

Expert Content Strategy Guide

Self Serve Templates
January 2026



Expert Content Templates



Print Flyers, Postcards, Greeting Cards, Door Hangers, Brochures, Yard Signs, Sign Riders, Social Media

The Expert Content library includes self-service templates for admins to create-your-own content. Pre-filled Expert Content is built from these templates and can be configured based on the individual layout's options. Contact blocks, disclaimers, and branding elements are dynamic to the end user.

Many templates include some admin-level configuration options such as:

- Logos: on or off, logo positioning, logo variations (e.g. horizontal/stacked, color/black/white), QR codes
- Colors: font color, color blocks, background colors
- Imagery: replace imagery within a dedicated space, replacing full background images
- Text: replace text in dedicate space (e.g. CTA, header, subheader, paragraph)
- Editability: allow or disallow end user editability of specific elements
- Disclaimers: additional or override disclaimer options to allow admins to enter dynamic disclaimers or include verbiage on a one-off basis.

Template types include:

- Various configurable layouts for single-sided print flyers
- Various configurable layouts for postcards in specific sizing; additional "static" options in all sizes
- Vertical and horizontal greeting cards
- Various configurable layouts for door hangers,
- Various configurable layouts for yard signs and sign riders in specific sizing; additional "static" options in all sizes
- Bifold and trifold brochures
- Social Media templates including event, testimonials, and upload-your-own design

Print Flyers



Self Serve Print Flyers



1  EXPERT CONTENT

2 **Waiting To Close?**

3 Follow these Dos and Don'ts to keep

4 We both want your loan to close on time, with no hitches. Please keep this list handy while your home loan application is

5 DOs:
 DO pay your bills on time.
 DO shop for your homeowner's insurance at least three weeks before closing.
 DO notify us of changes to your income.
 DO keep copies of pay stubs and bank statements.

5 DON'Ts:
 DON'T apply for new credit.
 DON'T accept cash from relatives for your closing costs or down payment.
 DON'T transfer money between bank accounts.
 DON'T quit your job.

6 Contact us today to learn more.

7  **Bradley Johnson**
 Loan Officer | NMLS#: 12345
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 Cell: (888) 888 - 8888
 b.johnson@expertcontent.com

711 6th Avenue N, Suite 201
 Seattle, WA 98109
www.expertcontent.com/b.johnson

 EXPERT CONTENT

Print disclosure appears here. *Ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore quis, expedita minime soluta excepturi, aliquid blanditiis eos inventore utiam sapiente ponit voluptatem et iustus dicta nemo modicis.*

 EQUAL
HOUSING
LENDER

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Background color default is brand primary color
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA
- 7 – Upload image

Single and cobranded versions available

Self Serve Print Flyers

Headline Text 1

Subhead Text 2

Goes Here

4 Preheader messaging should go in this block and is formatted to company secondary color.

5 Body copy should go in this block and is company primary color.

5 Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic voluptatem laudantium numquam atque, corrupti vel optio. Blanditiis voluptates dicta at est dolorem, earum vero a accusamus fugit architecto obcaecati reprehenderit nobis minima necessitatibus quibusdam! Ipsam esse, officiis aspernatur impedit ratione cum cumque ea corporis nihil, praesentium rerum voluptatibus! Ex labore tenetur odio aspernatur, rem. Praesentium optio, quo.

8 

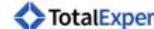
6 Prefill CTA text in template code. CTA can be editable for end users.



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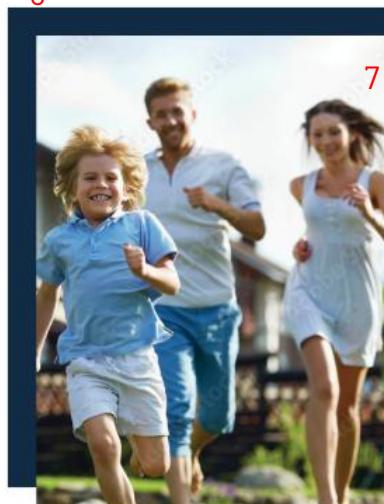


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 TotalExpert



1



3 7

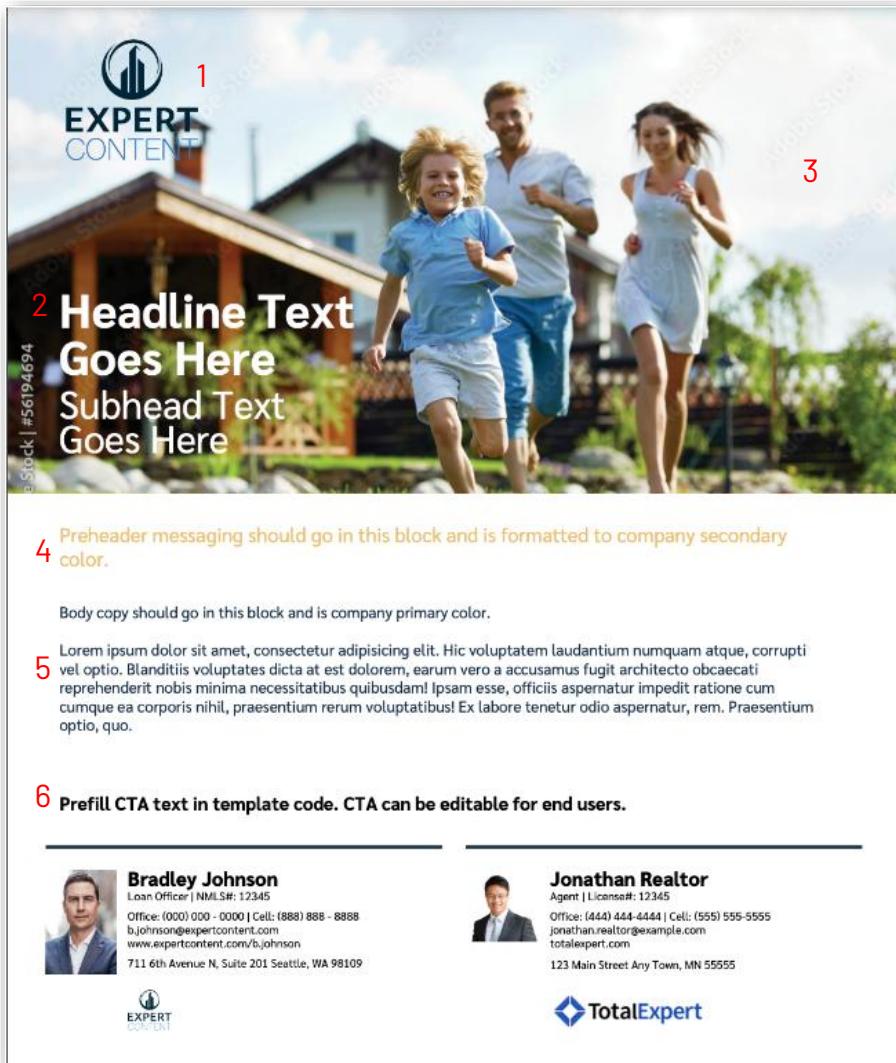
8

6

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – background color default is brand primary color
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA
- 7 – Upload image
- 8 – Editable image block – QR code will populate from user profile

Single and cobranded versions available

Self Serve Print Flyers



1 Ability to switch logo on/off, adjust logo background color

2 Fill to fit headline/sub-headline, change text color

3 Upload image

4 Font default color is brand secondary color

5 Font default color is brand primary color

6 Editable CTA

Preheader messaging should go in this block and is formatted to company secondary color.

Body copy should go in this block and is company primary color.

5 Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic voluptatem laudantium numquam atque, corrupti vel optio. Blanditiis voluptates dicta at est dolore, earum vero a accusamus fugit architecto obcaecati reprehenderit nobis minima necessitatibus quibusdam! Ipsam esse, officiis aspernatur impedit ratione cum cumque ea corporis nihil, praesentium rerum voluptatibus! Ex labore tenetur odio aspernatur, rem. Praesentium optio, quo.

6 Prefill CTA text in template code. CTA can be editable for end users.



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1 – Ability to switch logo on/off, adjust logo background color

2 – Fill to fit headline/sub-headline, change text color

3 – Upload image

4 – Font default color is brand secondary color

5 – Font default color is brand primary color

6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload image
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



2 Headline Text

3

4

5 Preheader messaging should go in this block and is formatted to company secondary color.

6 Body copy should go in this block and is company primary color. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

7 Editable CTA. Prefilled text should read: Contact us today to learn more.

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 **TotalExpert**

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Default to brand primary color
- 4 – Default to brand secondary color
- 5 – Font default color is brand secondary color
- 6 – Font default color is brand primary color
- 7 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



Headline text goes here. 3

Secondary headline text goes here and will wrap to additional second and third lines as the text input requires.

+ Title here 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

Call-to-action text here. It defaults to allow text editing by end users. 6

+ Second title here 5

Subtitle here

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

Another subtitle here

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat



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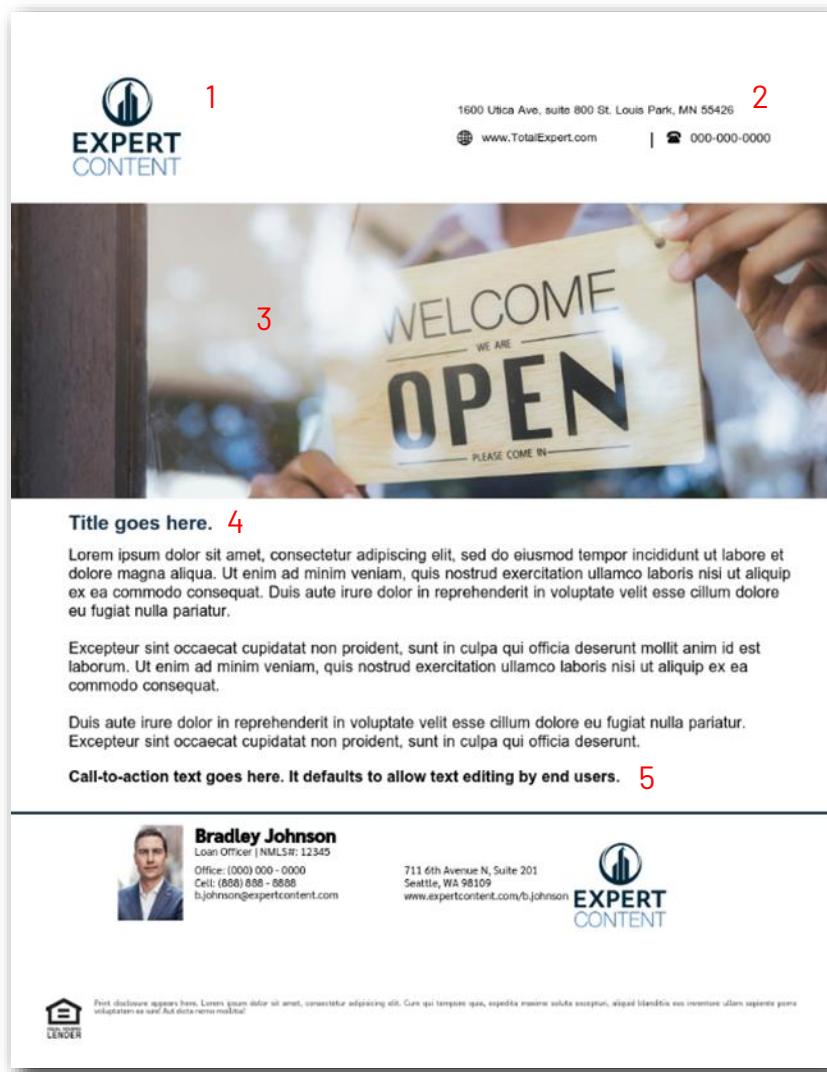


Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore quia, expedita minime soluta excepturi, aliquid blanditiis eos inventore ullam reipublica velut
adspicitur ex suis. Aut dicta remo modicis!

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Upload image
- 3 – Fill to fit headline/sub-headline, change text color
- 4 – Font default color is brand primary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Dynamic user information
- 3 – Upload image
- 4 – Fill to fit headline/sub-headline, change text color
- 5 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Upload image
- 3 – Fill to fit headline/sub-headline, change text color
- 4 – Background color default is brand primary color, change text color
- 5 – Background color default is brand secondary color, change text color
- 6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers

Headline text goes here. 2

Secondary headline text goes here. It will wrap to another line as needed.

