

Expert Content Strategy Guide

Social Media Library



Social Media

Expert Content Library

The Expert Content library of social media assets consists of various pieces that can be used throughout the year and include various editable items that can be used to engage your customers online.

All items in the library will be re-sized automatically to fit the following platforms: Facebook, LinkedIn, Twitter, Instagram.

Editable social media pieces are created on templates with flexible functionality that can enable admins to edit logo placement, update artwork, compliance verbiage updates, dynamic color branding for fonts and color blocks.

All assets have suggested post copy for each piece and are editable for the admin or end-user (if allowed) by customer compliance team.

Social Media



What our customers are saying




Bradley Johnson
Loan Officer
NMLS # 12345
Phone: (888) 888 - 8888
www.expertcontent.com/b.johnson

"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."


Firstname Lastinitial

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.



“ 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. ”



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\$450,000

1234 Streetname Ave, Cityname, ST 99999


3 Bed | 3.0 Bath | 2000 sq ft.

More information about the property, house, neighborhood goes here.






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Contact Us Today For More Information!

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JUST 0 LISTED

EXPERT MORTGAGE



Small disclosure appears here. 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.

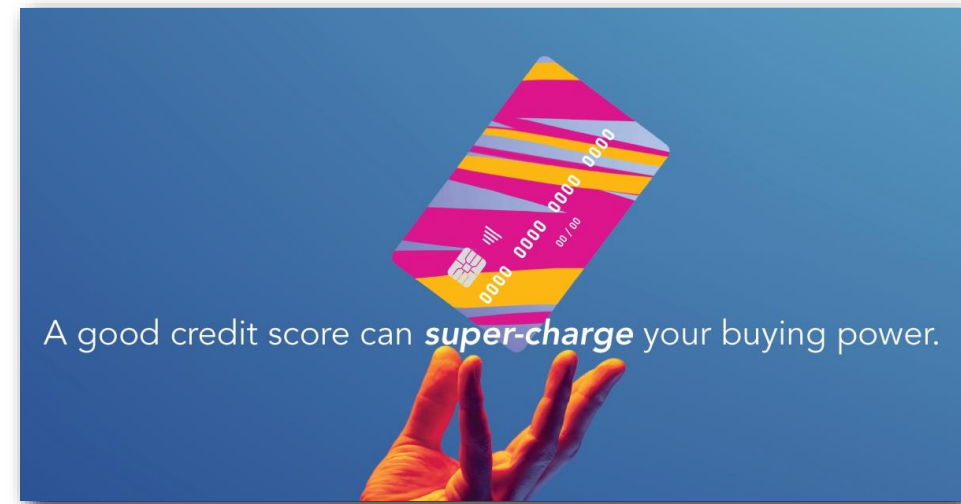
Social Media



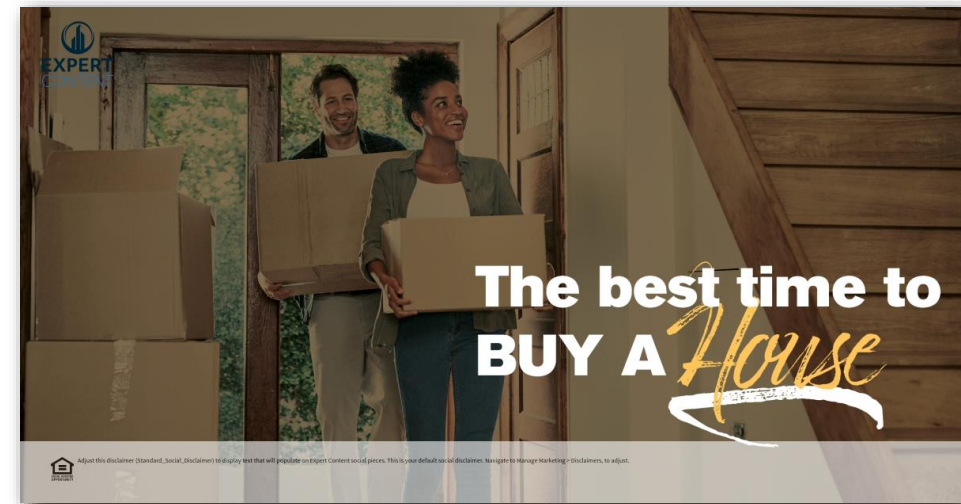
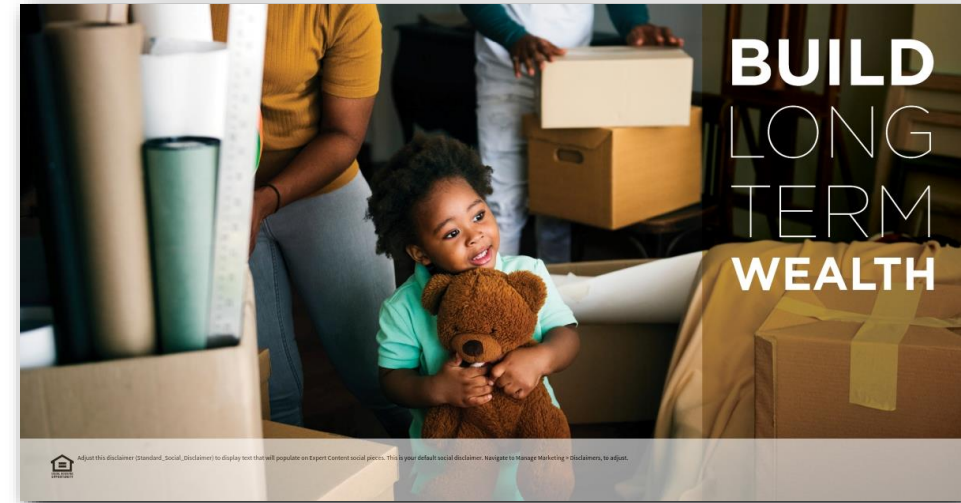
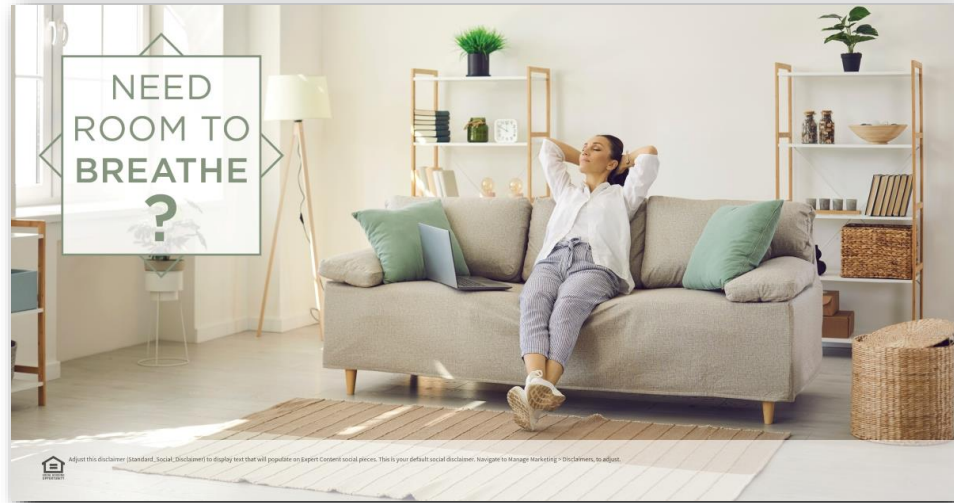
Social Media



