



**HOME**Advantage®

HomeAdvantage Partner

# GUIDE TO SUCCESS

How to get the most out of your HomeAdvantage Program

**HOME**Advantage®



**REAL ESTATE WITH REAL REWARDS**

A man in a white long-sleeved shirt is moving a large cardboard box in a living room. The room features a blue sofa, a potted plant, and a framed picture on the wall. The scene is dimly lit, with a blue tint. The word 'CUSHIONS' is written on the side of the box.

# WHAT IS IN THIS GUIDE?

**What is HomeAdvantage**

**Tell Your Customers About HomeAdvantage**

**Website** - [HomePage](#) | [Loan Page](#) | [HomeAdvantage Page](#) | [Widgets](#) | [Links](#) | [Blog](#)

**Introduce HomeAdvantage** - [Introduction Kit](#)

**Marketing** - [Quarterly Marketing](#) | [Done For You Campaigns](#) | [Co-branding Guide](#)

**HomeAdvantage Programs**- [Accelerate](#) | [Engage](#)

**Tell Your Employees** - [HomeAdvantage 101](#)

A woman with long dark hair, wearing a bright green sweater and purple pants, is sitting on a light-colored carpeted floor. She is leaning back against a light-colored sofa, with her arms raised high in the air and a joyful expression on her face. A silver laptop is open on her lap. The background shows a living room setting with a sofa and some greenery. The entire image has a dark blue overlay.

**WHAT IS HOMEADVANTAGE?**

# ATTRACT MORE BUYERS NURTURE MORE LEADS CLOSE MORE LOANS.



**329,000+**  
**Leads**



**37,000**  
**Closing**



**\$67MM**  
**Rewards Paid**

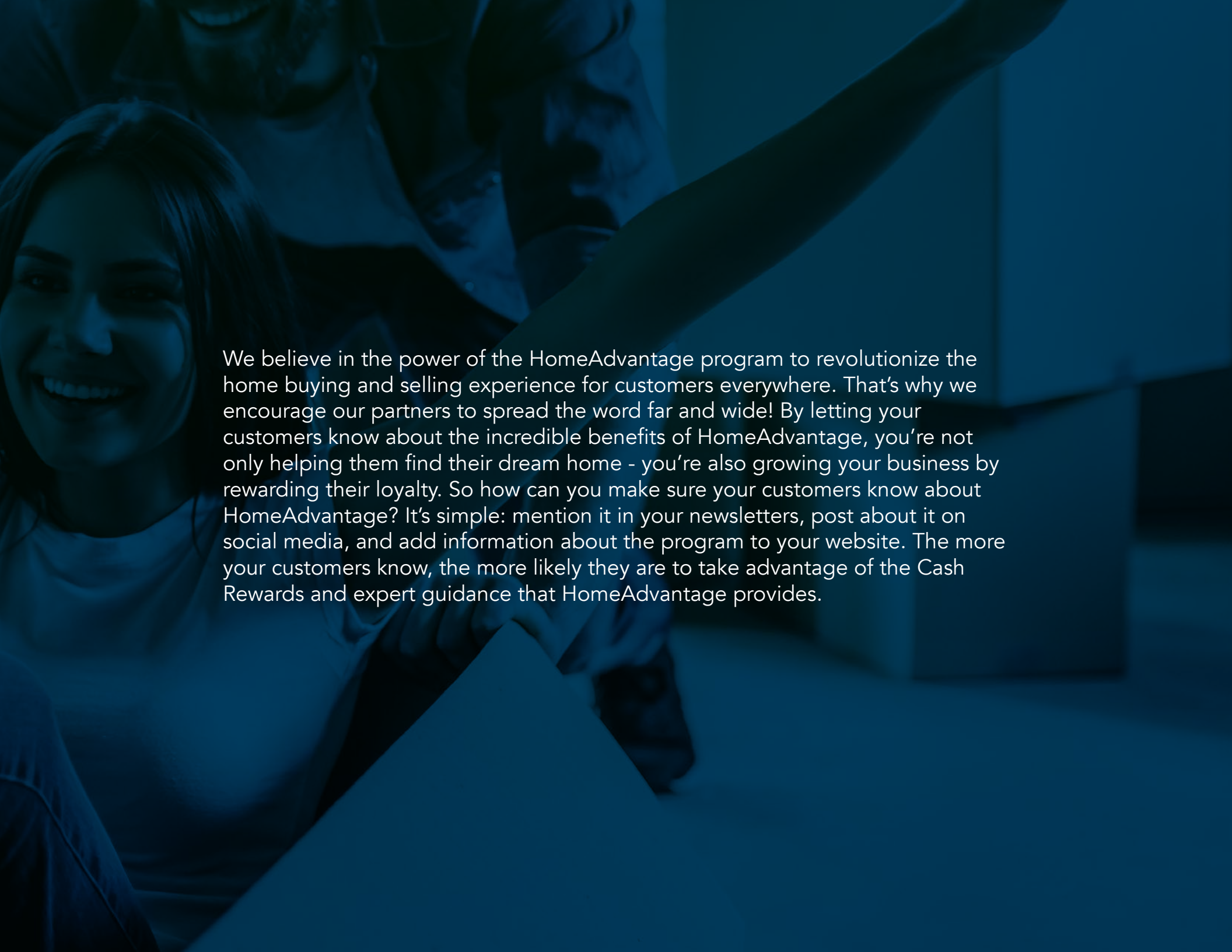


**78%**  
**Pull-Through**

HomeAdvantage is the ultimate real estate solution for partners who want to take their mortgage business to the next level. With our revolutionary Cash Rewards program, customers can earn thousands of dollars while working with our handpicked network of top-notch agents. These agents are ready to guide your customers every step of the way, providing unparalleled service and transforming their home buying or selling experience. So let's work our together, we'll create a truly rewarding journey for your customers.