TITLE HERE ON SINGLE LINE

1

EXPERT CONTENT

3

Second title goes here 4

4

5

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10

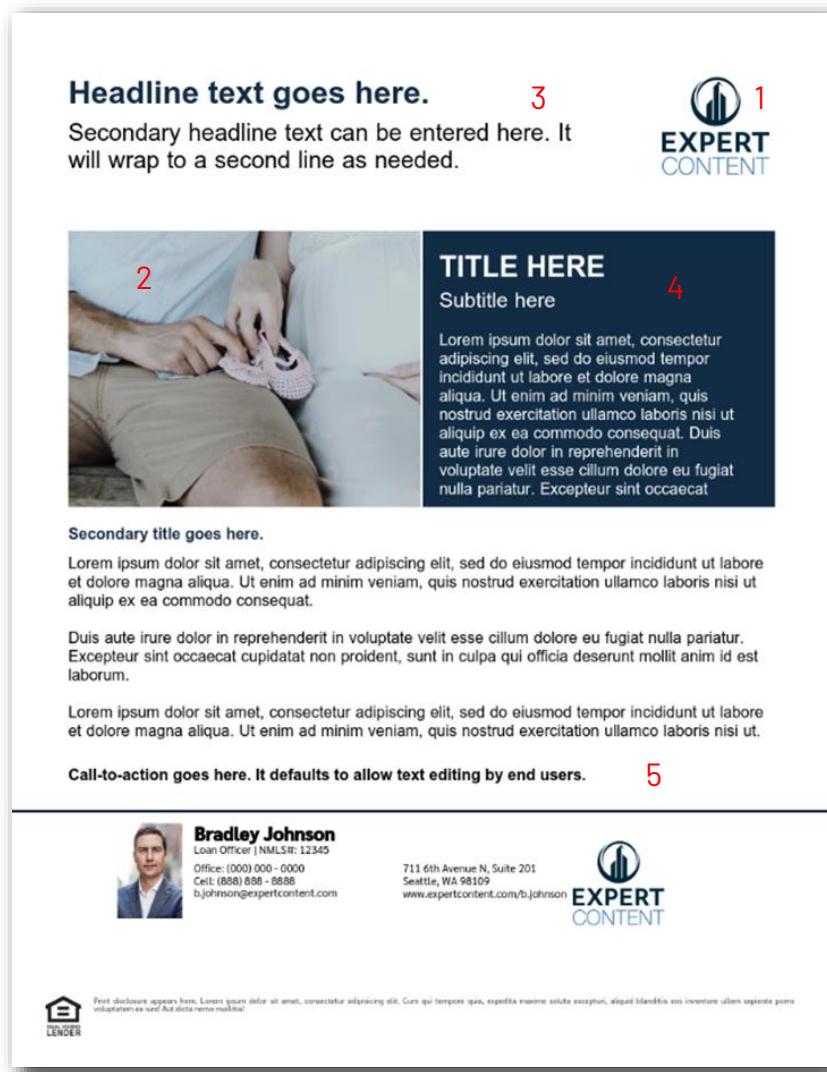
Font disclosure appears here. Font disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore quis, expedita minime voluta excepturi, aliquip blanditiis non inventore ullam sequitur posse voluptate et sunt. Aut dicta remo modit.

LENDER

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload icon image
- 4 – Background color default is brand primary color, change text color
- 5 – Background color default is brand secondary color, change text color
- 6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



Headline text goes here. 3

Secondary headline text can be entered here. It will wrap to a second line as needed.

TITLE HERE 4

Subtitle here

Secondary title goes here.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Call-to-action goes here. It defaults to allow text editing by end users. 5

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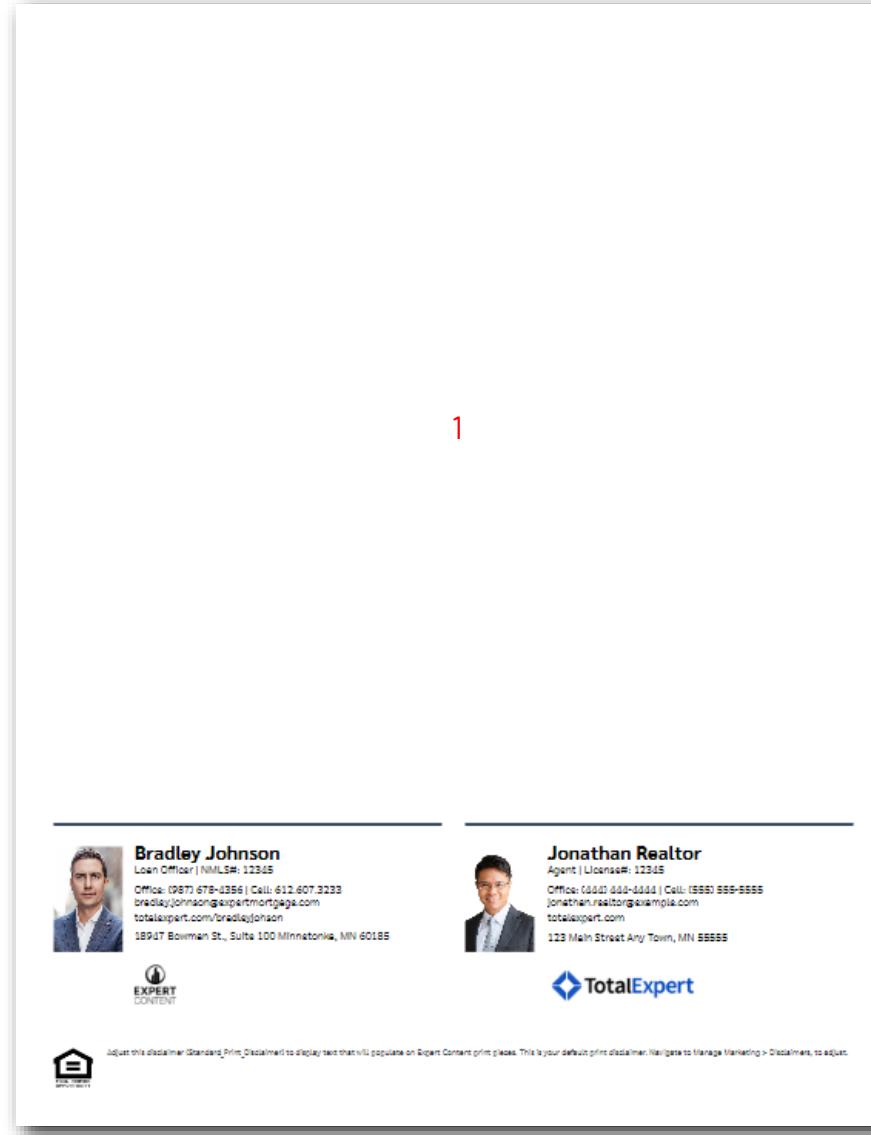
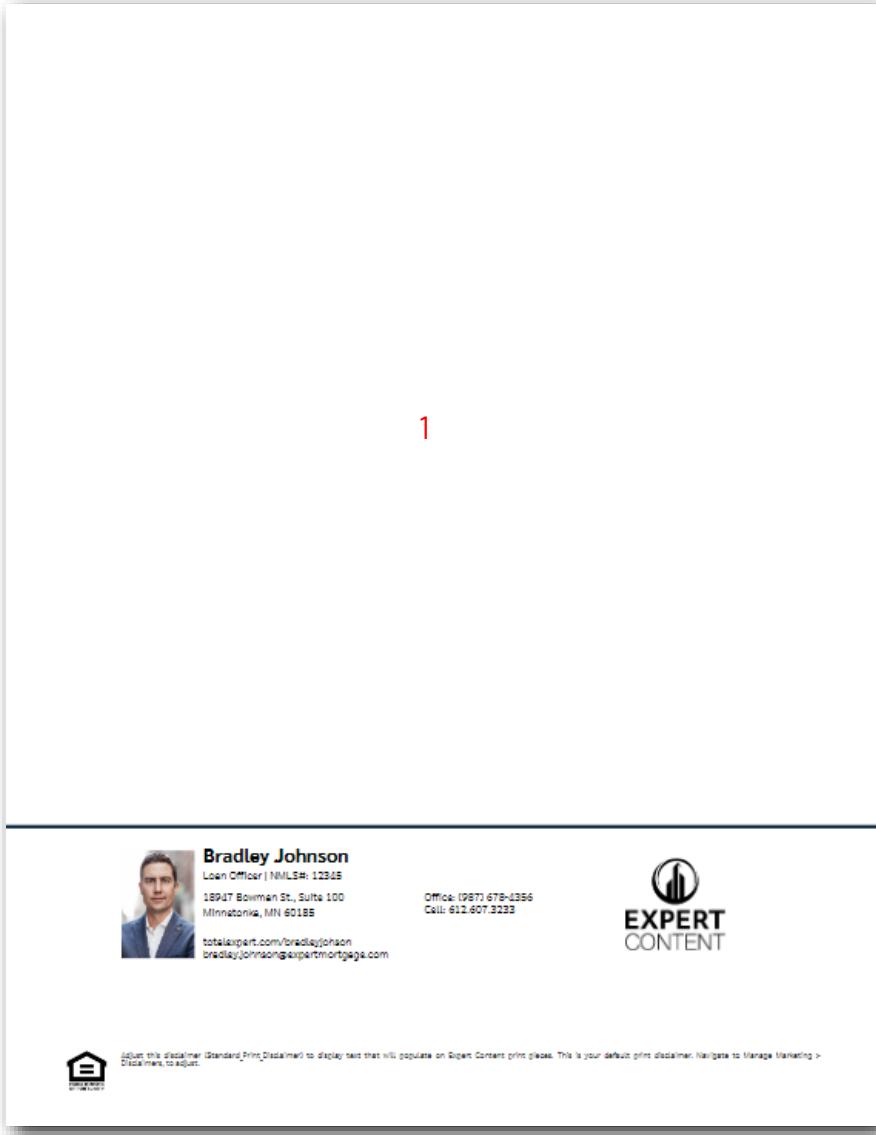
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 LENDER

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Upload image
- 3 – Fill to fit headline/sub-headline, change text color
- 4 – Background color default is brand secondary color, change text color
- 5 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



1 – Upload image, will replace entire background image of the full 8.5"x11" flyer

Postcards



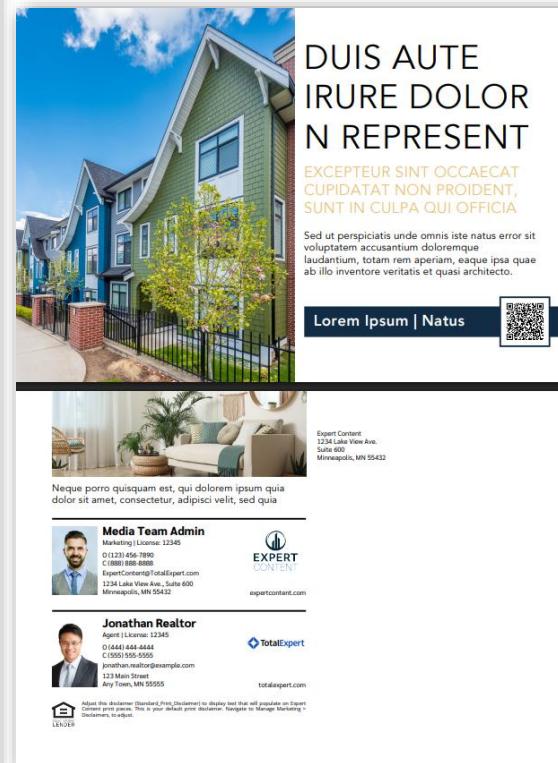
Direct & Non-Direct Mail: 9"x6"



- 1 - Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 - Upload background image(s), editability option
- 3 - QR code variation, switch on/off, editability option
- 4 - Fill to fit text elements, change text color, editability option
- 5 - Color block default is brand primary color; change color, turn all color blocks on/off
- 6 - Return address default text, leave blank, editability option

Functionality is the same for single and cobranded versions

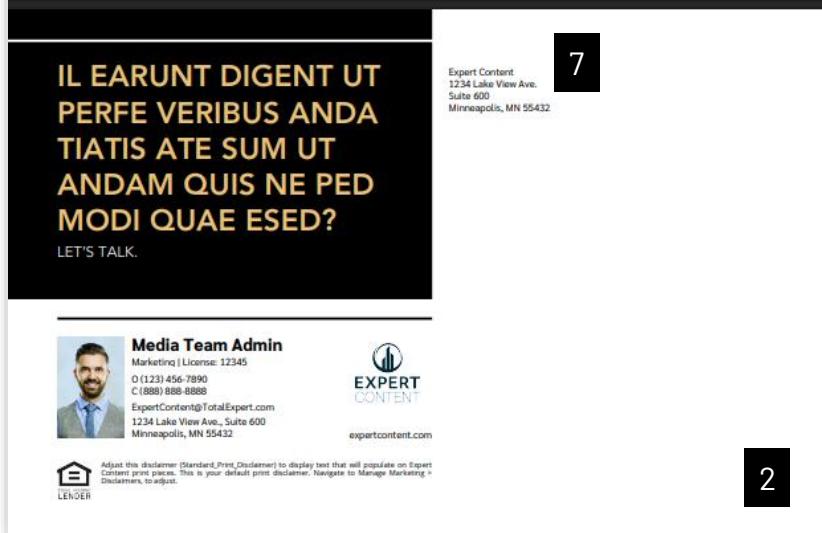
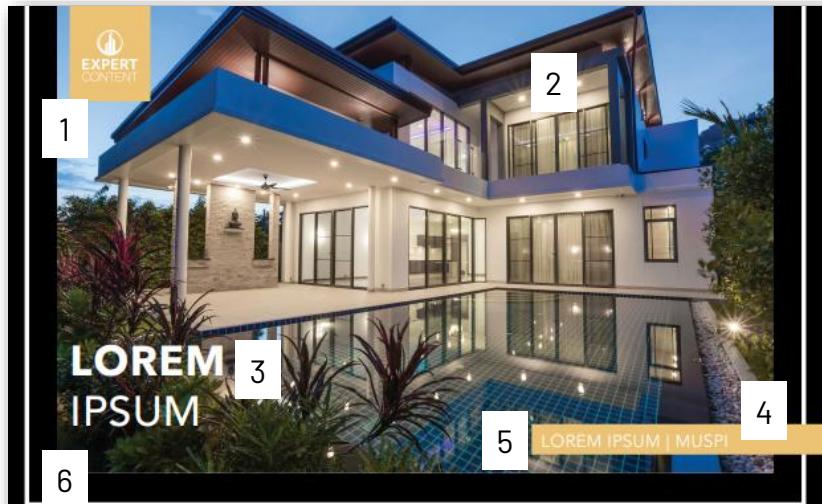
Direct & Non-Direct Mail: 9"x6"



- 1 - Upload image(s), editability option
- 2 - Fill to fit text elements, change text color, editability option
- 3 - QR code variation, switch on/off, editability option
- 4 - Color block default is brand primary color; change color, turn all color blocks on/off
- 5 - Return address default text, leave blank, editability option