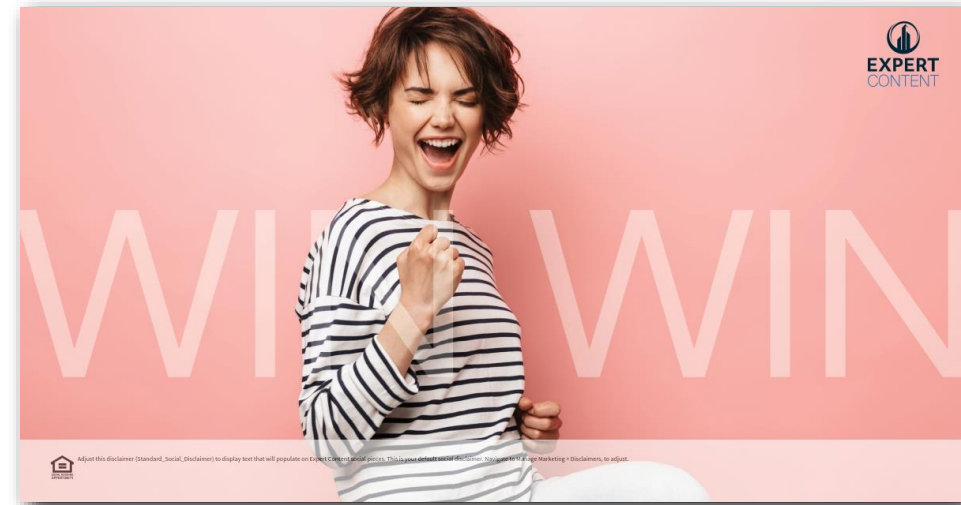
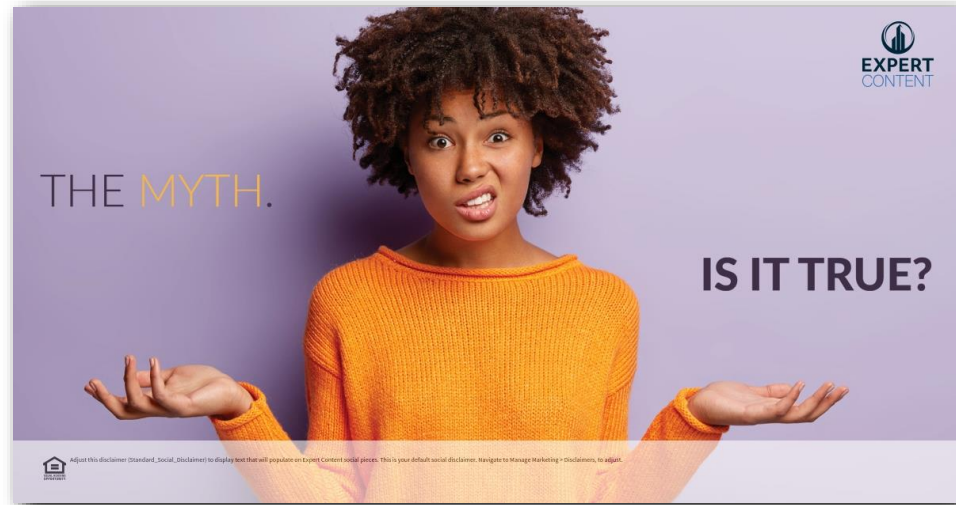
Social Media



Social Media



Social Media



Social Media



EXPERT CONTENT

THE KEY
to a very
LOW
down payment

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EXPERT CONTENT

FAST TRACK
HOME
OWNERSHIP

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EXPERT CONTENT

THE
BIG
PAYBACK

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EXPERT CONTENT

Welcome Home

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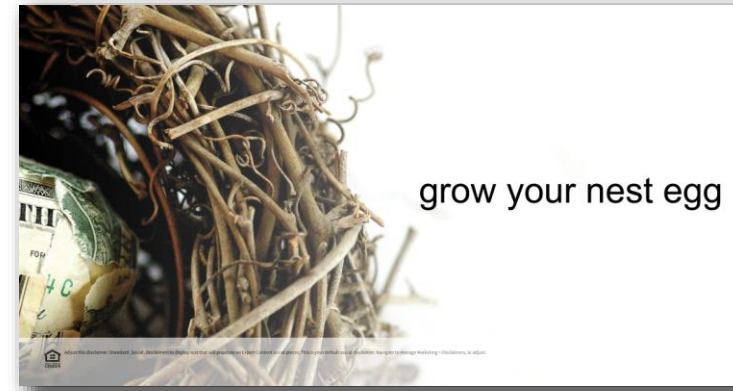
Social Media



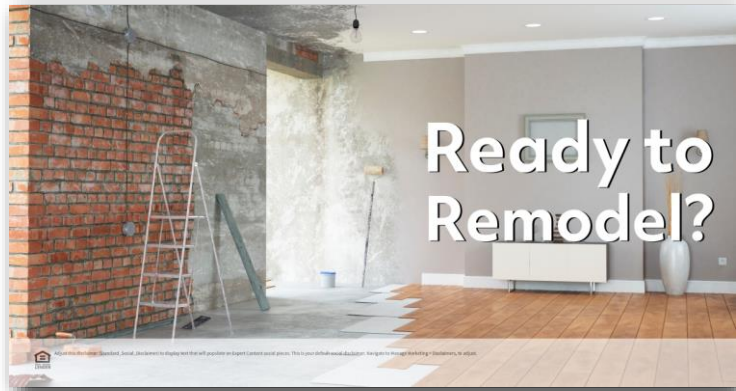
Social Media



Leveraging the equity in your home can help with a growing family. Whether you need new baby furniture or another bedroom, a home equity line of credit (HELOC) can help with the expenses. Contact me today to see if a HELOC is right for you!



