

HOMEAdvantage®

Twelve Months of Real Estate

Integrated Marketing Campaign: Email, Social Media, and Events

What you need to know...

- The *Twelve Months of Real Estate* campaign is a turnkey collection of integrated marketing materials designed to help you become your members' easy button for real estate.
- The campaign features a specific theme for each month of the year related to buying, selling, home values, real estate agents and more.
- Each theme has suggested: copy for email, social media and newsletters; topics for seminars; and corresponding social media images for use on Facebook and Twitter.

How to use it...

As you plan out your next marketing schedule, we encourage you to:

- Review the themes for each month and incorporate those that work best for your credit union—of course, we hope you'll choose all twelve!
- Review and download all the support materials that fit your preferred marketing channels.
- Consider adding in an educational seminar—seminar topics and special event ideas have been provided.
- Customize the imagery and messaging with your credit union branding and links to your HomeAdvantage portal.

ABC Federal Credit Union
Today at 19:33 · 🌐

These tips will help you save more & get you into your new home sooner
Sign up at abfcu.myhomeadvantage.com

Dream Home? Check.
Down Payment? Not yet?

myhomeadvantage.com HOMEAdvantage®

1,035

Like Comment Share

Your social media channel

Use descriptions provided

Add a customized call-to-action with a link to your HomeAdvantage portal

Use images provided

Encourage your employees to like, comment and share!

Where to find it...

- Log in at www.mycuhomeadvantage.com.
- Visit the **Resource Center**
- Click on **Marketing Tools**
- Locate in **Marketing Templates and Examples**

Questions?

Contact us at marketing@curealty.com.

January: Down Payment Basics



Dream Home? Check. Down Payment? Not yet?

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February: How to Find the Home of Your Dreams



We've got the keys to your perfect match

myhomeadvantage.com HOMEAdvantage

March: Why Use a HomeAdvantage® Real Estate Agent?



Real estate agents that reward.

myhomeadvantage.com HOMEAdvantage

April: How Much Is Your Home Worth?



What's your home worth?

myhomeadvantage.com HOMEAdvantage

May: Top 10 Home Selling Tips, Tip #1



Home Selling Tip #1: Beef up the Curb Appeal

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May: Top 10 Home Selling Tips, Tip#2



Home Selling Tip #2: Create a Grand Entrance

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May: Top 10 Home Selling Tips, Tip #3



Home Selling Tip #3: Upgrade the Mailbox

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May: Top 10 Home Selling Tips, Tip #4



Home Selling Tip #4: Fresh Paint

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Check the Resource Center for corresponding text and hashtags as well as email and special events ideas.

May: Top 10 Home Selling Tips, Tip #5



Home Selling Tip #5: Fresh Flowers

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June: How to Choose the Best Real Estate Professionals



Is Finding a Real Estate Agent on Your To-Do List?

myhomeadvantage.com HOMEAdvantage

July: We're Your Real Estate Easy Button



The moment when you need a real estate easy button.

myhomeadvantage.com HOMEAdvantage

August: Home Ownership - How Much Can You Afford?



Dreaming of homeownership?

myhomeadvantage.com HOMEAdvantage

September: Interesting Factors That Boost Home Value



Fun features that boost home value

myhomeadvantage.com HOMEAdvantage

October: What's Happening In Our Housing Market



Is a home sale or purchase in your future?

myhomeadvantage.com HOMEAdvantage

November: Is There a Best Time to Sell A Home?



To sell now or wait?

myhomeadvantage.com HOMEAdvantage

December: Understanding Your Mortgage Options



From finding your dream home to financing it, we've got you covered.

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