

MGIC

Facebook Strategies for Loan Originators

Presented by:
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Senior Digital Strategist, MGIC

June 3, 2024

Hello!

I'm Meghan Bitenc,
MGIC Senior Digital Strategist

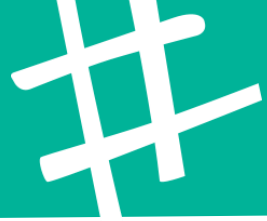
You can find me at:

LinkedIn: [linkedin.com/in/Meghan-Bitenc](https://www.linkedin.com/in/Meghan-Bitenc)

Email: Meghan_Bitenc@mgic.com

Senior Digital Strategist and part of my role is to oversee content development for MGIC's social platforms such as Facebook, LinkedIn and X (formally Twitter).





Legal Disclaimer

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Welcome!

Today's Agenda:

Relevance of social media

Understanding your audience

Facebook Business Page

Facebook *Messenger*

Creating content

Boosting posts

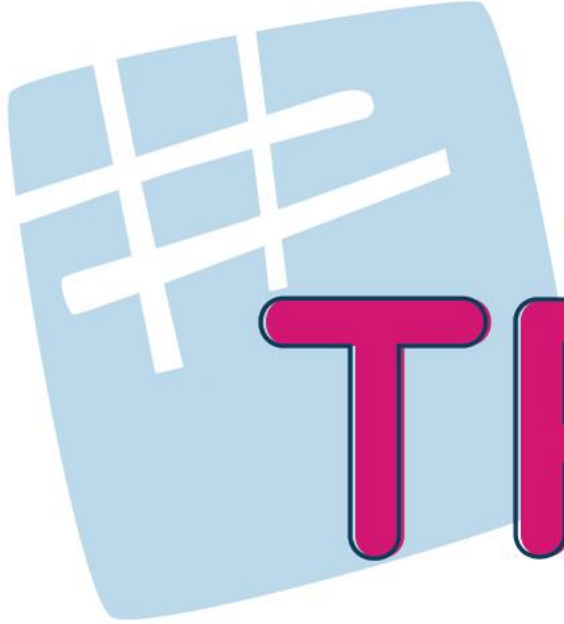
MGIC resources



SOCIAL MEDIA

*Social media is not a direct sales tool –
it is a relationship and brand-building tool*

Meet the expectation!



TRUST

*People don't buy from **brands**,
they buy from people they **know and trust***

Understanding your audience

Who's using Facebook?



The KING of Social Media



Facebook is the leading
social platform reaching
68%
of American social media users

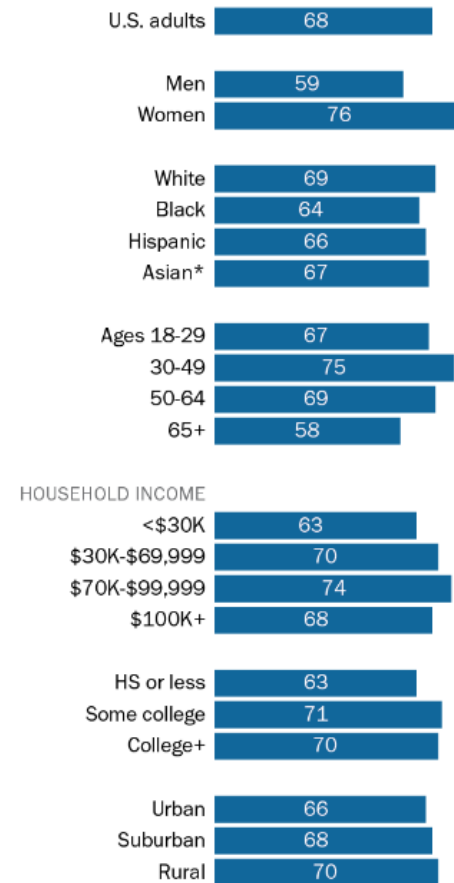
Source: Pew Research Center – February 2024

MGIC.COM/TRAINING

Women, college grads more likely to use Facebook

Women, college grads more likely to use Facebook

% of U.S. adults who say they ever use Facebook



Who is on Facebook?