Functionality is the same for single and cobranded versions

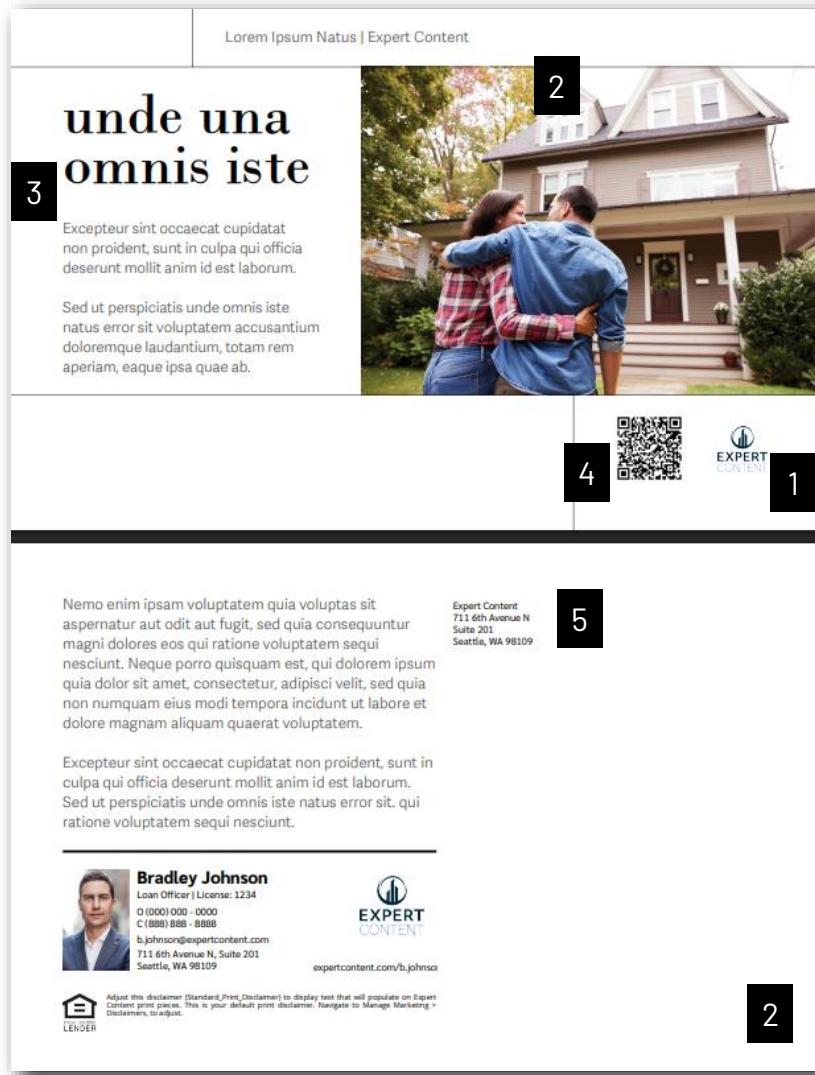
Direct & Non-Direct Mail: 9"x6"



- 1 - Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 - Upload image(s), editability option
- 3 - Fill to fit text elements, change text color, editability option
- 4 - Front color blocks default to secondary; change color
- 5 - Turn color blocks on/off (removes front secondary color blocks and back black block)
- 6 - Background color defaults to black; change color. Border color defaults to white; change color.
- 7 - Return address default text, leave blank, editability option

Functionality is the same for single and cobranded versions

Direct & Non-Direct Mail: 9"x6"



- 1 - Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 - Upload image(s), editability option
- 3 - Fill to fit text elements, change text color, editability option
- 4 - QR code variation, switch on/off, editability option
- 5 - Return address default text, leave blank, editability option

Functionality is the same for single and cobranded versions

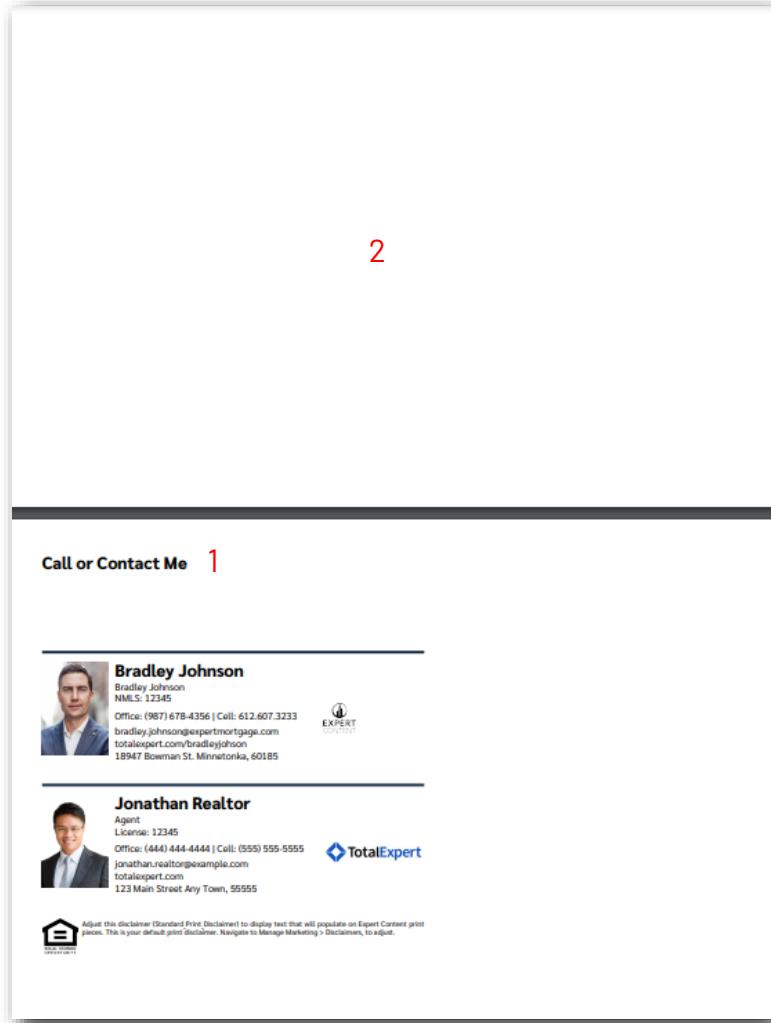
Direct & Non-Direct Mail: 9"x6"



- 1 – Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 – Upload image(s), editability option
- 3 – Fill to fit text elements, change text color, editability option
- 4 – Front color blocks default to secondary; change color, turn color blocks on/off
- 5 – Return address default text, leave blank, editability option

Functionality is the same for single and cobranded versions

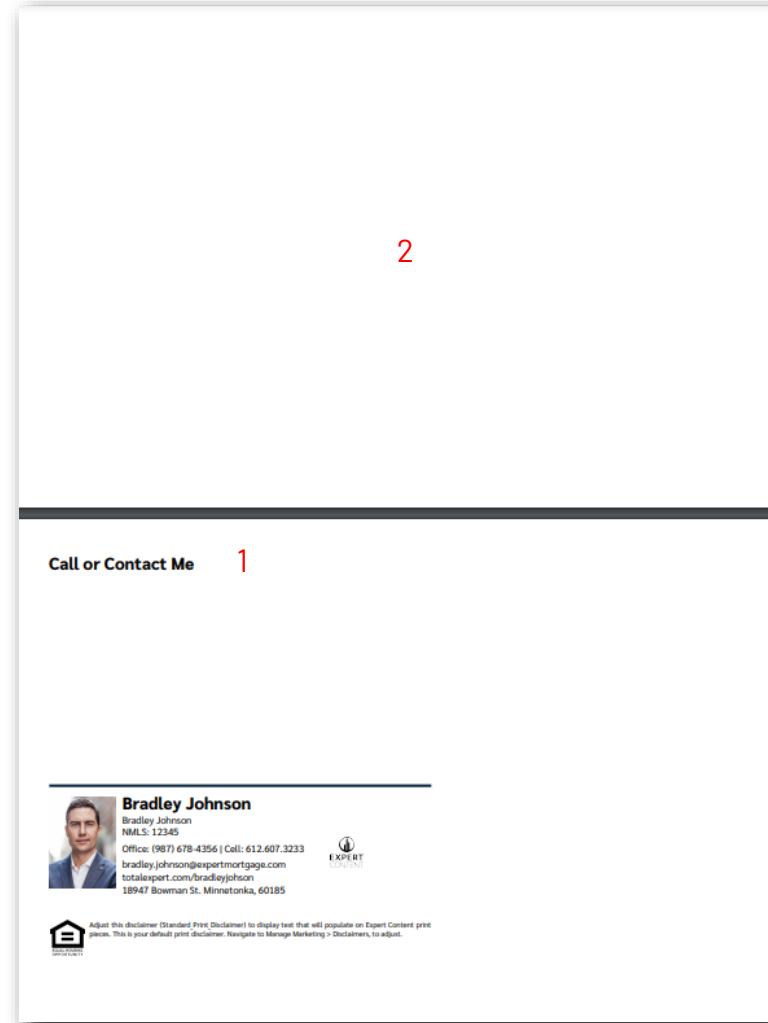
Direct & Non-Direct Mail Postcards: 8.5"x5.5"



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totalexpert.com
123 Main Street Any Town, 55555

 Adjust this disclaimer (Standard Print Disclaimer) to display text that will populate on Expert Content print pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

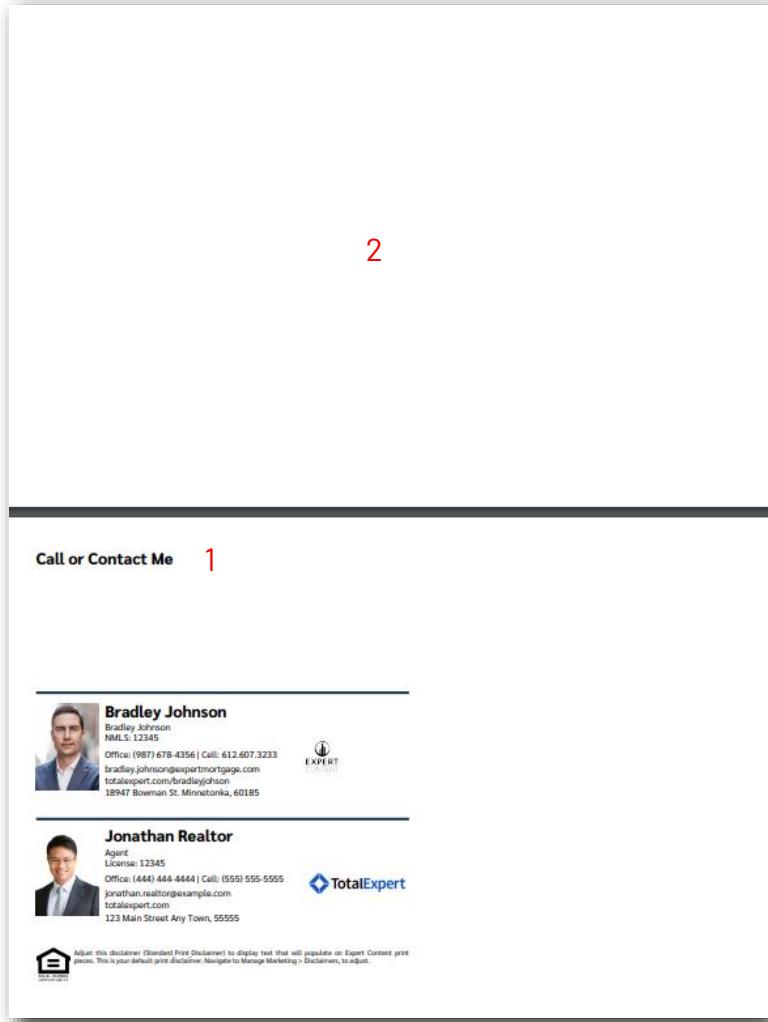


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18947 Bowman St. Minnetonka, 60185

 Adjust this disclaimer (Standard Print Disclaimer) to display text that will populate on Expert Content print pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