**TELL YOUR CUSTOMERS  
ABOUT HOMEADVANTAGE**



We believe in the power of the HomeAdvantage program to revolutionize the home buying and selling experience for customers everywhere. That's why we encourage our partners to spread the word far and wide! By letting your customers know about the incredible benefits of HomeAdvantage, you're not only helping them find their dream home - you're also growing your business by rewarding their loyalty. So how can you make sure your customers know about HomeAdvantage? It's simple: mention it in your newsletters, post about it on social media, and add information about the program to your website. The more your customers know, the more likely they are to take advantage of the Cash Rewards and expert guidance that HomeAdvantage provides.

A woman with curly hair and glasses is sitting on a green couch, looking at a laptop screen. She is wearing a light-colored long-sleeved shirt and jeans. The scene is dimly lit, with a blue and green color cast. The text 'WEBSITE' is overlaid in orange, and 'GIVE YOUR HOMEADVANTAGE PROGRAM A SPACE TO SHINE' is overlaid in white below it.

# WEBSITE

**GIVE YOUR HOMEADVANTAGE PROGRAM A SPACE TO SHINE**

# YOUR WEBSITE AND HOMEADVANTAGE

We're transforming the home buying and selling experience for your customers by providing access to top-notch real estate agents, innovative tools, and Cash Rewards. Now, it's time to take your partnership to the next level. By featuring HomeAdvantage on your website, you're telling your customers that you're committed to providing the best possible experience for their home buying and selling journey. It's a testament to your dedication to innovation and excellence, and it shows that you're always looking for ways to add more value to their lives. So, let's work together to create a seamless integration of HomeAdvantage on your website and make sure your customers get the best possible experience

## WHERE AND HOW SHOULD YOU PUT HOMEADVANTAGE ON YOUR WEBSITE?

- Create Space on your homepage
- Put HomeAdvantage on your loan page
- Create a HomeAdvantage page
- Use HomeAdvantage widgets
- Link to helpful pages on HomeAdvantage
- Write about HomeAdvantage in your blog

# HOME PAGE

## THE MAGIC OF HOMEADVANTAGE ON YOUR HOMEPAGE!

We recommend featuring it prominently, whether that's a banner or a button in a prime location, so your members can't miss out on the rewards and convenience that come with it. You could even weave it into your hero section to grab their attention right away. Remember, the more visible it is, the more likely your members are to engage with it and come back for more. So let's make sure your homepage shines with the power of HomeAdvantage!

### GET THE MOST

- Put HomeAdvantage in a prominent location (Hero, Banner, CTA)
- Mention your specific average Cash Rewards
- Put HomeAdvantage above the fold
- Put a link in the menu to your HomeAdvantage page

# HOME PAGE

## Example: BCU.org

The screenshot shows the BCU.org homepage. A large orange circle highlights the 'HomeAdvantage®' offer, which states 'earn an avg. of \$1,992\* in cash rewards' with a 'Disclosure' link. Another orange circle highlights the 'Member Eligibility' link in the navigation menu. A third orange circle highlights the 'HomeAdvantage' offer card in the bottom navigation bar, which lists the \$1,992\* in cash rewards. The main banner features a woman in a yellow shirt and text about 'Flex your earnings with 4% APY\* + unlimited ATM fee refund\* with PowerPlus™ Checking'. Below the banner is a navigation bar with icons for Member Eligibility, Home, Checking, Certificates, Savings, Auto Loans, Credit Cards, and Personal Loans. At the bottom, there are several interest rate cards: HomeAdvantage (1,992\* in cash rewards), Special 11 Month CD (3.50% APY), Auto Paying Service (4.39% APY), and Cash Rewards (1.5% APY). A footer note says 'You work hard for your money. Rest assured, it's safe with BCU. Read more in the 2022 Annual Report.'

## Example: Andrewsfcu.org

The screenshot shows the Andrewsfcu.org homepage. A large orange circle highlights the 'Real Estate with Real Rewards' offer, which includes the text 'Save money when you buy or sell with HomeAdvantage.' and a 'LEARN MORE' button. A smaller orange circle highlights the 'IMPROVING THE' text above a 'LEARN MORE' button. The main banner features a woman in a yellow shirt and text about 'In Washington D.C.'. Below the banner is a navigation bar with icons for Home, Checking, Certificates, Savings, Auto Loans, Credit Cards, and Personal Loans. At the bottom, there are several interest rate cards: HomeAdvantage (1,992\* in cash rewards), Special 11 Month CD (3.50% APY), Auto Paying Service (4.39% APY), and Cash Rewards (1.5% APY). A footer note says 'You work hard for your money. Rest assured, it's safe with BCU. Read more in the 2022 Annual Report.'

## Example: Jfcu.org

The screenshot shows the Jfcu.org homepage. A large orange circle highlights the '3% DOWN PAYMENT FOR FIRST TIME HOMEBUYERS.' offer, which includes the text 'Down payment funds may be gifted. Plus, earn Cash Rewards of \$2,000 on average at closing with HomeAdvantage® Agent\*' and 'APPLY NOW' and 'LEARN MORE' buttons. Another orange circle highlights the '3% DOWN PAYMENT FOR FIRST TIME HOMEBUYERS.' text. The main banner features a house and text about 'Mortgage'. Below the banner is a navigation bar with icons for Home, Checking, Certificates, Savings, Auto Loans, Credit Cards, and Personal Loans. At the bottom, there are several interest rate cards: HomeAdvantage (1,992\* in cash rewards), Special 11 Month CD (3.50% APY), Auto Paying Service (4.39% APY), and Cash Rewards (1.5% APY). A footer note says 'You work hard for your money. Rest assured, it's safe with BCU. Read more in the 2022 Annual Report.'