- Facebook is popular among all demographic groups, though some adults are more likely to use it than others, the same survey shows. Adults who are more likely to use Facebook include:
- **Women:** 76% of women use the platform, compared with 59% of men.
- **Bachelor's degree holders:** 70% of adults with a four-year degree or more education use it, compared with 63% of those who have a high school diploma or less.



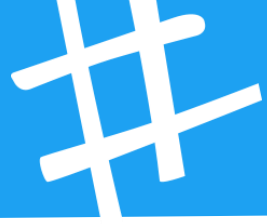
Time spent on Facebook

2.5 hours
per day

75%
of users check 1x/day

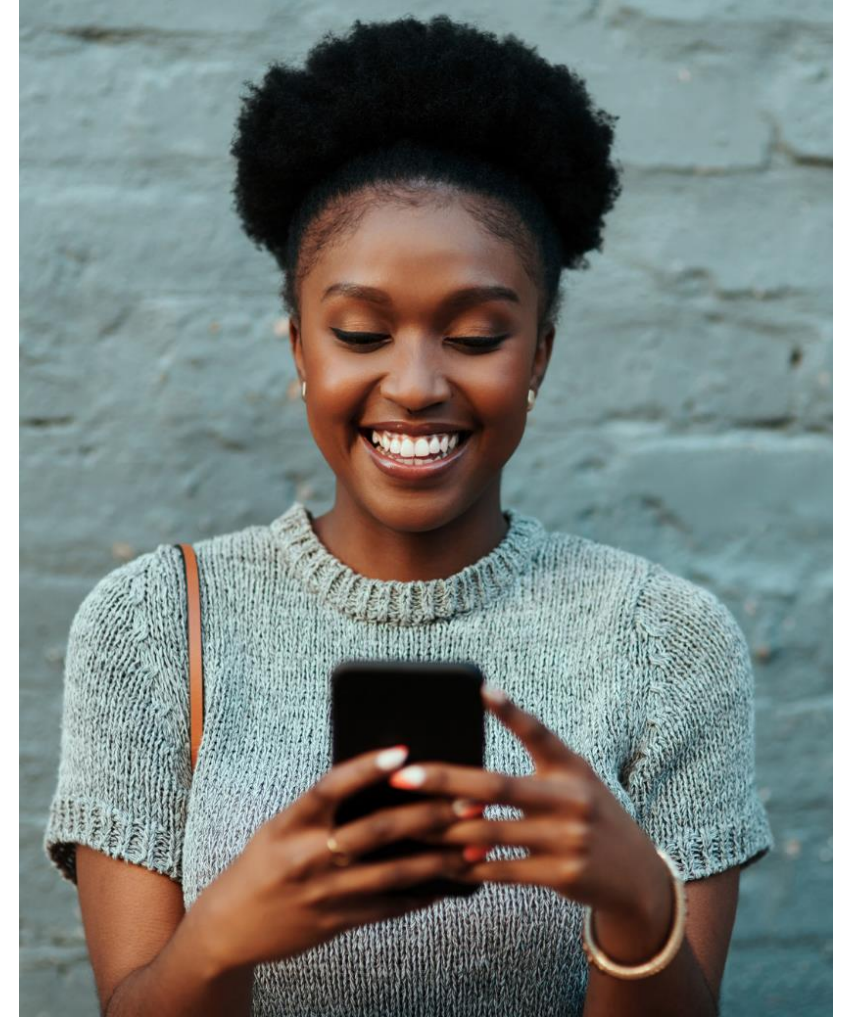
51%
of users check multiple times/day





Mobile Users

98.3%
of users access Facebook
via mobile devices



Source: Oberlo

MGIC.COM/TRAINING



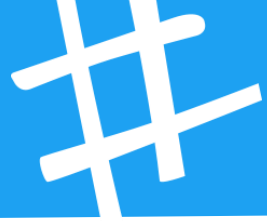
You can reach ANYONE at ANYTIME

UNPARALLELED NETWORKING REACH!