1 - Editable CTA
2 - Upload image

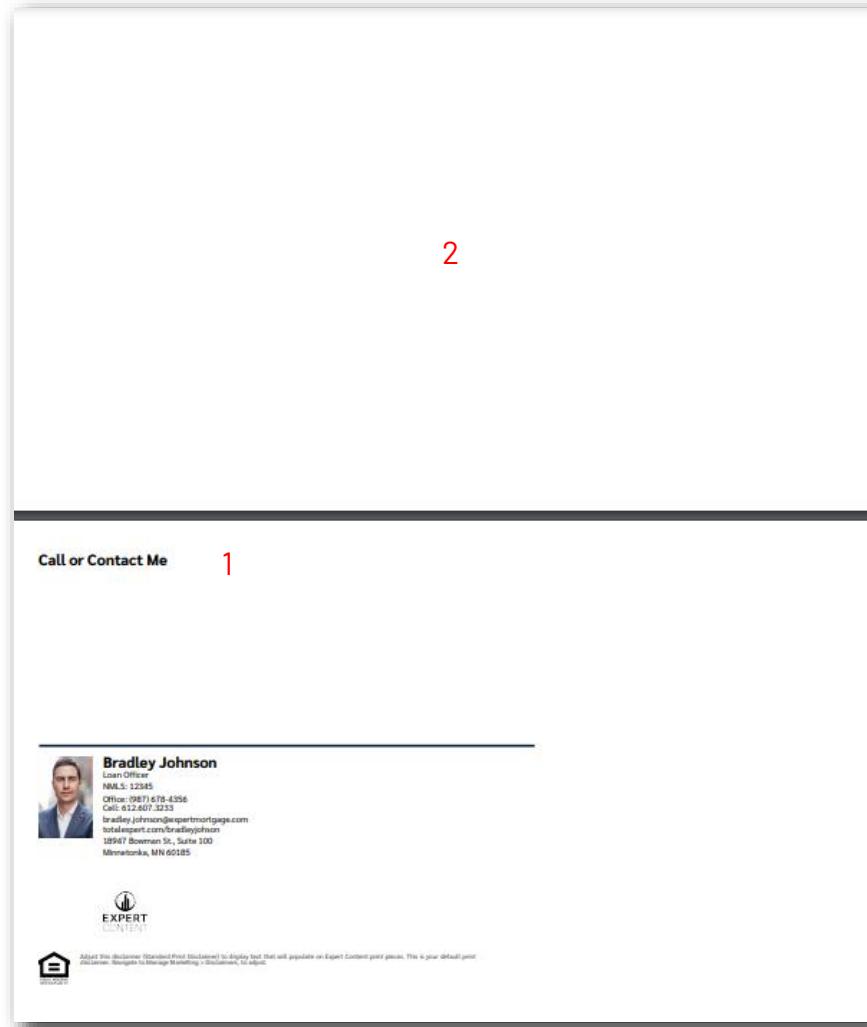
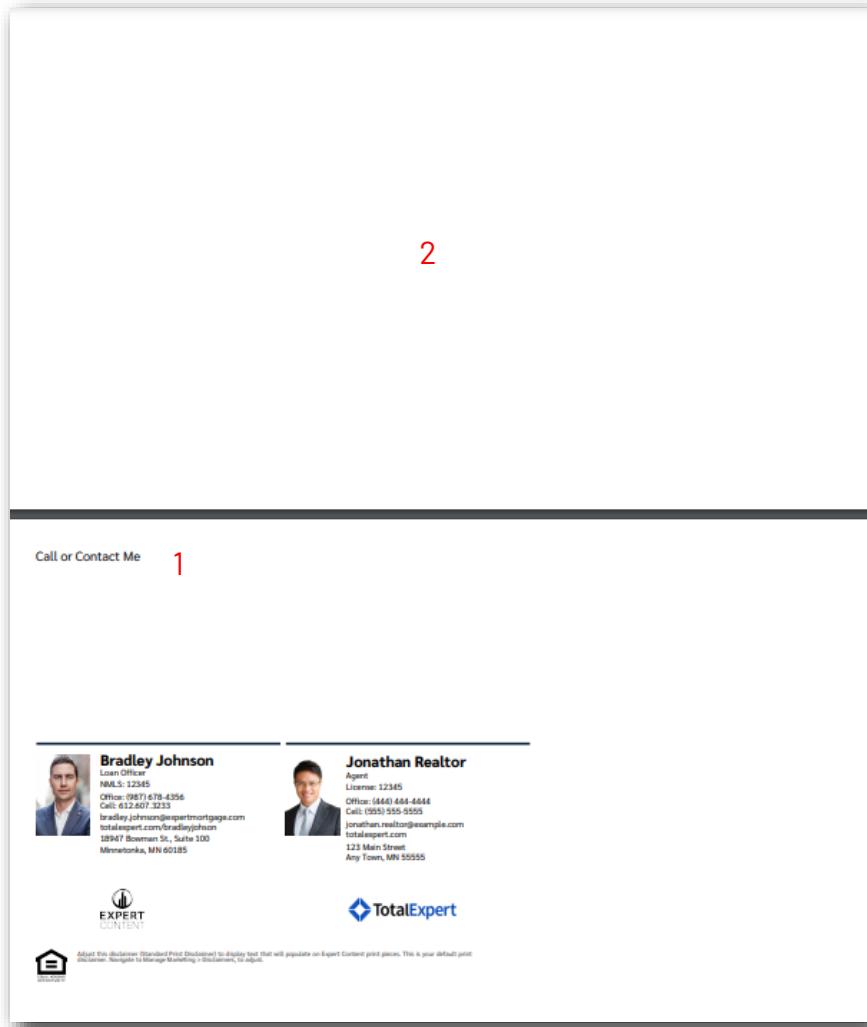
Direct & Non-Direct Mail Postcards: 9"x6"



1 - Editable CTA

2 - Upload image

EDDM Postcards: 11"x6.25"



- 1 - Editable CTA
- 2 - Upload image

EDDM Postcards: 9"x6.25"

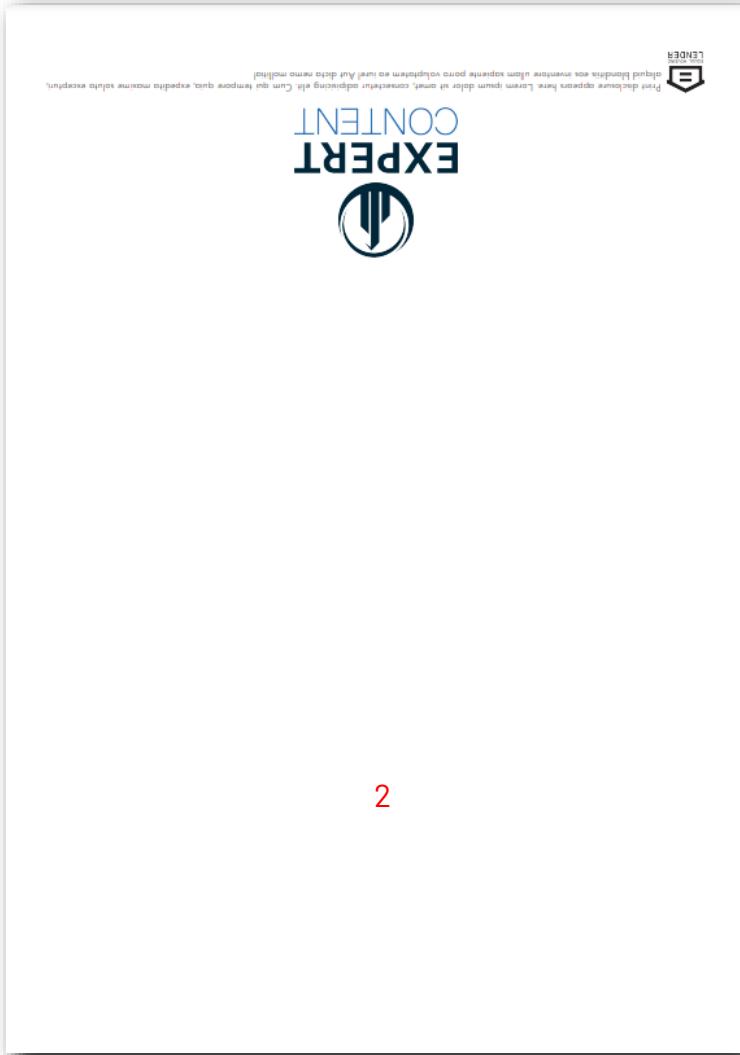


- 1 - Editable CTA
- 2 - Upload image

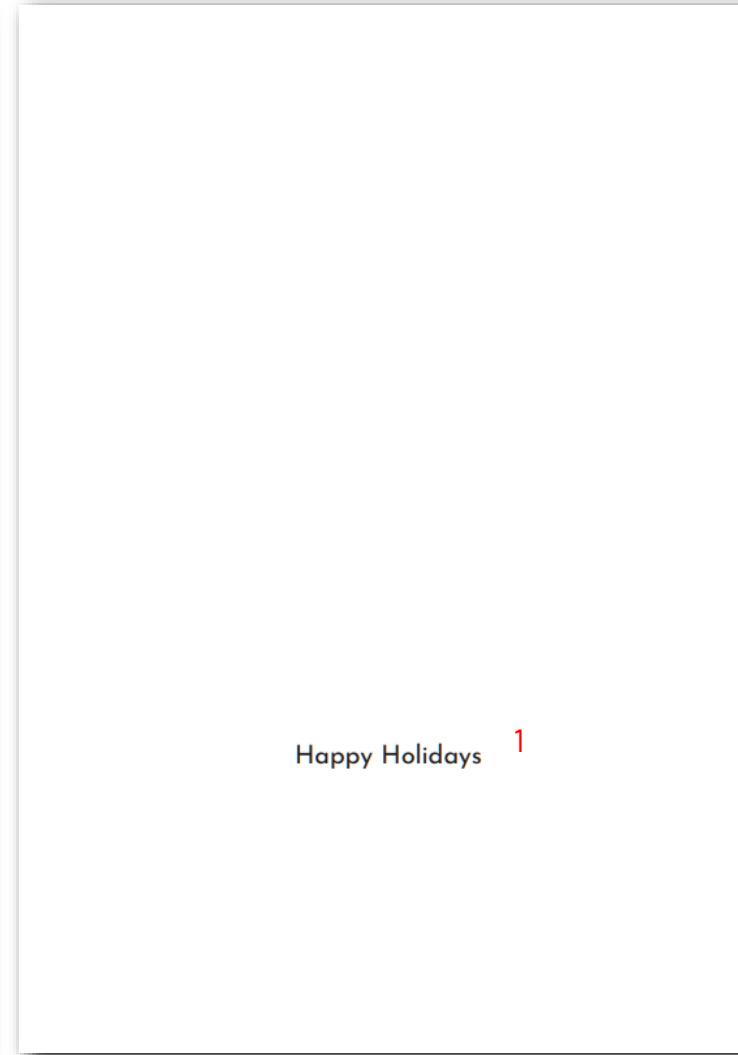
Greeting Cards



Horizontal Greeting Cards



Outside



Inside



Envelope

- 1 - Editable greeting
- 2 - Upload image

Vertical Greeting Cards



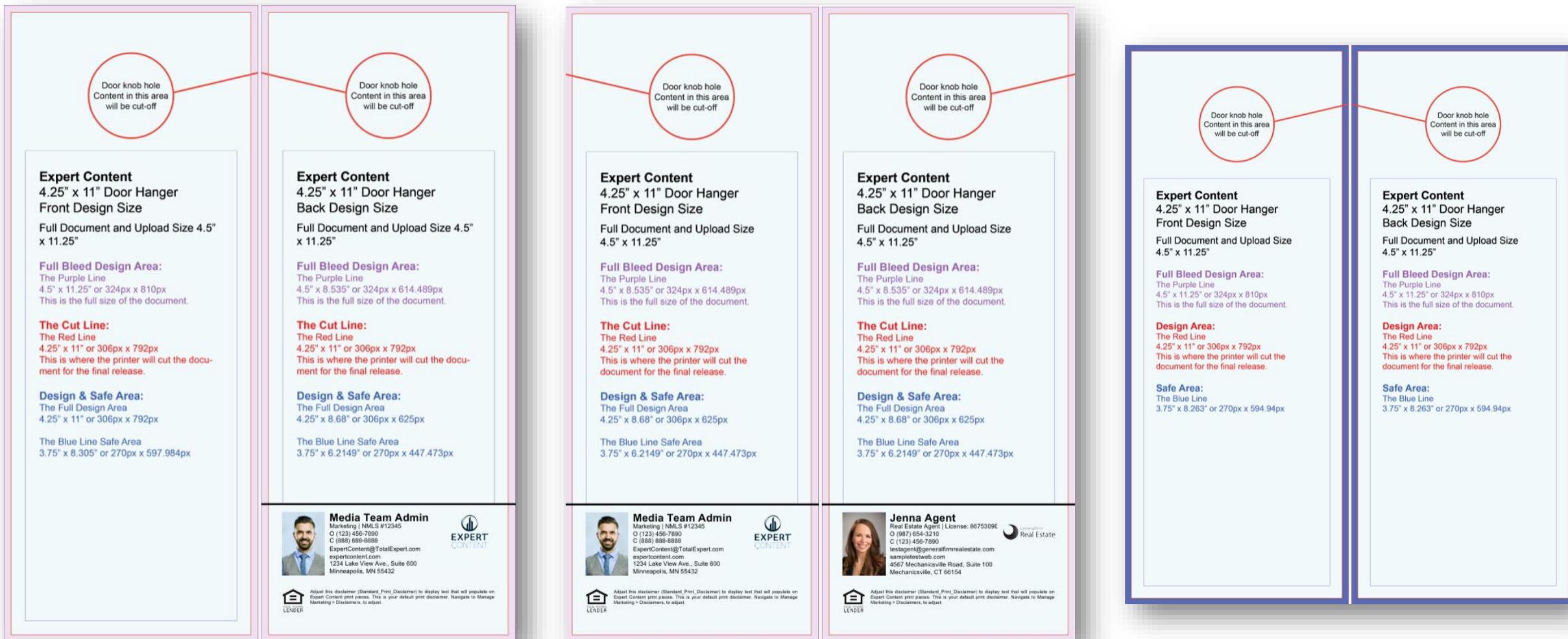
1 - Editable greeting

2 - Upload image

Door Hangers



Door Hanger Templates 1249



The image displays four door hanger templates arranged in a 2x2 grid. Each template features a red circle at the top center labeled 'Door knob hole' with the text 'Content in this area will be cut-off'. Below this are two columns of content: 'Expert Content' and 'Full Bleed Design Area'. The 'Expert Content' section is identical across all four templates. The 'Full Bleed Design Area' section includes specific dimensions and descriptions for each template.

Template	Expert Content	Full Bleed Design Area
Front	4.25" x 11" Door Hanger Front Design Size Full Document and Upload Size 4.5" x 11.25"	The Purple Line 4.5" x 11.25" or 324px x 810px This is the full size of the document.
Back	4.25" x 11" Door Hanger Back Design Size Full Document and Upload Size 4.5" x 11.25"	The Purple Line 4.5" x 8.535" or 324px x 614.489px This is the full size of the document.
Front	4.25" x 11" Door Hanger Front Design Size Full Document and Upload Size 4.5" x 11.25"	The Purple Line 4.5" x 8.535" or 324px x 614.489px This is the full size of the document.
Back	4.25" x 11" Door Hanger Back Design Size Full Document and Upload Size 4.5" x 11.25"	The Purple Line 4.5" x 8.535" or 324px x 614.489px This is the full size of the document.

Template 1 (Front):

Expert Content:
4.25" x 11" Door Hanger
Front Design Size
Full Document and Upload Size 4.5" x 11.25"

Full Bleed Design Area:
The Purple Line
4.5" x 11.25" or 324px x 810px
This is the full size of the document.