# LOAN PAGE

## COMPLETE YOUR LOAN PAGE WITH YOUR HOMEADVANTAGE PROGRAM

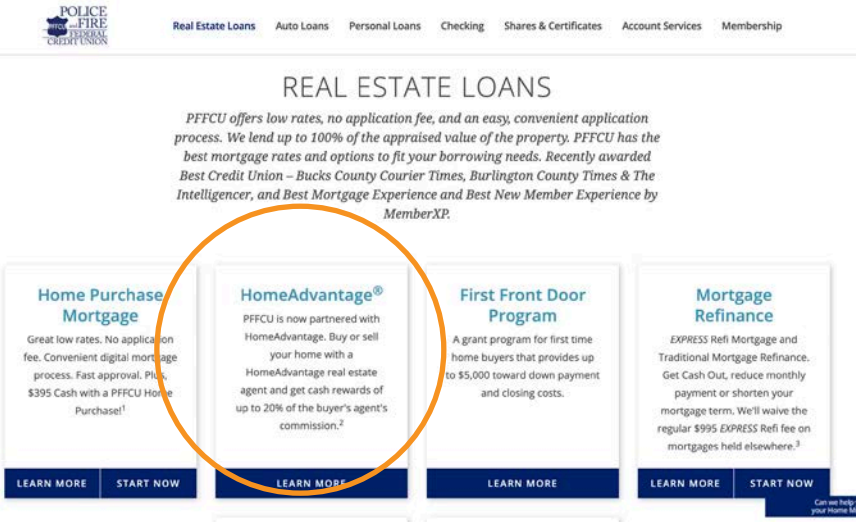
By featuring our program on your loan page, you'll give your customers the opportunity to seamlessly explore their home buying and selling options while they're researching loans. It's the perfect way to add value to your offerings and delight your customers all at once. We recommend including a prominent call-to-action button that links to our program page, so your customers can start reaping the rewards right away.

### GET THE MOST

- Put HomeAdvantage in a prominent location (Hero, Banner, CTA)
- Mention your specific average Cash Rewards
- Put HomeAdvantage above the fold
- Link to specific pages on your HomeAdvantage website (Ex. Find a home, Cash Rewards Calculator )

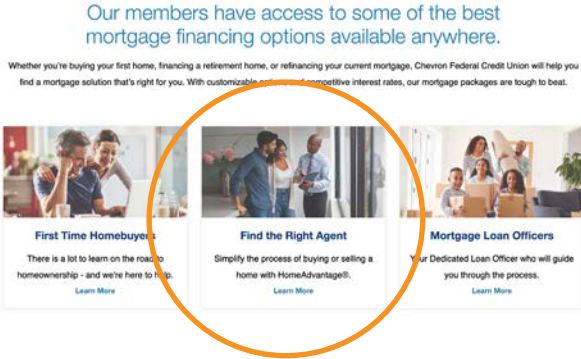
# LOAN PAGE

## Example: pffcu.org



The screenshot shows the 'REAL ESTATE LOANS' section of the pffcu.org website. At the top left is the PFFCU logo (Police Fire & Public Safety Credit Union). A navigation menu includes: Real Estate Loans, Auto Loans, Personal Loans, Checking, Shares & Certificates, Account Services, and Membership. The main heading is 'REAL ESTATE LOANS'. Below it is a paragraph: 'PFFCU offers low rates, no application fee, and an easy, convenient application process. We lend up to 100% of the appraised value of the property. PFFCU has the best mortgage rates and options to fit your borrowing needs. Recently awarded Best Credit Union – Bucks County Courier Times, Burlington County Times & The Intelligencer, and Best Mortgage Experience and Best New Member Experience by MemberXP.' Below this are four loan product cards: 'Home Purchase Mortgage', 'HomeAdvantage®', 'First Front Door Program', and 'Mortgage Refinance'. The 'HomeAdvantage®' card is circled in orange. Each card has a 'LEARN MORE' button and a 'START NOW' button. A small blue box at the bottom right says 'Call us help your home M'.

## Example: chevronfcu.org



The screenshot shows the mortgage financing options page on chevronfcu.org. The main heading is 'Our members have access to some of the best mortgage financing options available anywhere.' Below it is a paragraph: 'Whether you're buying your first home, financing a retirement home, or refinancing your current mortgage, Chevron Federal Credit Union will help you find a mortgage solution that's right for you. With customizable terms and competitive interest rates, our mortgage packages are tough to beat.' Below this are three service cards: 'First Time Homebuyer', 'Find the Right Agent', and 'Mortgage Loan Officers'. The 'Find the Right Agent' card is circled in orange. Each card has a 'Learn More' button. A small blue box at the bottom right says 'Call us help your home M'.

# HOMEADVANTAGE PAGE

## A WHOLE PAGE DEDICATED TO YOUR HOMEADVANTAGE PROGRAM

It's time to create a dedicated HomeAdvantage page on your website! By doing so, you can offer your customers a one-stop-shop for all their home buying and selling needs. Not only will this streamline their experience, but it will also set you apart as a leader in customer service. Our network of top, local agents are vetted and ready to guide your customers every step of the way, making their journey easier, faster, and more rewarding. Plus, with HomeAdvantage Cash Rewards and more, your customers will feel confident and appreciated throughout their entire home buying or selling journey.

### GET THE MOST

- Mention your specific average Cash Rewards
- Put a link in the menu to your HomeAdvantage page
- Have links to the different HomeAdvantage pages
- Use Cash Rewards calculator
- Talk about local vetted real estate agents

# HOMEADVANTAGE PAGE

## Example: firstcitycu.org

**First City CREDIT UNION** Login Menu

### HomeAdvantage

**Earn Cash Rewards Through HomeAdvantage**  
Find your new home or sell your current one by clicking this link to connect to HomeAdvantage's Concierge Team.

[Learn How](#)

You can now buy or sell a home with First City and earn thousands of dollars with our new HomeAdvantage® program.

Enjoy access to online tools to search for homes, research neighborhoods, and find a local real estate expert from a network of over 850 real estate agents nationwide. By working with an agent in the HomeAdvantage network, you can earn Cash Rewards\*. On average, First City members can earn \$2,462 in Cash Rewards.\*

Search for homes: See which homes are for sale and which have recently sold. Save your favorite searches and get email alerts when new information is available.  
**Search our listings**

Find the right agent: We've hand-picked professional real estate agents from top, local brokerages to be a part of our exclusive agent network. **Choose one online yourself** — or contact our **Member Concierge team** to help connect you with a top agent that is best for you.