81%

of business use social media for brand awareness



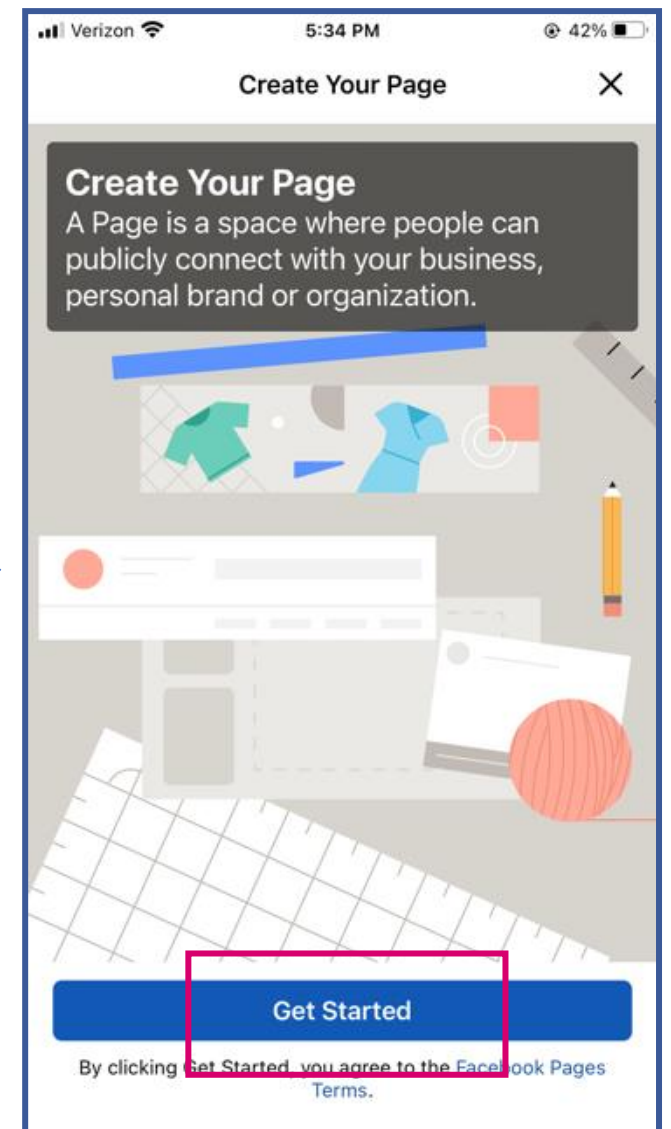
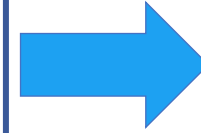
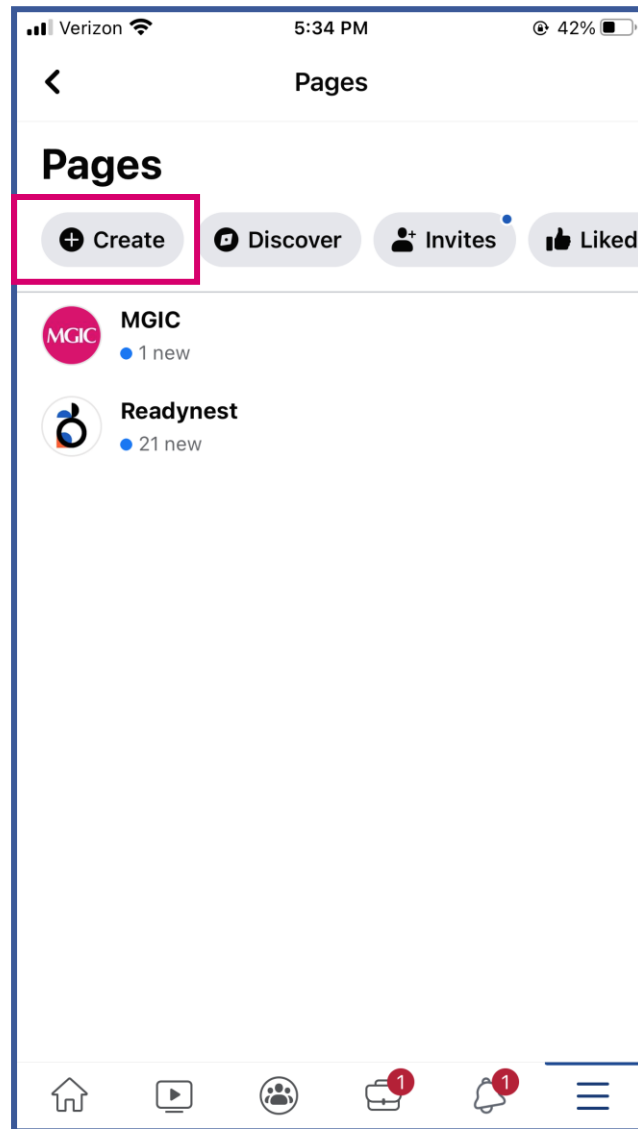
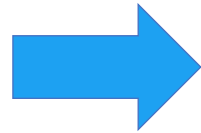
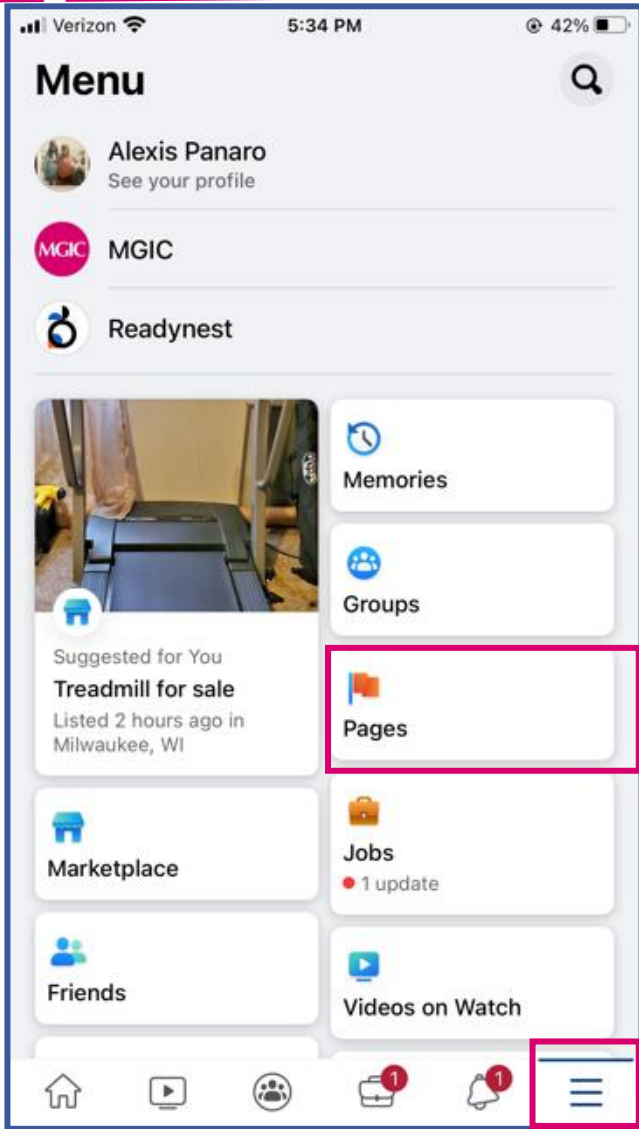