The Cut Line:
The Red Line
4.25" x 11" or 306px x 792px
This is where the printer will cut the document for the final release.

Design & Safe Area:
The Full Design Area
4.25" x 11" or 306px x 792px

Blue Line Safe Area:
3.75" x 8.305" or 270px x 597.984px

Template 1 (Back):

Expert Content:
4.25" x 11" Door Hanger
Back Design Size
Full Document and Upload Size 4.5" x 11.25"

Full Bleed Design Area:
The Purple Line
4.5" x 8.535" or 324px x 614.489px
This is the full size of the document.

The Cut Line:
The Red Line
4.25" x 11" or 306px x 792px
This is where the printer will cut the document for the final release.

Design & Safe Area:
The Full Design Area
4.25" x 8.68" or 306px x 625px

Blue Line Safe Area:
3.75" x 6.2149" or 270px x 447.473px

Template 2 (Front):

Expert Content:
4.25" x 11" Door Hanger
Front Design Size
Full Document and Upload Size 4.5" x 11.25"

Full Bleed Design Area:
The Purple Line
4.5" x 8.535" or 324px x 614.489px
This is the full size of the document.

The Cut Line:
The Red Line
4.25" x 11" or 306px x 792px
This is where the printer will cut the document for the final release.

Design & Safe Area:
The Full Design Area
4.25" x 8.68" or 306px x 625px

Blue Line Safe Area:
3.75" x 6.2149" or 270px x 447.473px

Template 2 (Back):

Expert Content:
4.25" x 11" Door Hanger
Back Design Size
Full Document and Upload Size 4.5" x 11.25"

Full Bleed Design Area:
The Purple Line
4.5" x 8.535" or 324px x 614.489px
This is the full size of the document.

The Cut Line:
The Red Line
4.25" x 11" or 306px x 792px
This is where the printer will cut the document for the final release.

Design & Safe Area:
The Full Design Area
4.25" x 8.68" or 306px x 625px

Blue Line Safe Area:
3.75" x 6.2149" or 270px x 447.473px

Template 3 (Front):

Expert Content:
4.25" x 11" Door Hanger
Front Design Size
Full Document and Upload Size 4.5" x 11.25"

Full Bleed Design Area:
The Purple Line
4.5" x 11.25" or 324px x 810px
This is the full size of the document.

Design Area:
The Red Line
4.25" x 11" or 306px x 792px
This is where the printer will cut the document for the final release.

Safe Area:
The Blue Line
3.75" x 8.263" or 270px x 594.94px

Template 3 (Back):

Expert Content:
4.25" x 11" Door Hanger
Back Design Size
Full Document and Upload Size 4.5" x 11.25"

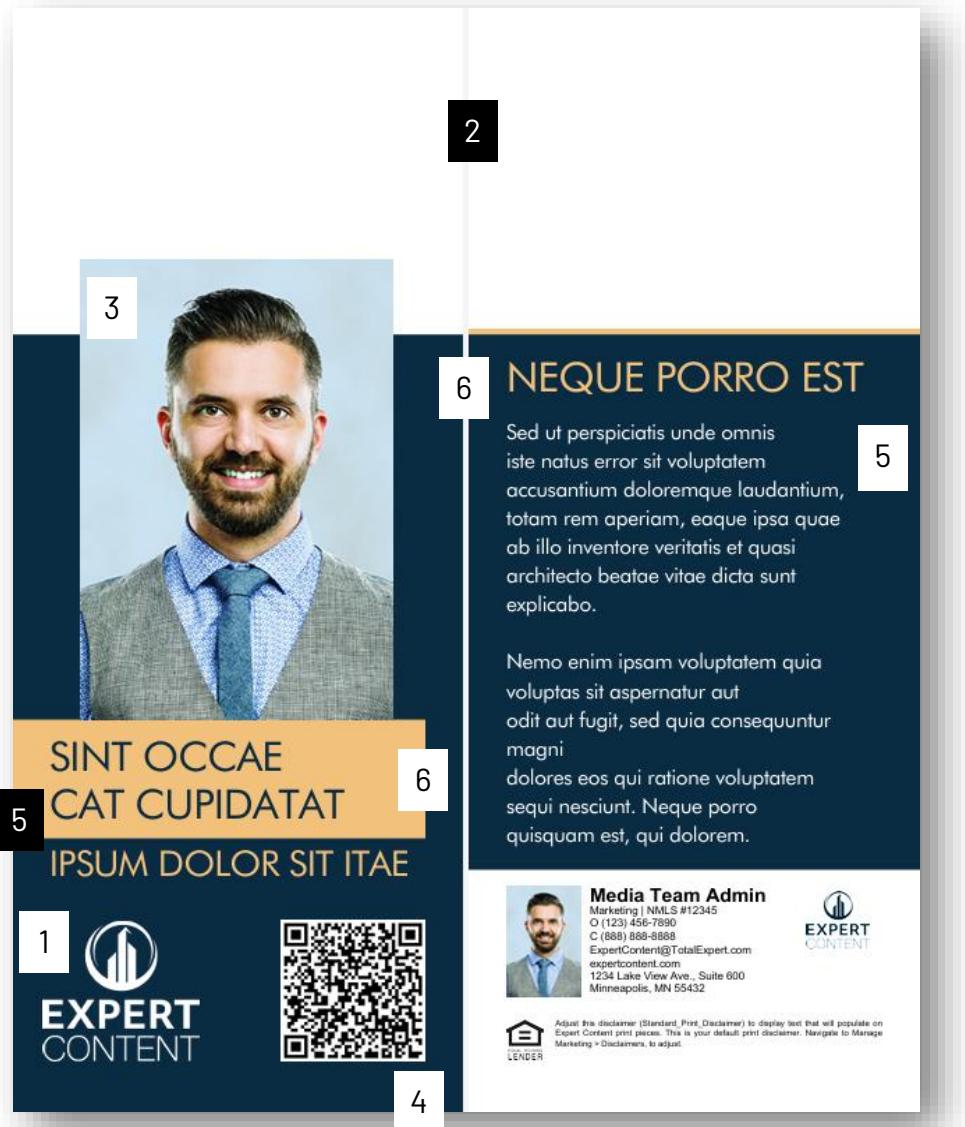
Full Bleed Design Area:
The Purple Line
4.5" x 11.25" or 324px x 810px
This is the full size of the document.

Design Area:
The Red Line
4.25" x 11" or 306px x 792px
This is where the printer will cut the document for the final release.

Safe Area:
The Blue Line
3.75" x 8.263" or 270px x 594.94px

These templates include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area on single or cobranded variations. The printer will cut the door hanger area. The blue line indicates the safest area for important information but the full background image is required for upload.

Door Hanger Layout 1250



- 1 - Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 - Upload background image(s), editability
- 3 - Override profile image, editability
- 4 - QR code variation, presence, editability
- 5 - Fill to fit text elements, change text color (text element toggles are managed separately*)
- 6 - Color block defaults are brand primary color (blue) and secondary color (yellow); change color, turn all color blocks on/off

*Text editability is toggled on a page-by-page basis.

Door Hanger Layout 1251



- 1 - Upload background image(s), editability
- 2 - Override image, editability
- 3 - Fill to fit text elements, change text color (text element toggles are managed separately*)
- 4 - Color block default is brand primary color (blue); change color, turn all color blocks on/off

**Text editability is toggled on a page-by-page basis.*

Door Hanger Layout 1252



1 – Logo presence, adjust logo background color, logo variations from branding setup, editability

2 – Change color, turn all color blocks on/off;

- Alternatively: toggle color blocks off to upload background image(s), editability

3 – Override image, editability

4 – Fill to fit text elements, change text color (text element toggles are managed separately*)

**Text editability is toggled on a page-by-page basis.*

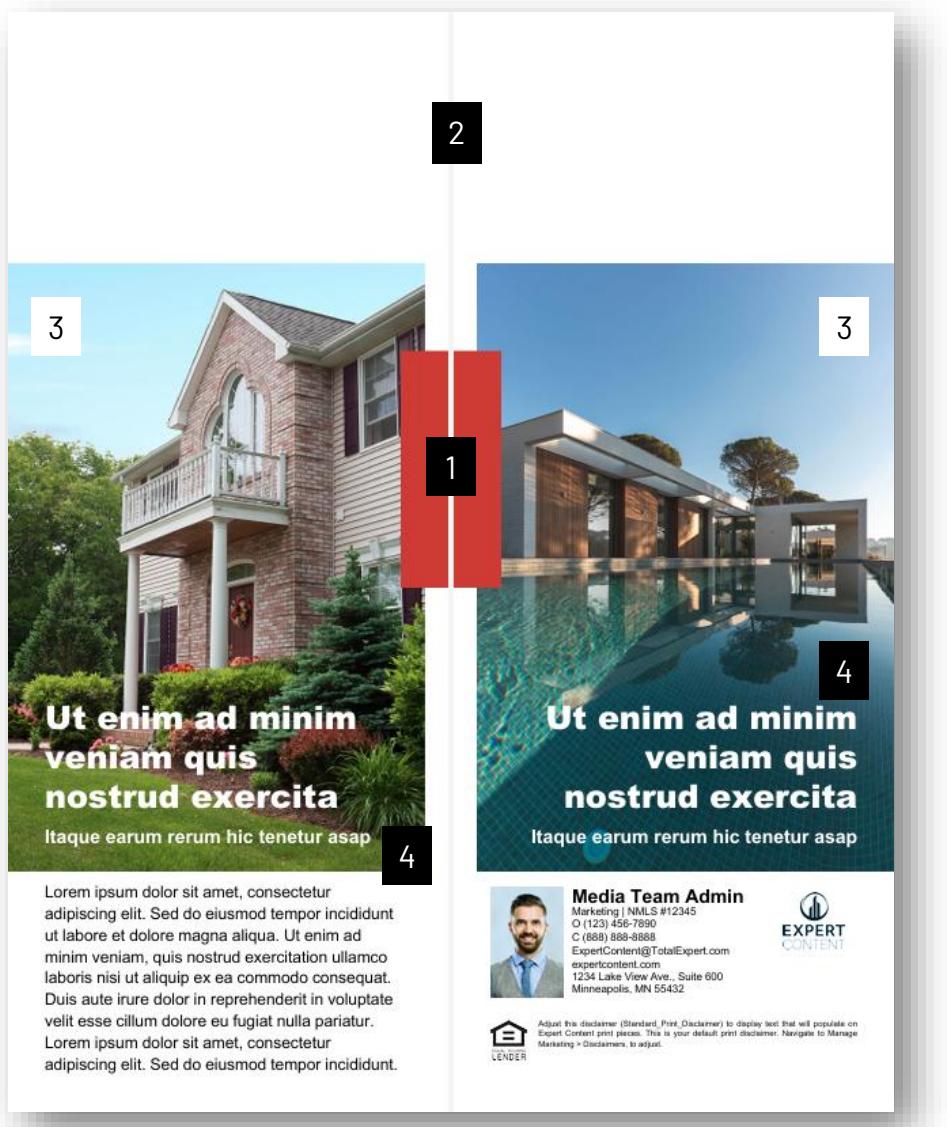
Door Hanger Layout 1253



- 1 - Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 - Change background color
- Alternatively: toggle color off to upload background image(s), editability
- 3 - Override image(s), editability
- 4 - QR code variation, presence, editability
- 5 - Fill to fit text elements, change text color (text element toggles are managed separately*)

**Text editability is toggled on a page-by-page basis.*

Door Hanger Layout 1254

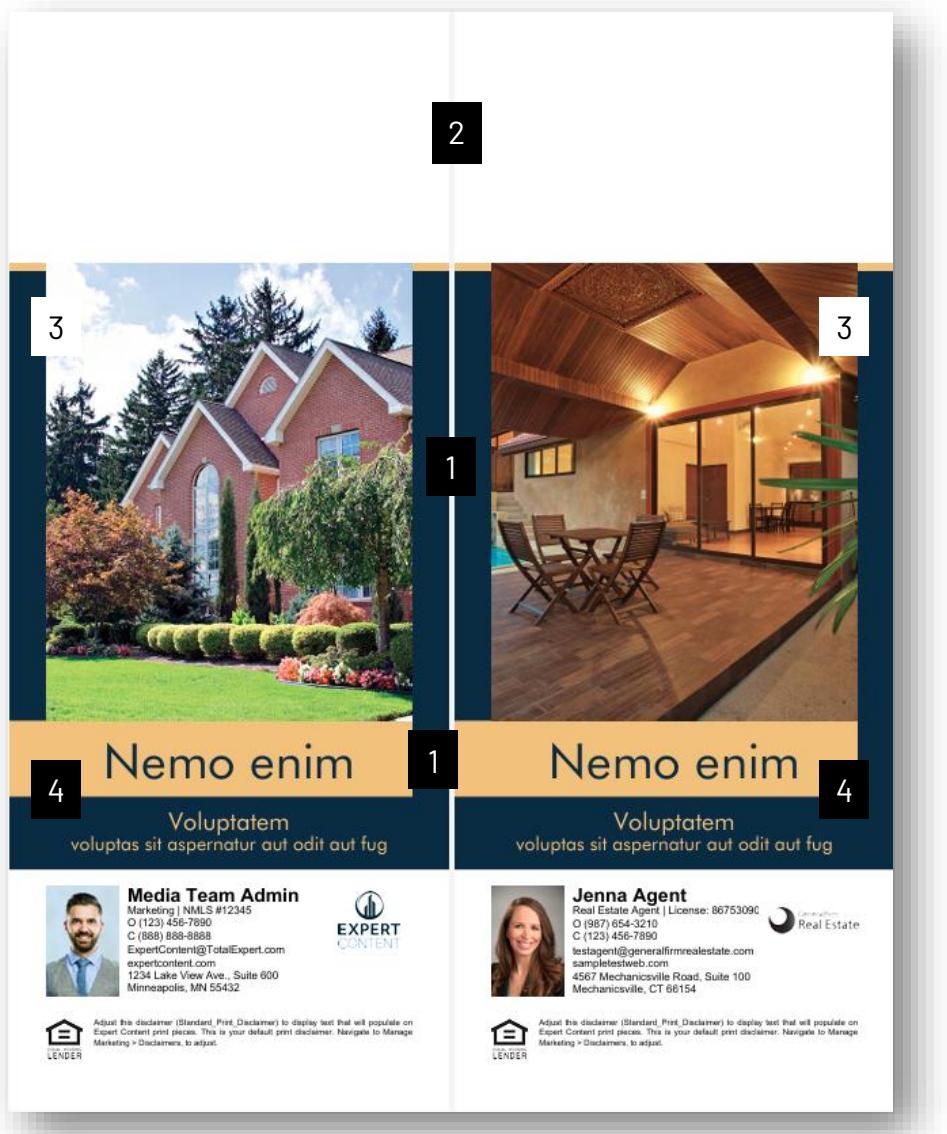


- 1 – Change color, turn color blocks on/off
- 2 – Upload background image(s), editability
- 3 – Override image, editability
- 4 – Fill to fit text elements, change text color (text element toggles are managed separately*)

**Text editability is toggled on a page-by-page basis.*

Door Hanger Layout 1255

 EXPERTCONTENT



- 1 - Color block defaults are brand primary color (blue) and secondary color (yellow); change color, turn all color blocks on/off
- 2 - Upload background image(s), editability
- 3 - Override image(s), editability
- 4 - Fill to fit text elements, change text color (text element toggles are managed separately*)

*Text editability is toggled on a page-by-page basis.