Calculate your Savings: Use one of the agents in our network to buy or sell your home and earn potentially thousands in Cash Rewards when you close.  
**Calculate your savings**

First City Credit Union members may save an average of \$2,462

The "homeadvantages" of using HomeAdvantage through First City:

- Personal Guides
- Trusted Local Agents
- Easy Home Search
- Save Home Searches
- Save & Share Homes
- Cash Rewards

How to use HomeAdvantage through First City:

| STEP 1   | STEP 2  | STEP 3   |
|--|---|--|
| Connect  | Buy or Sell   | Get Rewarded   |
| Share some info and let our Concierge team match you with the perfect network agent. | Join forces with an elite, real estate agent in our network to buy or sell your home. | Transform your home buying or selling experience with HomeAdvantage Cash Rewards and more! |

Get started finding your new home or sell your current one by clicking this link to connect to HomeAdvantage's Concierge Team.

[Get Started](#)

\*HomeAdvantage is available to you through your credit union membership. Cash Rewards are available to members who register to use HomeAdvantage and who use a real estate agent in the HomeAdvantage network to buy or sell their home. Using the credit union for a mortgage is not a requirement to earn Cash Rewards. Cash Rewards amount is dependent on the commission and the fee agent. The credit union may have specific rules on how Cash Rewards will be paid. Cash Rewards are void where prohibited by law or otherwise. Please consult with your realtor for details that may apply.

Cash Rewards are 20% of the agent's commission. This example assumes a 2.5% agent commission. Cash Rewards may be limited and/or prohibited by state law. No reward will be available for loans in Mississippi. Cash Rewards may be in the form of a direct credit deposit on the Closing Disclosure or included real estate commission with the exception of the following states where a check will be issued after closing: AL, AK, IA, IL, LA, MD, OK, OR and TN.

[See Terms of Use at My HomeAdvantage for other details.](#)

First City Credit Union • Routing: 322078972 • NMLS: 649182 • CCPA Policy • Privacy Policy

## Example: Servicecu.org

**SERVICE CREDIT UNION** Bank Borrow Invest Insure Resources About Us Get Started

### HomeAdvantage®

Helping you find and finance your next home...from start to finish.

**Search. Buy. Sell. Save. DONE!**

HomeAdvantage® can help you search, buy, sell and save on your next real estate venture! Use it to find the home of your dreams, sell your existing home, research the market, connect with a top local agent, and save money at closing! All this is available to you, at no cost!

[ENROLL TODAY](#)

**Find a Home**  
Find your next home by searching current MLS listings made available through HomeAdvantage™. Then save your favorite searches and get email alerts when new properties come up!

[START YOUR SEARCH](#)

**Get an Agent Referral**  
Need a local estate agent? The HomeAdvantage program has some of the best local agents to help you buy or sell.

[FIND AN AGENT](#)

[Click to Chat](#)

HOMEAdvantage®

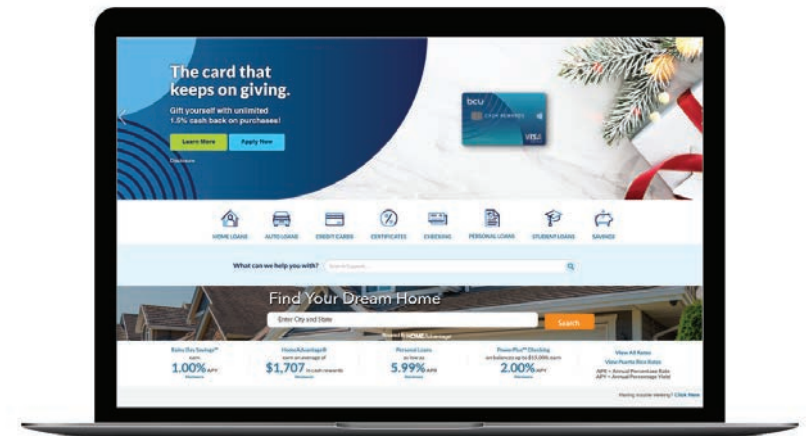
# WIDGETS

## EMBED A PIECE OF HOMEADVANTAGE INTO YOUR WEBSITE

HomeAdvantage widgets on your site! By featuring these powerful tools prominently on your website, you'll keep your clients engaged and make it easier for them to find their dream home. With access a thousands of listings, customizable search options, and real-time updates, your clients will be blown away by the comprehensive and user-friendly experience.

### GET THE MOST

- Put widgets on blog posts
- Have a widget on your loan page
- Put a find a home widget on your mortgage page
- Use a what is my home worth widget on your home page



# WIDGETS

Find Your Dream Home

Enter City and State

Search

Powered By HOMEAdvantage



How Much in **Cash Rewards** can I get From **HomeAdvantage**?

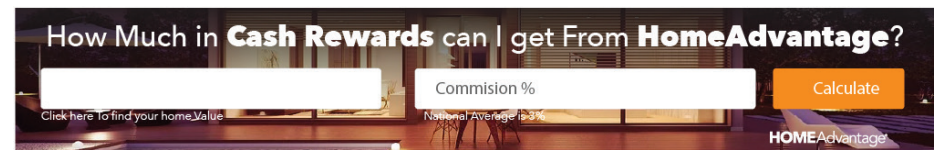
Click here to find your home Value

Commision %

National Average is 3%

Calculate

HOMEAdvantage



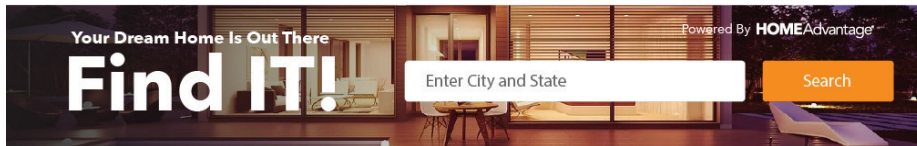
Your Dream Home Is Out There

Find IT!

Enter City and State

Search

Powered By HOMEAdvantage



What Is My Home Worth?