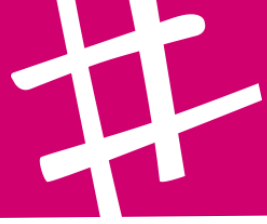
What is a Facebook Business Page?

- Professional page **separate** from your personal Facebook page
- A kind of modern, online “yellow pages”
- Allows people to **contact you/your business directly on Messenger**
- You can be publicly **recommended/reviewed**



Business Page Creation 101





Business Page Creation 101

Verizon 5:34 PM 42%

Create Your Page

What category best describes the Page you want to create?

Real Estate Search for categories

A category will help people find this Page in search results. You can add up to 3.

Popular Categories

Personal Blog Product/Service Art

Musician/Band

Next

Verizon 5:34 PM 42%

Create Your Page

What do you want to name this Page?

Alexis The Loan Officer

The Page name should be the name of your business, personal brand or organization. You can request to change this later.

Next

Verizon 5:35 PM 42%

Create Your Page

Do you want to add an address?

This helps people find and visit the location of Alexis The Loan Officer.

Enter address or city

You can add just the city and state if you don't want to publicly share an address.

I don't want to add an address

Next

Verizon 5:35 PM 42%

Create Your Page

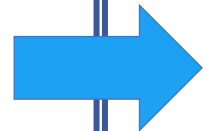
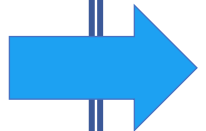
Add Images to This Page

Use images that represent what this Page is about, like a logo. These will appear in search results.