Whether you're 25 or 55, it's important to continually build your nest egg – and a HELOC could help. Help boost your savings by tapping into the equity in your home. Ask me how!

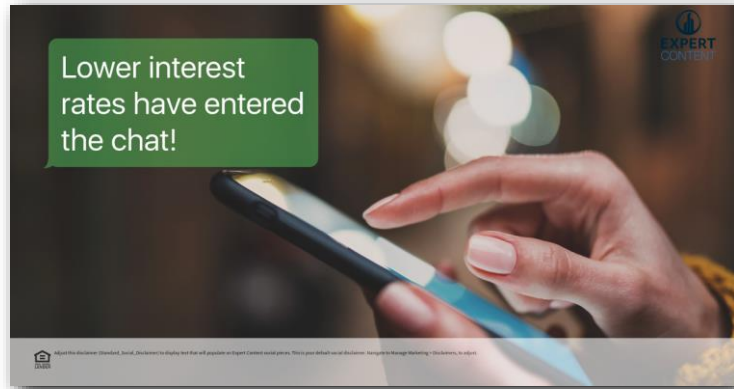


Do you need to upgrade your kitchen or remodel your outdated master bathroom? Leverage your home equity with a HELOC! You have the resources you need to make that dream a reality. Contact me today to explore the possibilities.

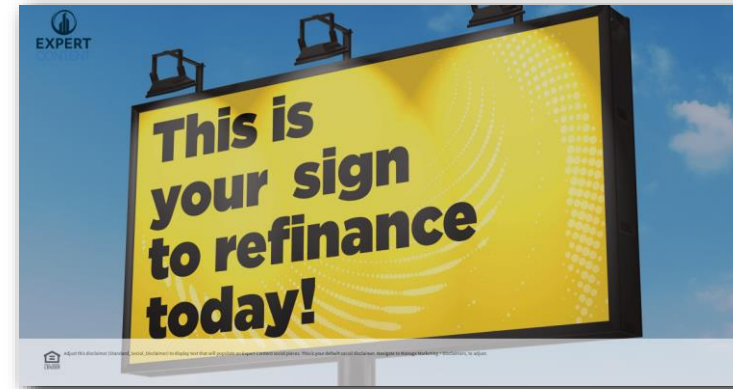


Life is full of “What if’s” – but what if there was an easy solution? Tapping into the equity in your home could be just the solution you need for unexpected expenses. Call me today to see if a HELOC is right for you!

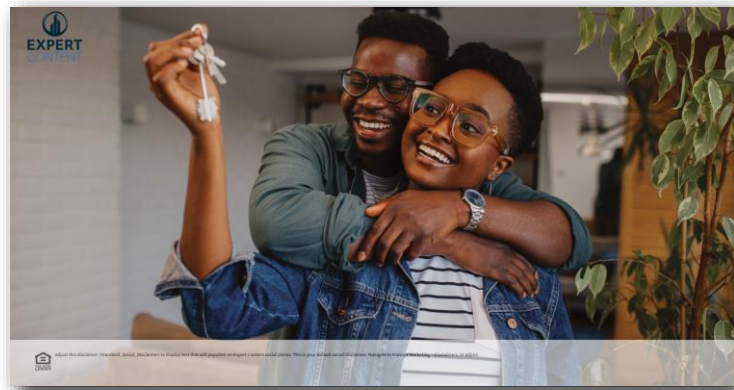
Social Media



Could this be your chance to save? It may be worth exploring refinancing or purchasing options. Contact me today and we can consider your financial goals. #MortgageNews



Don't miss this opportunity to potentially reduce your mortgage costs! Contact me today and we can review your mortgage together. #RefinanceAlert #MortgageRates



Mortgage interest rates are down, which means that home affordability is up. Contact me today to find out just how much your buying power has increased.