Enter Your Address

Search

HOMEAdvantage

Powered By



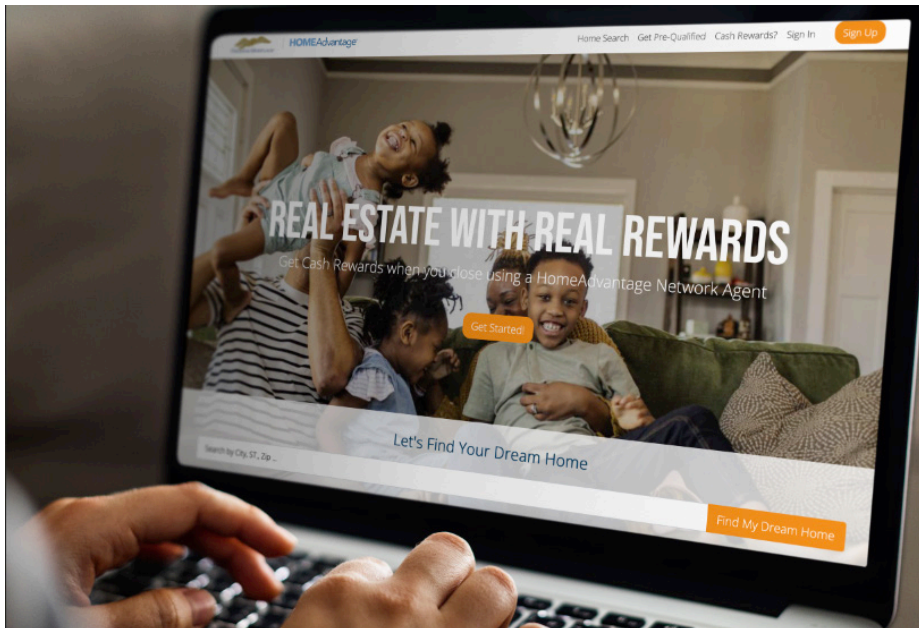
COMING SOON!



# LINKS

We've designed five main landing pages that offer the most value to our customers: Home/What is HomeAdvantage, Home Search, How Much Cash Rewards Could I Get, Find An Agent, and What is My Home Worth/Sell a Home. These pages are the backbone of the HomeAdvantage experience and we strongly encourage our partners to link to all of them. By providing easy access to these pages, our partners can ensure their customers are informed and empowered to take full advantage of everything HomeAdvantage has to offer.

## HOME PAGE/WHAT IS HOMEADVANTAGE

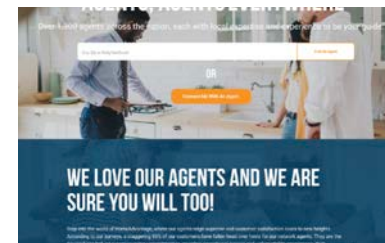


## HOME SEARCH



GET CASH REWARDS FOR FINDING YOUR DREAM HOME!

## FIND AN AGENT



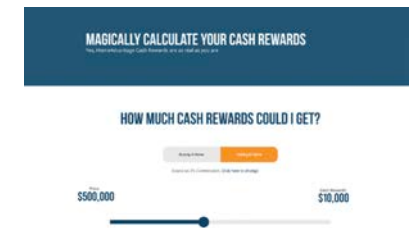
WE LOVE OUR AGENTS AND WE ARE SURE YOU WILL TOO!

## HOME VALUATION/SELL



HOW MUCH CASH REWARDS COULD I GET?

## CASH REWARDS CALCULATOR



HOW MUCH CASH REWARDS COULD I GET?

# BLOG

It's important to include HomeAdvantage in your blog pages and articles. By featuring HomeAdvantage in your content, you're providing valuable information to your readers, establishing your brand as a trusted advisor in the real estate industry, and driving traffic to your website. Plus, including links to HomeAdvantage's five main landing pages—Home/What is HomeAdvantage, Home Search, How Much Cash Rewards Could I Get, Find An Agent, and What is my home worth/Sell a Home—will give your readers the opportunity to explore the program and take advantage of its benefits. Don't just write about HomeAdvantage, use our widgets in blogs with related content.



# INTRODUCTIONS

**INTRODUCE YOUR CUSTOMERS TO YOUR HOMEADVANTAGE PROGRAM**

# SAY HELLO TO HOMEADVANTAGE

Introducing HomeAdvantage to your customers is key. They deserve the advantage in their homeownership journey, and you can make it happen. Through our impactful marketing materials like emails, social posts, buckslips, flyers, and in-store digital promotions, you'll showcase the immense value we bring. Get ready to establish trust, expertise, and a strong brand presence that sets you apart. Together, we'll empower your customers, making HomeAdvantage synonymous with exceptional service and remarkable experiences. Let's create that unforgettable connection and make homeownership dreams a reality.

## HOW DO YOU INTRODUCE HOMEADVANTAGE TO YOUR CUSTOMERS?

- Post On Social
- Shoot and Email
- Digital Signage
- Put HomeAdvantage in Your NewsLetter
- Use HomeAdvantage Ready-to-Print Collateral

# INTRODUCTION KIT

## DON'T WORRY, HOMEADVANTAGE MADE IT EASY FOR YOU!

Unleash success with our HomeAdvantage Introduction Kit! Packed with captivating social posts, email ideas, buck slips, and digital materials for in-branch displays, this kit is your secret weapon. Engage, captivate, and leave a lasting impression effortlessly. Amplify your presence and spark excitement with HomeAdvantage by your side. Get ready for success!