A MLS integrated version is available and can be found in the [MLS Listing & Mortgage Rate Asset guide](#).

Media name: EC - Listing Door Hanger CB - 1255

Door Hanger Layout 1256



1 - Logo presence, adjust logo background color, logo variations from branding setup, editability

2 - Change background color

- Alternatively: toggle color off to upload background image(s), editability

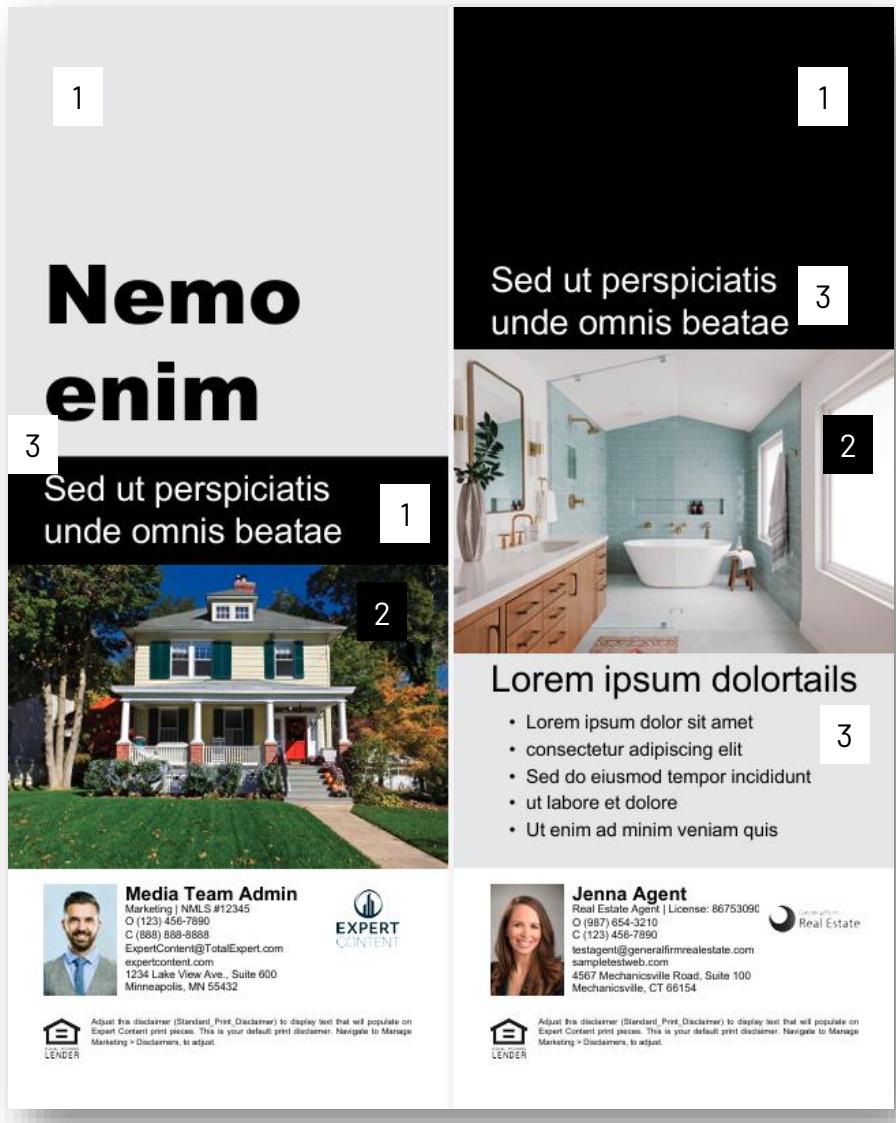
3 - Override image(s), editability

4 - Fill to fit text elements, change text color (text element toggles are managed separately*)

**Text editability is toggled on a page-by-page basis.*

Door Hanger Layout 1257

 EXPERTCONTENT



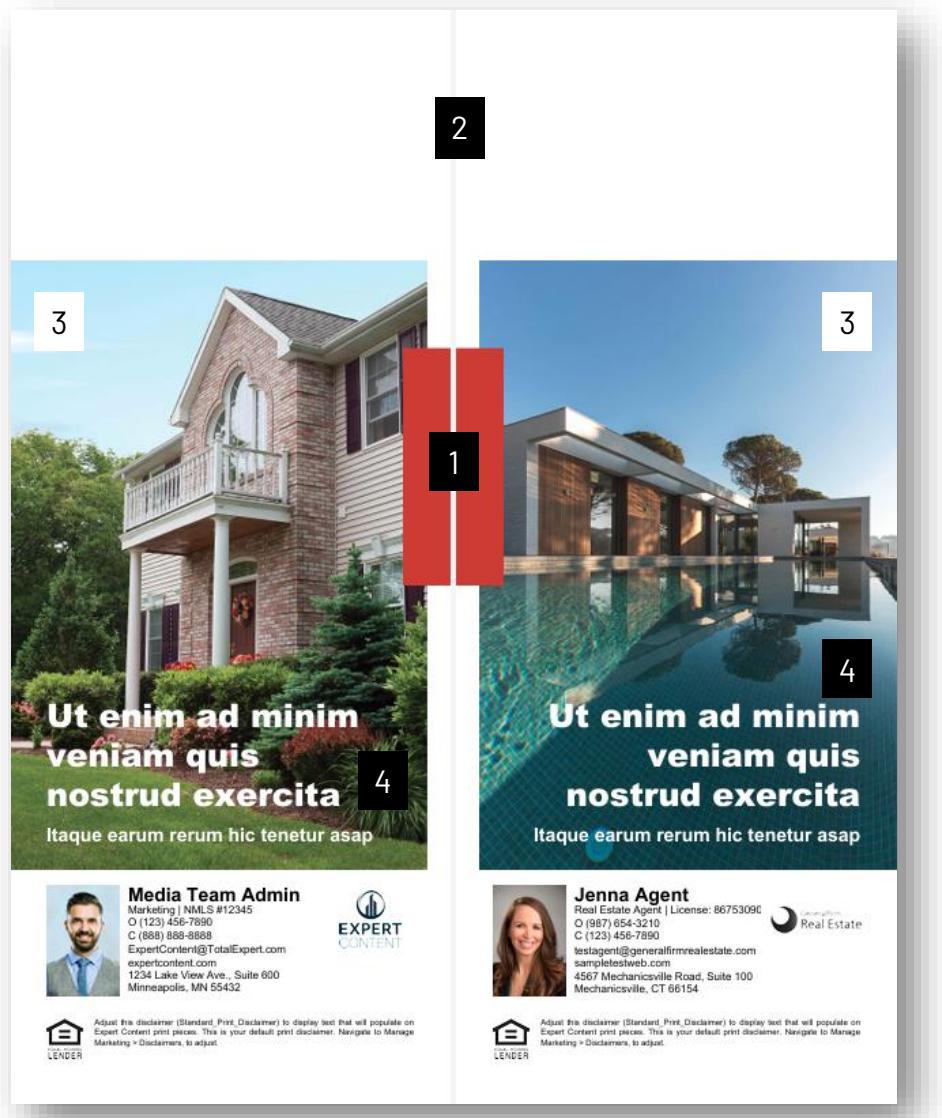
- 1 – Change color, turn all color blocks on/off;
 - Alternatively: toggle color blocks off to upload background image(s), editability
- 2 – Override image, editability
- 3 – Fill to fit text elements, change text color (text element toggles are managed separately*)

**Text editability is toggled on a page-by-page basis.*

A MLS integrated version is available and can be found in the [MLS Listing & Mortgage Rate Asset guide](#).

Media name: EC - Listing Door Hanger CB - 1257

Door Hanger Layout 1258



1 - Change color, turn color blocks on/off
2 - Upload background image(s), editability
3 - Override image, editability
4 - Fill to fit text elements, change text color (text element toggles are managed separately*)

*Text editability is toggled on a page-by-page basis.

Door Hanger Layout 1259



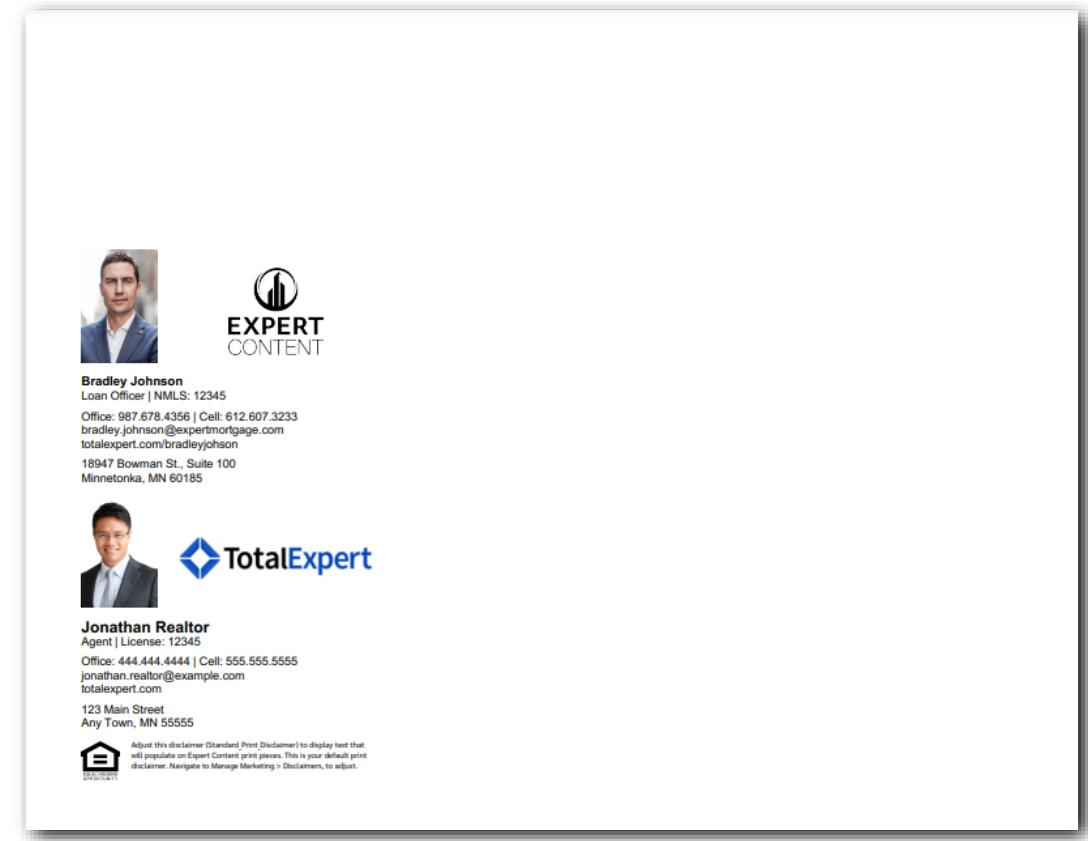
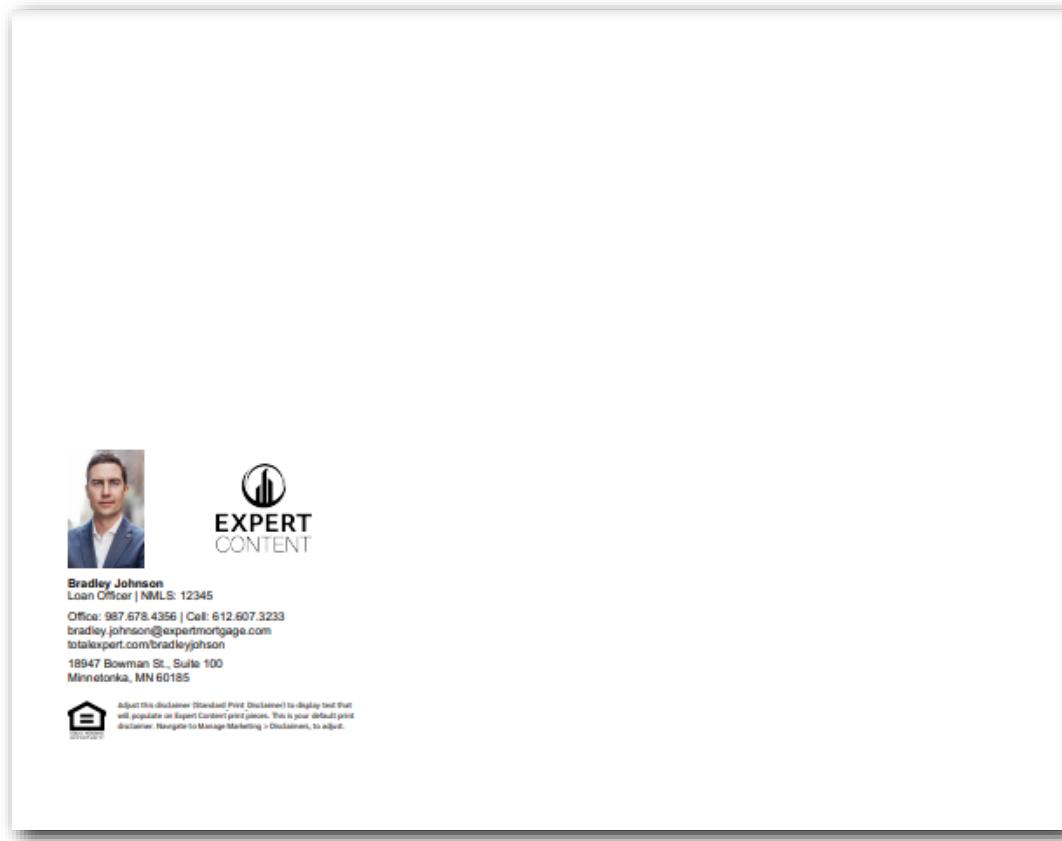
- 1 - Home element: change color, presence
- 2 - Upload background image(s), editability
- 3 - Fill to fit text elements, change text color (text element toggles are managed separately*)

