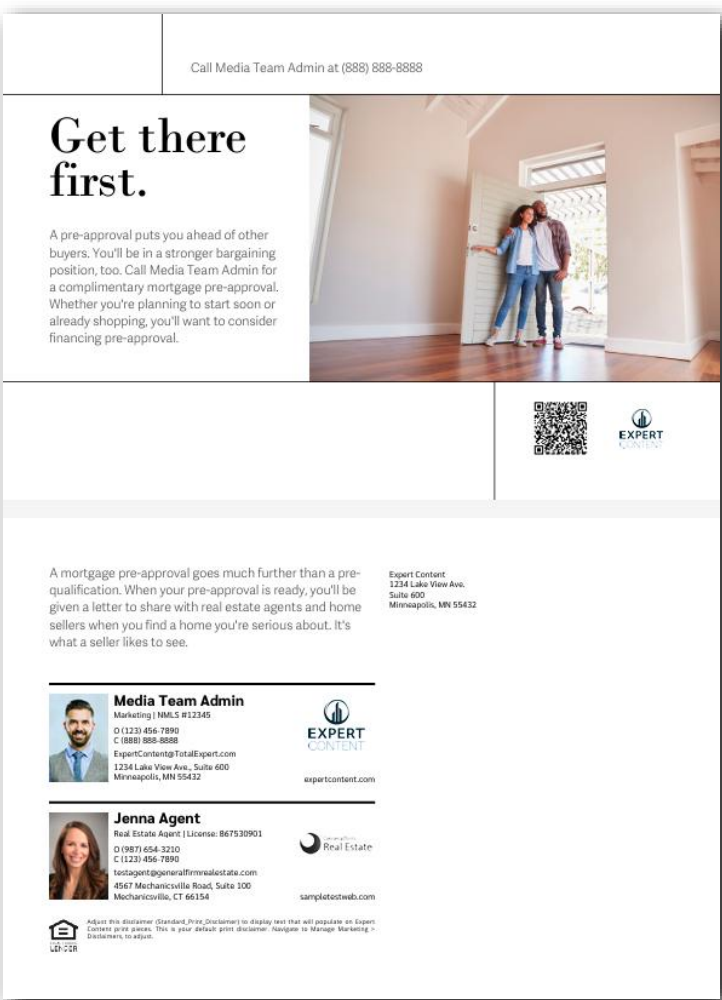
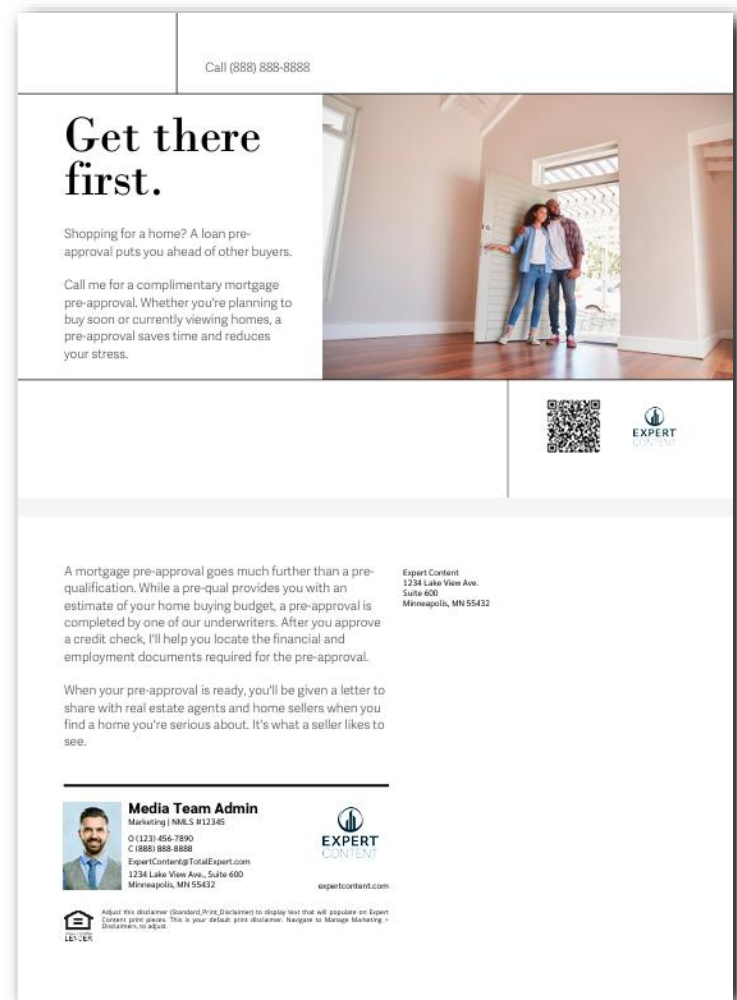
Explain pre-qualifications to potential buyers.