### GET THE MOST

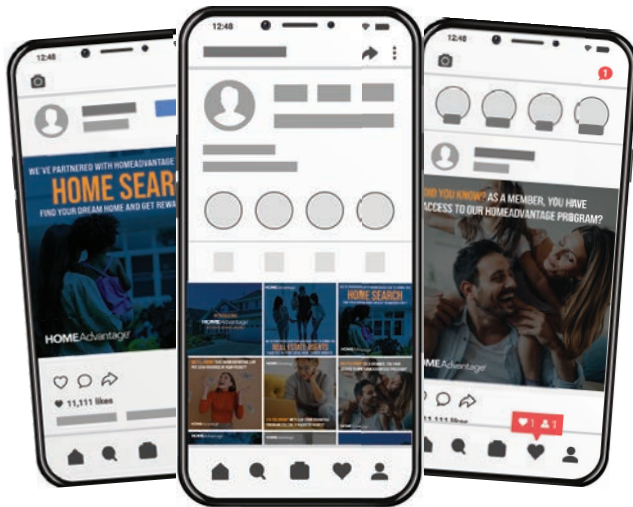
- Engage with captivating, ready-to-use content.
- Personalize to reflect your unique brand.
- Strategize distribution for maximum reach.
- Track, analyze, and iterate for success.

### CUSTOMIZABLE BUCK SLIP



# INTRODUCTION KIT

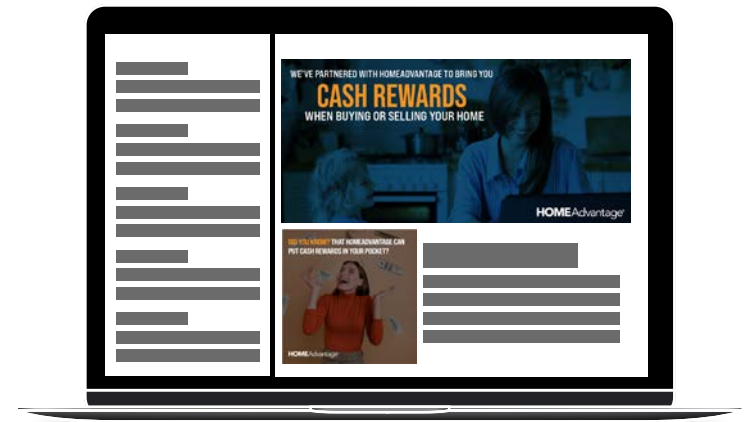
## SOCIAL POSTS (WITH CAPTION AND #)



## DIGITAL SIGNAGE



## EMAIL CONTENT



## GET IT HERE IN THE RESOURCE CENTER

[HTTPS:// HOMEADVANTAGE.COM/RESOURCECENTER/HOMEADVANTAGE-INTRODUCTION-KIT](https://homeadvantage.com/resourcecenter/homeadvantage-introduction-kit)

The background of the image is a dark blue, semi-transparent overlay over a photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored, long-sleeved shirt. In the upper left and center areas, there are several white, stylized envelope icons. A faint network of white dots and lines is visible in the background, suggesting a digital or communication theme.

# **MARKETING**

**KEEP YOUR HOMEADVANTAGE PROGRAM OUT THERE**

# KEEP IT GOING

Welcome to the dynamic world of HomeAdvantage marketing! Empower your marketing efforts with captivating emails, social posts, flyers, and screen-ready materials. Fuel engagement with “12 months of real estate” and “Did you know” campaigns, plus quarterly social, email, and digital content. Keep your HomeAdvantage program in front of your customers. Let’s make it exceptional!

## HOW DO YOU KEEP HOMEADVANTAGE IN FRONT OF YOUR CUSTOMERS?

- Social media campaigns
- Mention HomeAdvantage in you emails
- Use digital signage
- Put HomeAdvantage brochures in front of your customers

# QUARTERLY MARKETING MATERIAL

## HOT OFF THE PRESS, QUARTERLY MARKETING MATERIAL

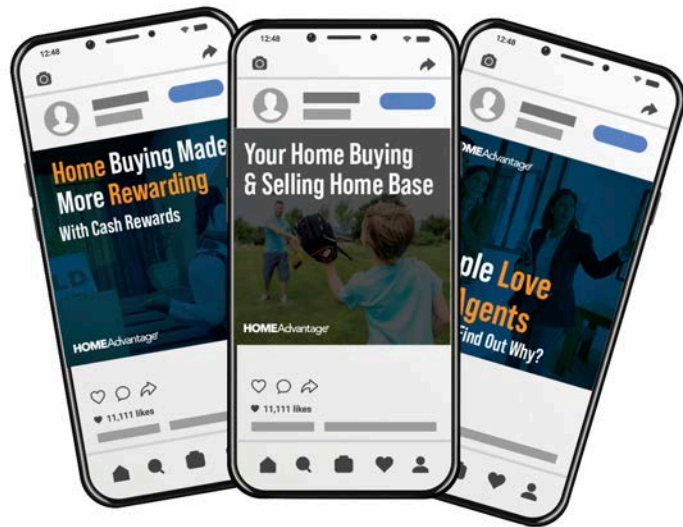
HomeAdvantage unveils its quarterly marketing materials! These meticulously curated resources are designed to ignite your marketing efforts across social media, email campaigns, and digital signage. Effortlessly convey the benefits of HomeAdvantage to your customers with our quarterly releases we provide you with the tools to elevate your HomeAdvantage program and engage customers like never before.

### GET THE MOST

- Engage with captivating, ready-to-use content.
- Personalize to reflect your unique brand.
- Strategize distribution for maximum reach.
- Track, analyze, and iterate for success.

# QUARTERLY MARKETING MATERIAL

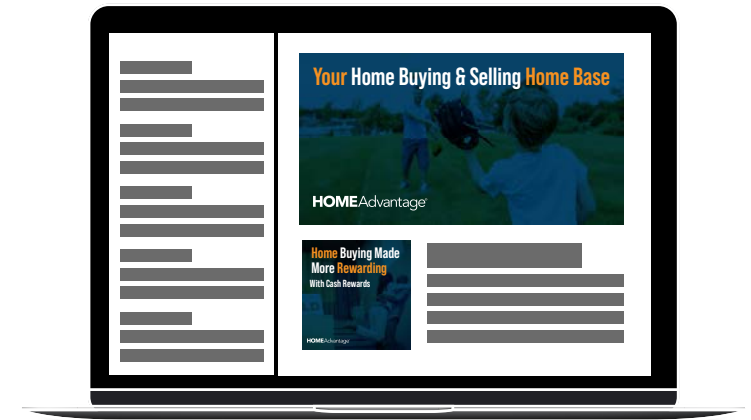
## SOCIAL POSTS (WITH CAPTION AND #)



## DIGITAL SIGNAGE



## EMAIL CONTENT



## GET IT HERE IN THE RESOURCE CENTER

[HTTPS:// HOMEADVANTAGE.COM/RESOURCECENTER/PARTNER-SOCIAL](https://homeadvantage.com/resourcecenter/partner-social)

# DONE FOR YOU CAMPAIGNS

## CAMPAIGN: DID YOU KNOW

Ignite curiosity with HomeAdvantage's "Did You Know" campaign! Engage with captivating social posts, emails, and digital signs.