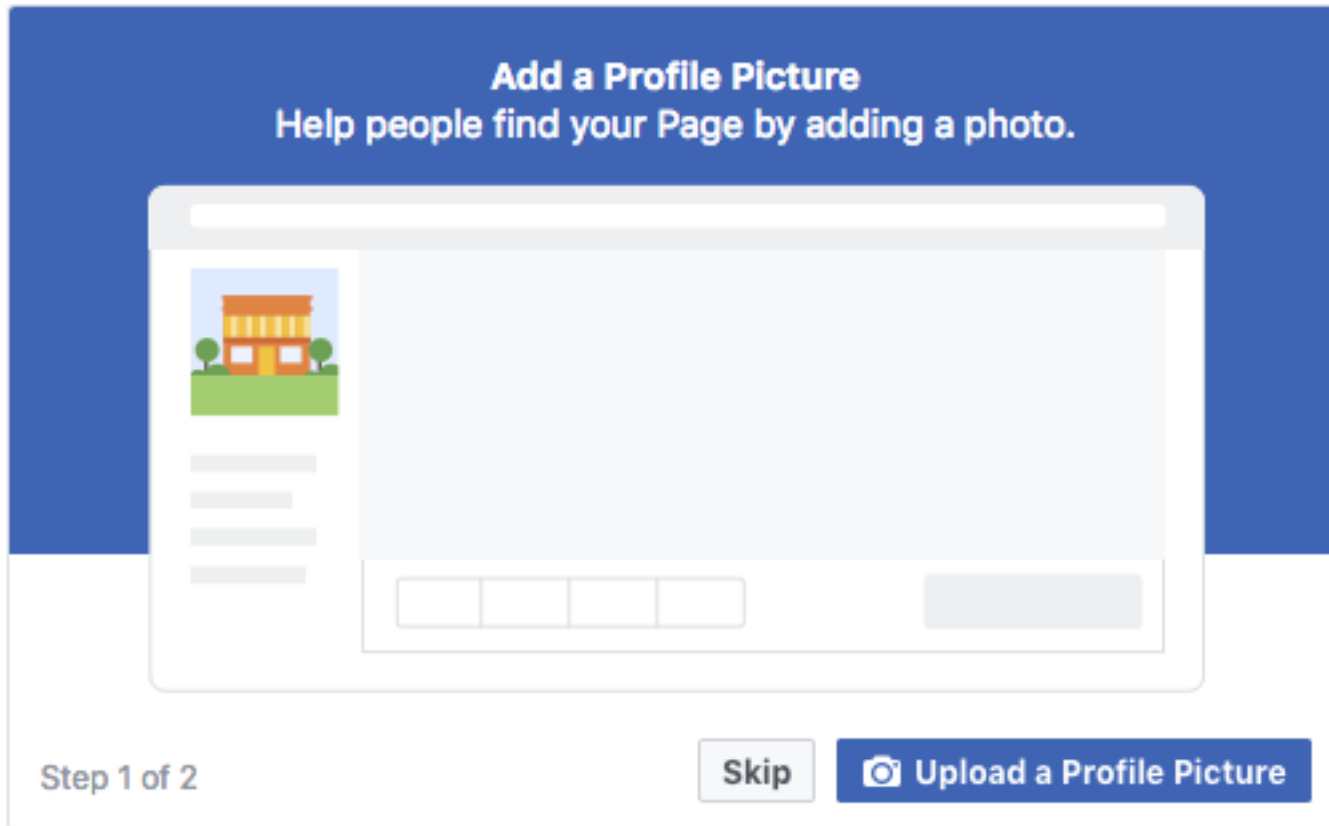
Add cover photo

Add profile picture

Done



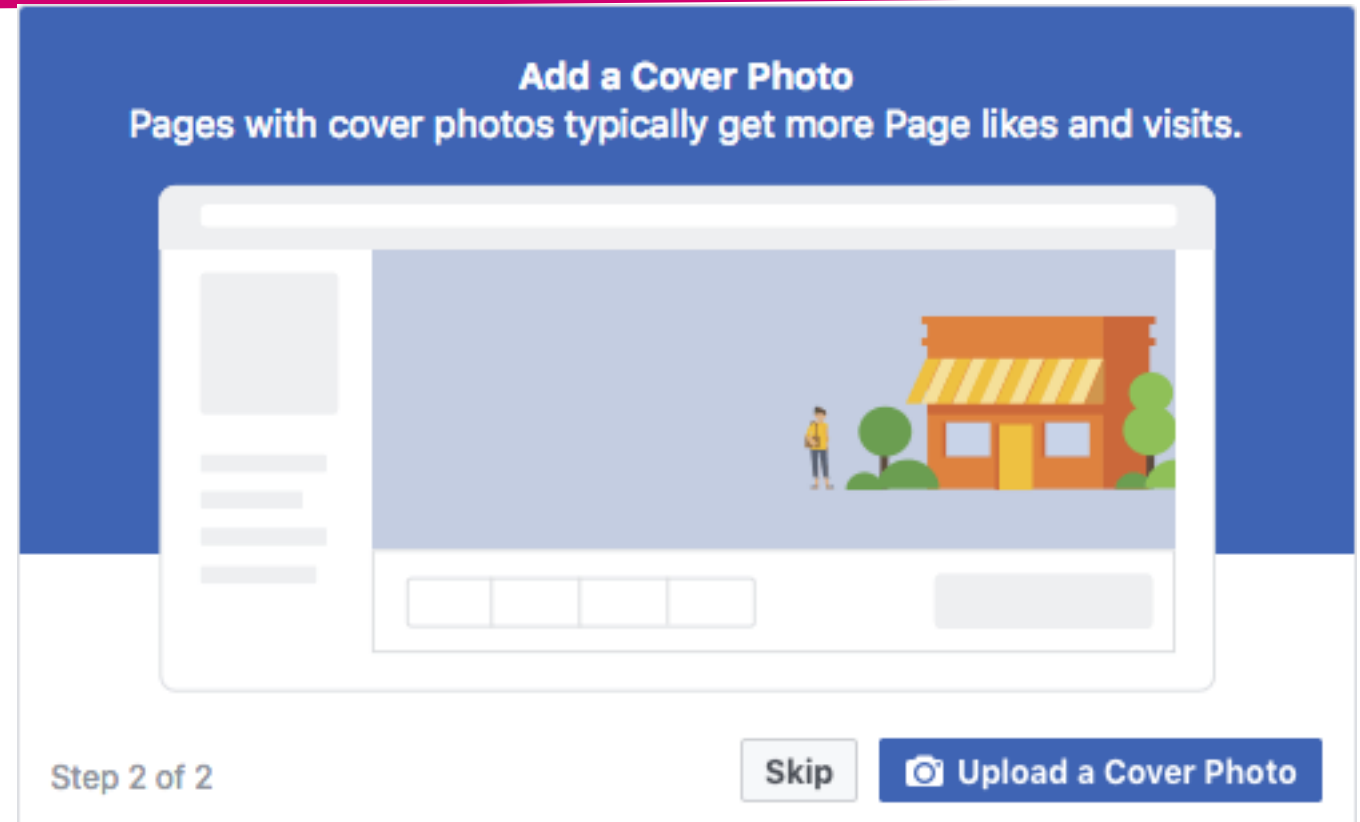
Choosing & Uploading a Profile Pic



- **Professional headshot**
- **Could be different from your personal FB photo**
- **Consistency w/ LinkedIn?**

Choosing & Uploading a Cover Photo

- **Cover photo = more views**
- **Potential options**
 - Promote your brand
 - Promote an event
 - Local skyline
 - Team photo
- **Collaborate with your marketing team**



MGIC

MGIC
@MGICMI

Home

Posts

Reviews

Videos

Photos

About

Community

Info and Ads

Twitter

YouTube

Create a Page



Like Follow Share ...

Sign Up

Send Message

Write a post...



Write a post...

Photo/Video

Tag Friends

Check in

...

