

## Opt-In to More HomeAdvantage Marketing Opportunities!

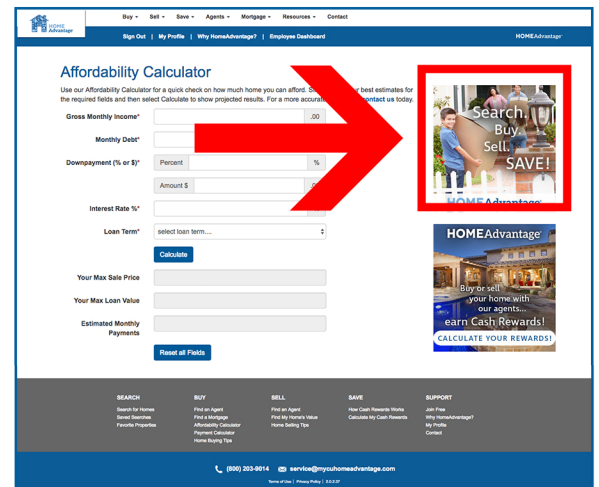
CU Realty Services offers an optional marketing package designed to help your credit union connect more buyers and sellers to HomeAdvantage®, as well as bring them back to your website for other promotions and offers! This package requires a one-time fee of \$1,000, and includes two key marketing services:

- **Unlimited banner advertising** on your co-branded HomeAdvantage portal
- **A co-branded “explainer” video** for the HomeAdvantage program

### Banner Advertising

Our optional banner advertising, also known as “Adspace”, allows your credit union to place unlimited banner images (along with corresponding backlinks) on its co-branded HomeAdvantage website. Use these banners to cross-promote mortgage packages or home-buying seminars, or any other products and services that deserve a spotlight.

Your Adspace images will appear and rotate on various pages in the top banner ad location. Send as many as you need. Change them as often as you choose!



### Co-Branded “Explainer” Video

Video is an increasingly powerful marketing tool! It allows businesses to create fun, informative conversations with their patrons whenever and wherever they are! CU Realty has produced a succinct member tutorial, or “explainer”, video to help you capture that same power with HomeAdvantage. The video is co-branded with your credit union logo, and walks the viewer through the features and benefits of using HomeAdvantage as their one-stop real estate shop. Use it on your website, email and social media!

**If you have questions about this package, please contact your HomeAdvantage Account Manager or call 800-203-9014!**