### SOCIAL POSTS (WITH CAPTION AND #)



### DIGITAL SIGNAGE



### EMAIL CONTENT



## GET IT HERE IN THE RESOURCE CENTER

[HTTPS://RESOURCECENTER.MYCUHOMEADVANTAGE.COM/DIDYOUKNOW](https://resourcecenter.mycuhomeadvantage.com/didyouknow)

# DONE FOR YOU CAMPAIGNS

## CAMPAIGN: 12 MONTHS OF REAL ESTATE

Explore a year of real estate excitement with HomeAdvantage's campaign! Each month and holiday, discover new themes that captivate your audience. Engage and celebrate the joys of homeownership.

**SOCIAL POSTS**  
(WITH CAPTION AND #)



**EMAIL CONTENT**



**GET IT HERE IN THE RESOURCE CENTER**

[HTTPS:// HOMEADVANTAGE.COM/RESOURCECENTER/MARKETING-SUPPORT-TOOLS/12-MONTHS-OF-REAL-ESTATE](https://homeadvantage.com/resourcecenter/marketing-support-tools/12-months-of-real-estate)

# DONE FOR YOU CAMPAIGNS

## CAMPAIGN: HOMEOWNERSHIP TRUTHS

Unveil the realities of homeownership with HomeAdvantage's campaign! Share compelling social posts that resonate with homeowners. Foster connection and community through relatable truths.

### SOCIAL POSTS (WITH CAPTION AND #)



### GET IT HERE IN THE RESOURCE CENTER

[HTTPS://HOMEADVANTAGE.COM/RESOURCECENTER/MARKETING-SUPPORT-TOOLS/HOMEOWNERSHIP-TRUTHS](https://homeadvantage.com/resourcecenter/marketing-support-tools/homeownership-truths)

# CO-BRANDING GUIDELINES

## PROMOTE HOMEADVANTAGE

Maximize collaboration with our brand. Elevate your identity while leveraging HomeAdvantage's strength. Discover empowering guidelines and customizable assets to leave a lasting impact on your customers. Let's embark on a journey of successful co-branding!



**GET IT HERE IN THE RESOURCE CENTER**

[HTTPS:// HOMEADVANTAGE.COM/RESOURCECENTER/MARKETING-SUPPORT-TOOLS/CO-BRANDING](https://homeadvantage.com/resourcecenter/marketing-support-tools/co-branding)

The background of the image is a dark blue, semi-transparent overlay over a photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored, possibly white, long-sleeved shirt. In the upper left and center areas, there are several white line-art icons of envelopes, some of which are connected by thin white lines, suggesting a network or communication theme. The overall aesthetic is professional and tech-oriented.

# **HOMEADVANTAGE PROGRAMS**

**LET US HELP YOU CLOSE MORE PURCHASE MORTGAGE LEADS**

# LET US HELP

Step into a realm of innovation with HomeAdvantage's Accelerate and Engage programs. Engage effortlessly gathers member info through CSV uploads, delivering tailored monthly insights. Accelerate seamlessly integrates Encompass API with your CRM, effortlessly connecting members to agents. Let's transform engagement and turn homeownership dreams into realities.

## WHY SHOULD WE USE THESE PROGRAMS?

- Increase members into the program
- convey the benefit from HomeAdvantage
- Improve your loan pull-through rates
- Save members money and ensure a smooth closing
- Keeps your credit union top of mind
- No cost or heavy lifting for your marketing team
- Easy implementation

# ACCELERATE & ACCELERATE-API

Accelerate aligns with your goals – boosting home-buying members, and elevating loan pull-through rates. Seamlessly put HomeAdvantage into your workflows , while minimizing errors. Experience efficiency, empowerment, and excellence, as we fast track your success with HomeAdvantage.

Join forces with HomeAdvantage to make enrolling your members in HomeAdvantage simple, and be up and running in as little as two weeks. Unveil the power of API connections and security, safeguarding your data.

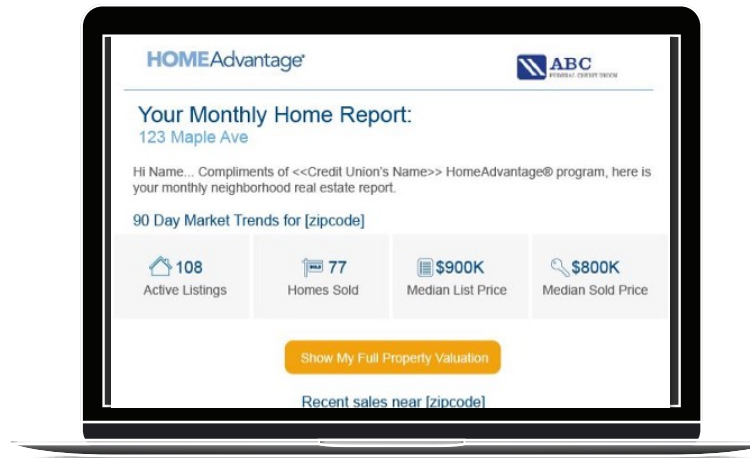
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**LEARN HERE IN THE RESOURCE CENTER**

[HTTPS:// HOMEADVANTAGE.COM/RESOURCECENTER/REST-API](https://homeadvantage.com/resourcecenter/rest-api)

# ENGAGE

Introducing Engage – where meaningful member connections unfold effortlessly. Elevate your credit union’s presence with monthly trend reports sent via email. No cost, no stress for your marketing team. A simple 3-step setup in just 4-6 weeks: .CSV file, test submission, and seamless SFTP updates every 6 months. Let’s empower your members and keep your credit union shining with Engage.