Admins can change out the QR code to a specific application landing page, allow users to replace it, or retain the default from the user's profile.

Uses postcard template 1234.

Mortgage Postcards

Loan Pre-Approval (1267)



Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

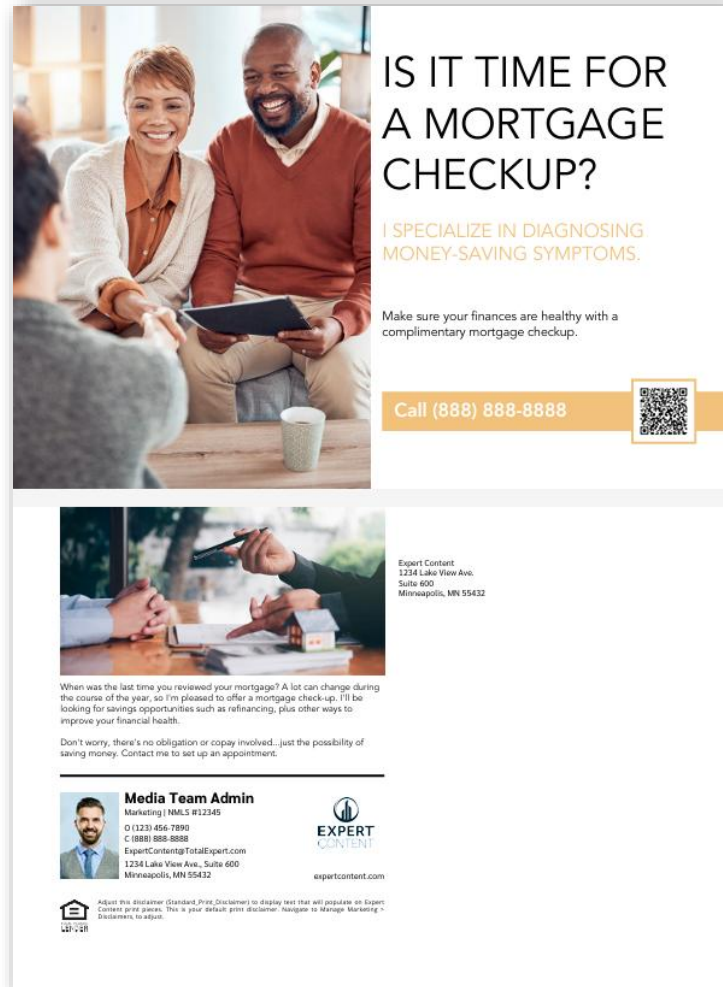
Explain pre-approvals to potential buyers.

Admins can change out the QR code to a specific application landing page, allow users to replace it, or retain the default from the user's profile.

Uses postcard template 1237.

Mortgage Postcards

Mortgage Check Up (1268)



Direct Mail and Non-Direct Mail

Single branded

Check in with past clients to offer a complimentary mortgage check up.

Uses postcard template 1235.