**Text editability is toggled on a page-by-page basis.*

Brochures

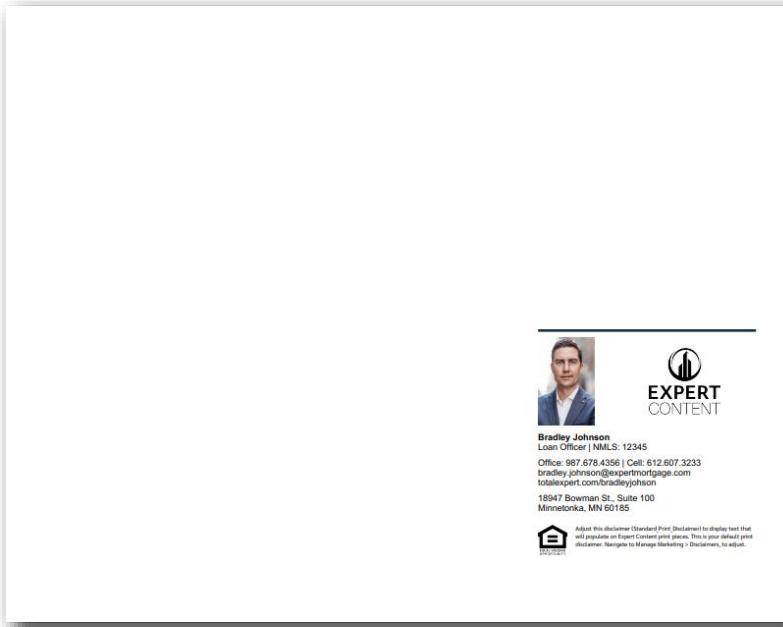


Bifold Brochures

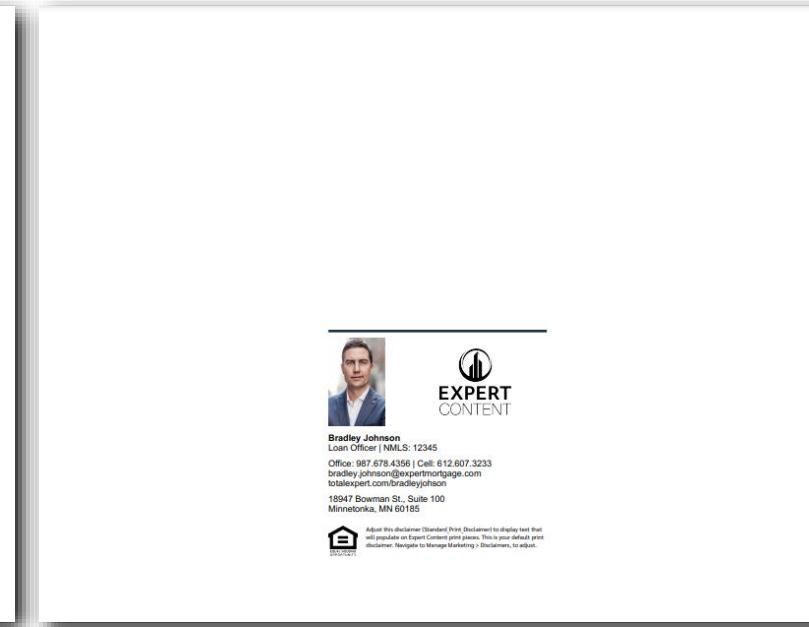


Bifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in half. There are single and co-branded versions of this template with the contact block placed on the back when printed and folded.

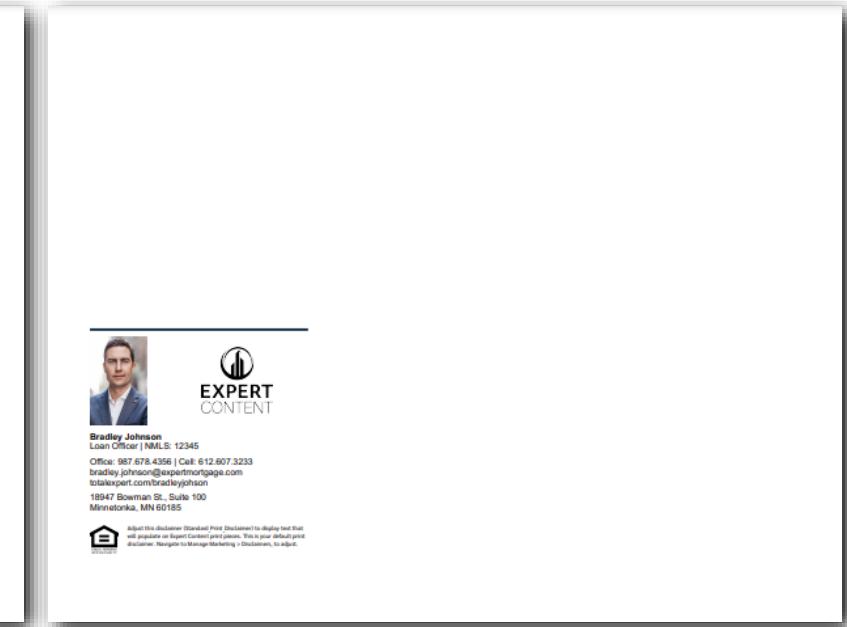
Trifold Brochures – single branded



Trifold Option A



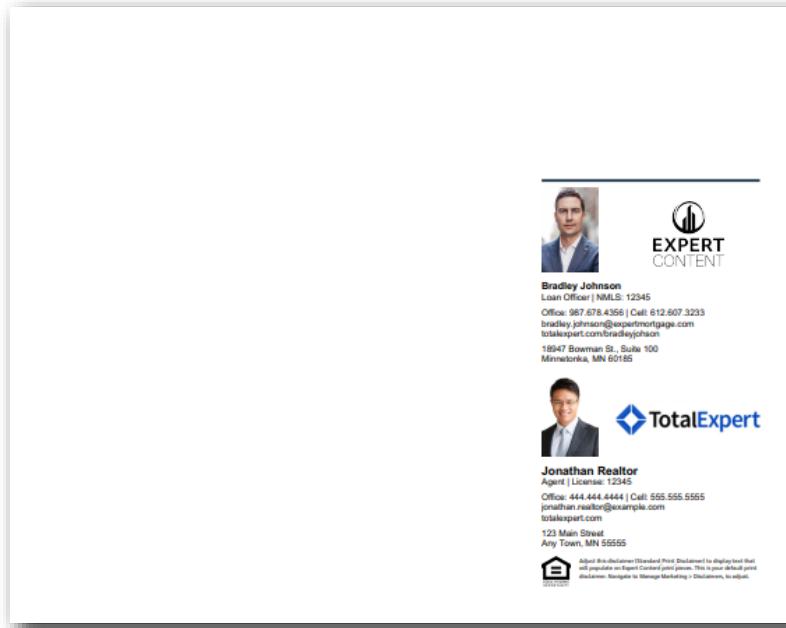
Trifold Option B



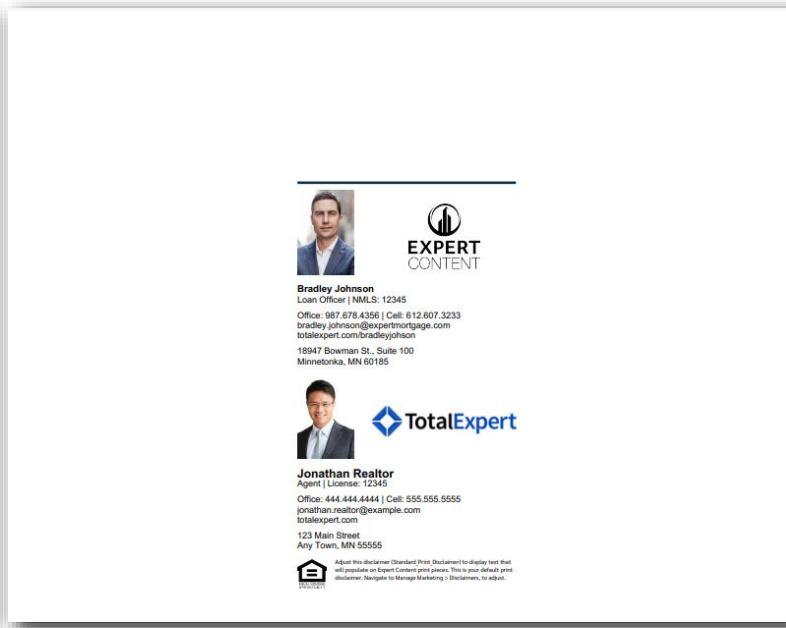
Trifold Option C

Trifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in thirds. Three single branded templates are provided where the contact block is placed on different sections of the folded brochure.

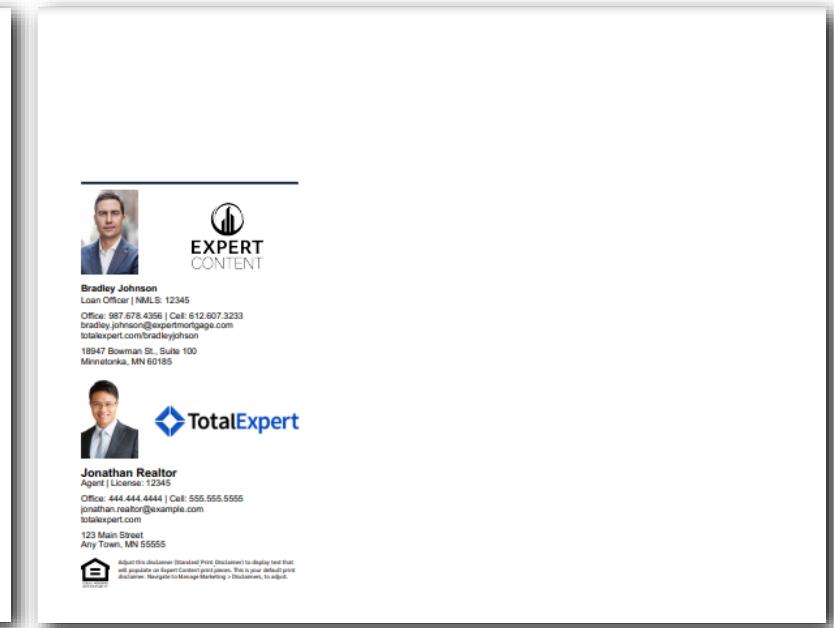
Trifold Brochures – cobranded



Trifold Option A



Trifold Option B



Trifold Option C

Trifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in thirds. Three cobranded templates are provided where the contact block is placed on different sections of the folded brochure.