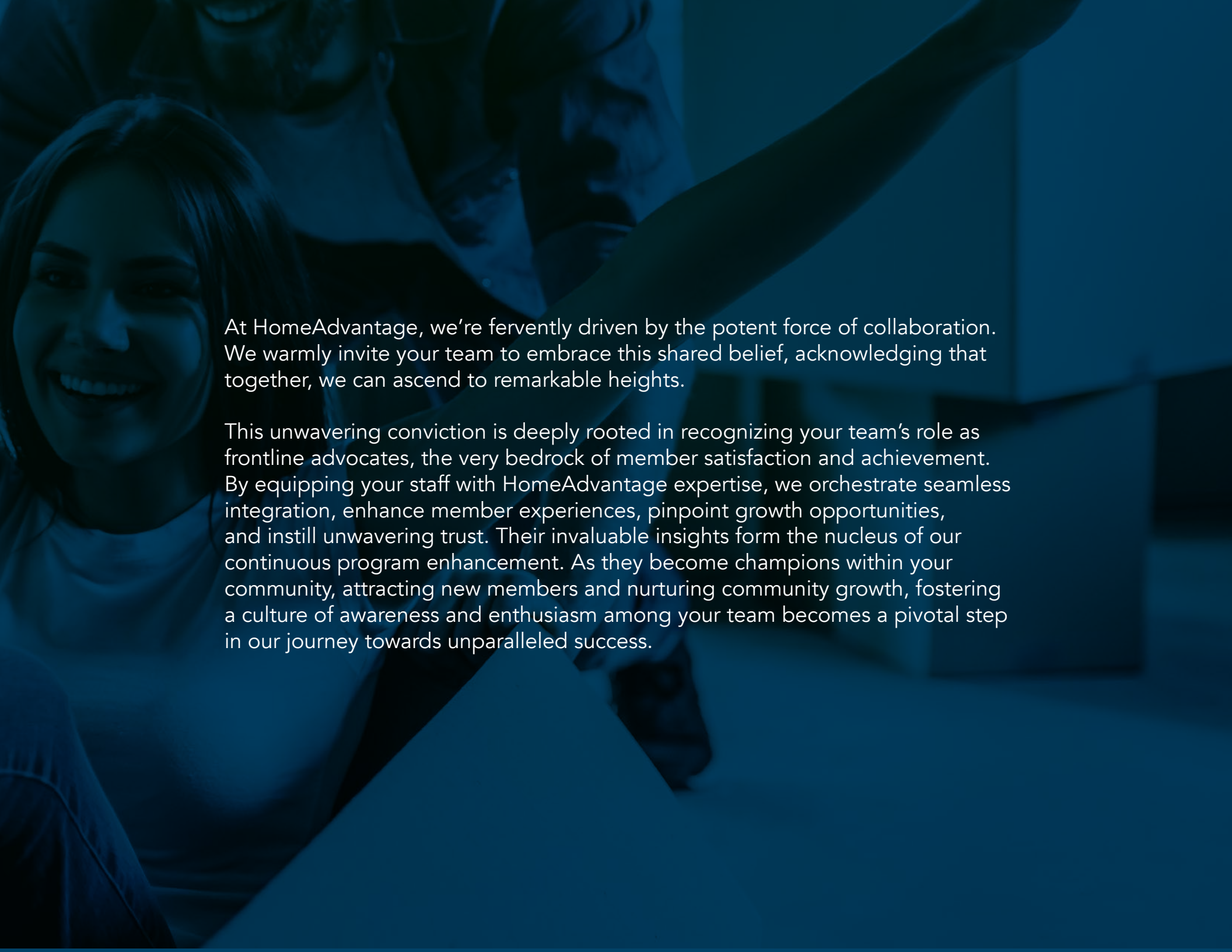


## LEARN HERE

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**TELL YOUR EMPLOYEES  
ABOUT HOMEADVANTAGE**

A group of people in a meeting, with a woman in the foreground smiling and pointing towards the right. The image is overlaid with a blue tint.

At HomeAdvantage, we're fervently driven by the potent force of collaboration. We warmly invite your team to embrace this shared belief, acknowledging that together, we can ascend to remarkable heights.

This unwavering conviction is deeply rooted in recognizing your team's role as frontline advocates, the very bedrock of member satisfaction and achievement. By equipping your staff with HomeAdvantage expertise, we orchestrate seamless integration, enhance member experiences, pinpoint growth opportunities, and instill unwavering trust. Their invaluable insights form the nucleus of our continuous program enhancement. As they become champions within your community, attracting new members and nurturing community growth, fostering a culture of awareness and enthusiasm among your team becomes a pivotal step in our journey towards unparalleled success.

The background of the image is a dark blue overlay on a photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored long-sleeved shirt. In the upper left and center areas, there are several white line-art icons of envelopes, some of which are connected by thin white lines, suggesting a network or communication theme.

# **HOMEADVANTAGE 101**

**KNOWLEDGE EQUALS LEADS**

# KNOWLEDGE IS POWER

At HomeAdvantage, we believe in the power of your team's engagement. Here's why it matters:

**Member Advocacy:** Informed employees become HomeAdvantage champions, ensuring member satisfaction.

**Seamless Integration:** Knowledgeable staff ensures a smooth transition for members.

**Trust Builders:** Well-versed employees build member trust in HomeAdvantage.

Foster a culture of awareness and enthusiasm among your employees. Invest in their training and tools, and together, we'll achieve success with HomeAdvantage.

We have dedicated a whole section of the resource center to helping your employees learn about HomeAdvantage.



## LEARN HERE IN THE RESOURCE CENTER

[HTTPS:// HOMEADVANTAGE.COM/RESOURCECENTER](https://homeadvantage.com/resourcecenter)

**HOME**Advantage®