Insurance Company in Milwaukee, Wisconsin

5.0 ★★★★★

Community

See All

Invite your friends to like this Page

4,293 people like this

4,341 people follow this

Shannon Mattner and 1 other like this or have checked in

Posts



MGIC

May 11 · 🌐

MGIC is honored to be recognized as a Top Workplace by the Milwaukee Journal Sentinel Business and Top Workplaces for the ninth consecutive year, holding onto our spot in the Top Workplace Hall of Fame. (<http://bit.ly/2rAIBSe>) #TopWorkplaces #WeAreMGIC

Discover why we're a great place to work, and see if we have an opening that's perfect for you: (<http://bit.ly/2KWmKhc>)



42

2 Comments 4 Shares

Like

Comment

Share

...

Most Relevant

About

See All



270 E Kilbourn Ave
Milwaukee, Wisconsin 53202

Get Directions

(800) 424-6442

Typically replies within a day
Send Message

www.mgic.com/social

Insurance Company · Mortgage Brokers · Loan Service

Suggest Edits

Share your opinion about MGIC!

You checked in here on August 30

★★★★★ (select rating)



Some Examples...

Matt Russell,
Midflorida Credit
Union Loan Officer
NMLS# 365641
@MattRussellFL

Like Follow Recommend ... Send Message

Rich Garza - Loan Officer
@nationsbest

Home Posts

I served my Country and now I'm serving you!

Rich Garza
Mortgage Advisor | NMLS-261055
rgarza@financeofamerica.com
FOAmortgage.com/RGarza

Like Follow Share ... Get Quote Send Message

Samantha Peters -
First Weber Real
Estate Agent
@Samanthapetersrealtor

FIRSTWEBER
REALTORS®
The human side of real estate.

Home Like Follow Share ... Send Message

WESTconsin
CREDIT UNION
We belong to you.