Yard Signs



Yard Sign Template 24"x18" 1278



1 – Upload background image(s), editability

**Toggles control both the back and front of each design.*

Yard Sign Template 30"x18" 1283



1 – Upload background image(s), editability

**Toggles control both the back and front of each design.*

Yard Sign Layout 1279

 EXPERTCONTENT

2
**YOUR LOAN
SPECIALIST
(123) 456-7890**

5
MEDIA TEAM ADMIN
MARKETING NMLS ID #12345

WWW.EXPERTCONTENT.COM

3

4

LENDER

Adjust this disclaimer (Standard_Print_Disclaimer) to display text that will populate on Expert Content print pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

- 1 – Upload design image, editability
- 2 – Upload background image(s), editability
- 3 – QR code variation, presence, editability
- 4 – Color block default is light grey; change color, turn color blocks on/off
- 5 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone, and website)

**Toggles control both the back and front of each design.*

Yard Sign Layout 1280

 EXPERTCONTENT



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Color block default is teal; change color, turn color blocks on/off
- 6 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone, email address, and website)

**Toggles control both the back and front of each design.*

Yard Sign Layout 1281

 EXPERTCONTENT



- 1 - Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 - Upload background image(s), editability
- 3 - Color block default is orange; change color, turn color blocks on/off
- 4 - Fill to fit text elements, change text color (defaults: first and last name, NMLS, and office phone)

**Toggles control both the back and front of each design.*

Yard Sign Layout 1282

 EXPERTCONTENT



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone, website, and email address)
- 6 – Color block defaults are black; change color, turn color blocks on/off

**Toggles control both the back and front of each design.*

Sign Riders



1

Expert Content 24" x 8" Sign Rider Design Size

Full Section Creative Size 25" x 9"

The Red Line is the cut line. That is where the finished product is cut. Dimensions 24" x 8"

The Blue Line is the safe area. Please place all copy inside this area. Dimensions 22" x 6" (1" Margins)

Bleed Area: 25" x 9" Finished Size: 24" x 8" Safe Area: 22" x 6"

1 – Upload background image(s), editability

**Toggles control both the back and front of each design.*

1

Expert Content 30" x 8" Sign Rider Design Size

Full Section Creative Size 31" x 9"

The Red Line is the cut line. That is where the finished product is cut. Dimensions 30" x 8"

The Blue Line is the safe area. Please place all copy inside this area. Dimensions 29" x 7" (1" Margins)

Bleed Area: 31" x 9" Finished Size: 30" x 8" Safe Area: 29" x 7"

1 – Upload background image(s), editability

**Toggles control both the back and front of each design.*

Sign Rider Layout 1274

 EXPERTCONTENT



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, and office phone)

**Toggles control both the back and front of each design.*



1 - Upload background image(s), editability

2 - Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone and website)

3 - Color block defaults are black; change color, turn color blocks on/off

**Toggles control both the back and front of each design.*

Sign Rider Layout 1276

 EXPERTCONTENT



- 1 - Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 - Upload background image(s), editability
- 3 - QR code variation, presence, editability
- 4 - Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, and office phone)
- 5 - Color block defaults are black; change color, turn color blocks on/off

**Toggles control both the back and front of each design.*



1 - Upload background image(s), editability

2 - Fill to fit text elements, change text color (defaults: office phone and NMLS)

**Toggles control both the back and front of each design.*

Social Media



Social Media Self Serve



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fully editable CTA and headline
- 3 – Color blocks are brand secondary color
- 4 – Editable fields
- 5 – Upload image
- 6 – Transparent, none, white, black disclaimer block

Social Media Self Serve



1 - Ability to switch logo on/off, adjust logo background color

2 - Fully editable CTA and headline

3 - Color blocks are brand secondary color

4 - Editable fields

5 - Upload image

6 - Transparent, none, white, black disclaimer block

What our customers are saying

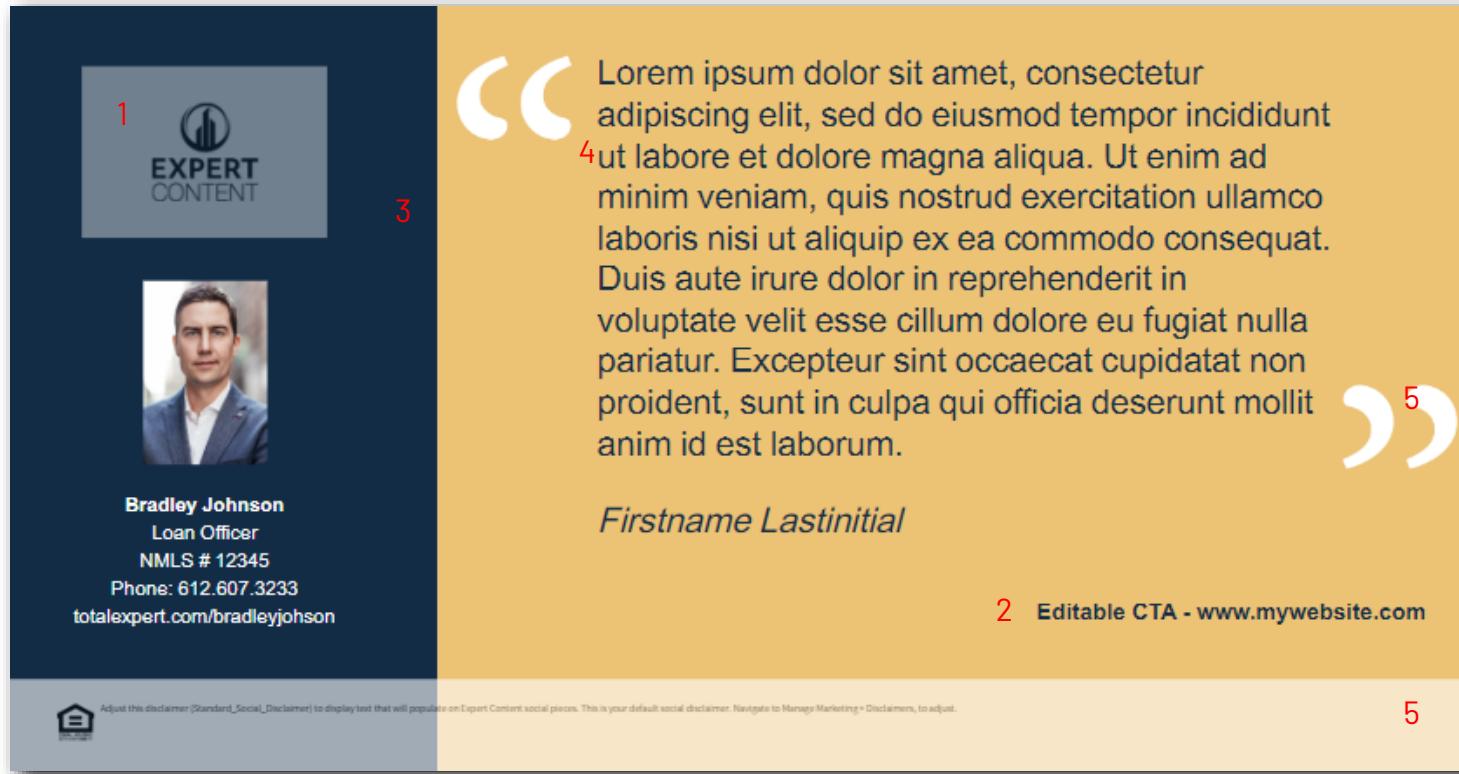
4
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." **5**

Firstname Lastinitial

2 Editable CTA - www.mywebsite.com

Adjust this disclaimer (Standard_Social_Disclaimer) to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

Social Media Self Serve



1 EXPERT CONTENT

2 Editable CTA - www.mywebsite.com

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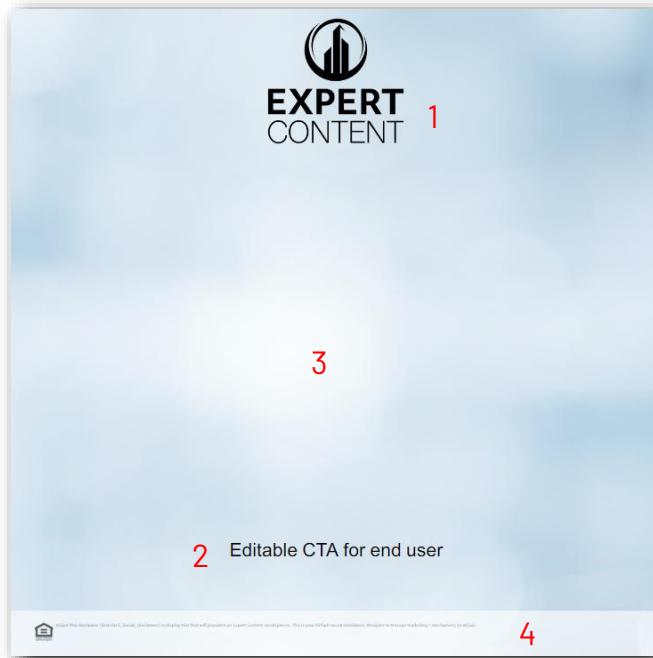
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Square Social Templates 1067-1069

 EXPERTCONTENT



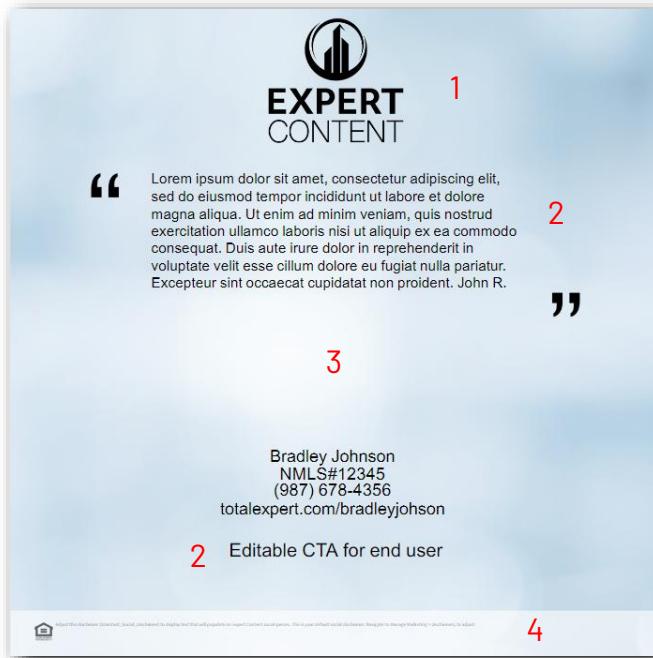
Square Social Template - 1067

1 – Ability to switch logo on/off,

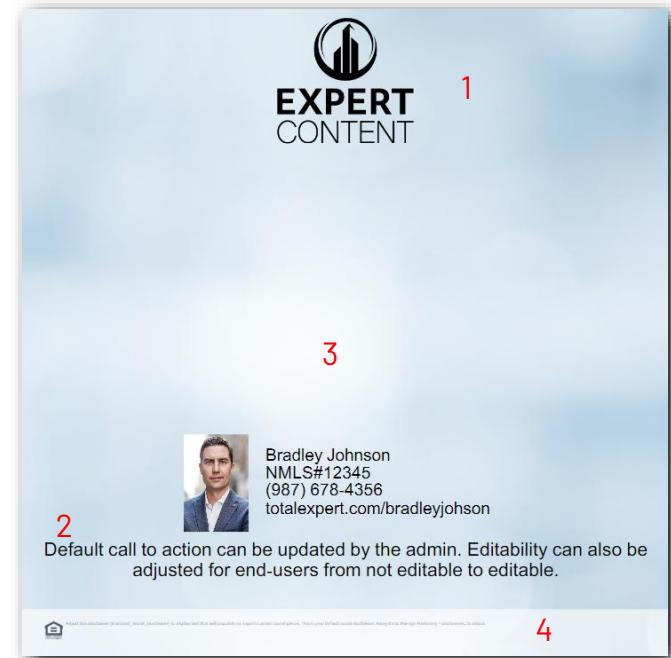
2 – Editable CTA/text

3 – Upload image

4 – Transparent, none, white, black disclaimer block



Square Social Template -
Testimonial - 1068



Square Social Template -
Headshot and Contact Info - 1069

Horizontal Social Template 0727



1

2

Call to Action Here

3

4



Adjust this disclaimer [Standard_Social_Disclaimer] to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

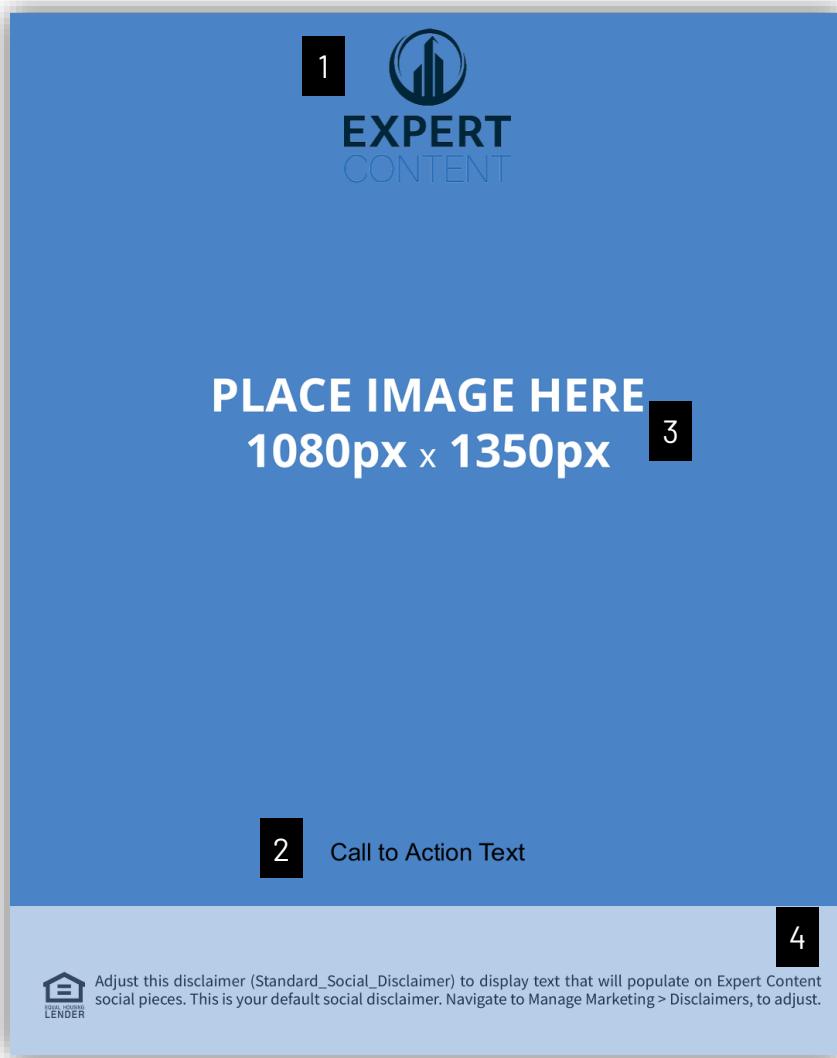
1 - Logo presence, adjust logo background color, logo variations from branding setup, editability

2 - Upload background image(s), editability

3 - Call-to-action text, editability and presence

4 - Transparent, none, white, black disclaimer block; font color; set maximum and minimum font size; toggle presence of compliance elements

Vertical 4:5 Social Template 1081



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Call-to-action text, editability and presence
- 4 – Transparent, none, white, black disclaimer block; font color; set maximum and minimum font size; toggle presence of compliance elements



Adjust this disclaimer (Standard_Social_Disclaimer) to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.