WESTconsin Credit Union
@westconsin

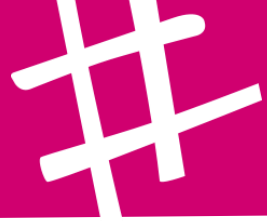
Home About

COMMUNITY FUNDRAISER

Chain of Hearts

TO BENEFIT CHILDREN'S
MIRACLE NETWORK HOSPITALS

Like Follow Recommend ... Learn More Send Message

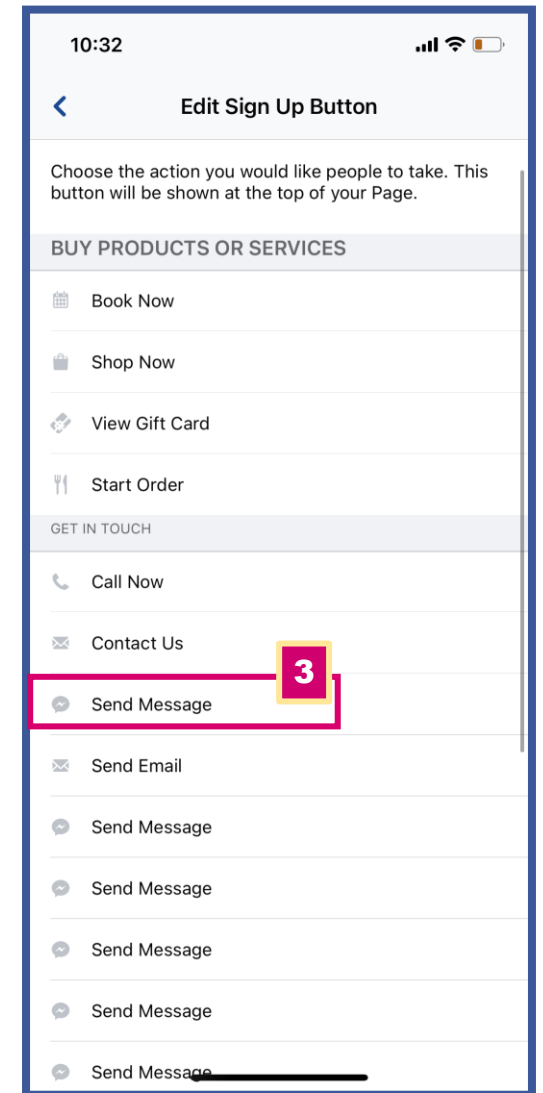
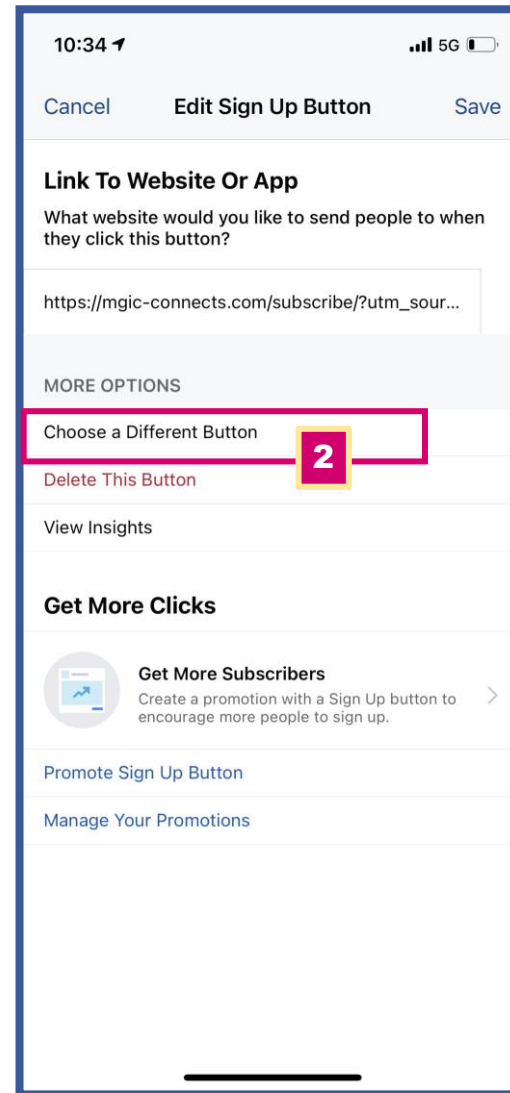
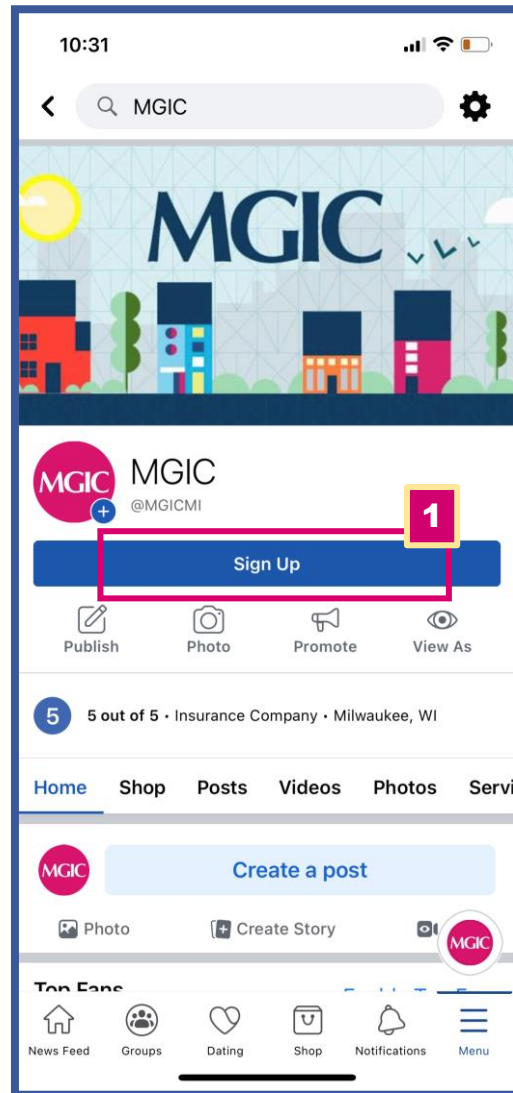


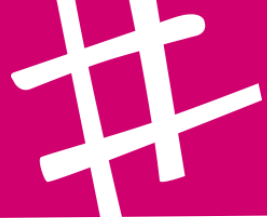
Customizing your Call to Action (CTA)

What do you want your visitors to do?

Which offers the path of least resistance and will lead to action (and a potential lead)?

Recommendation:
SEND MESSAGE

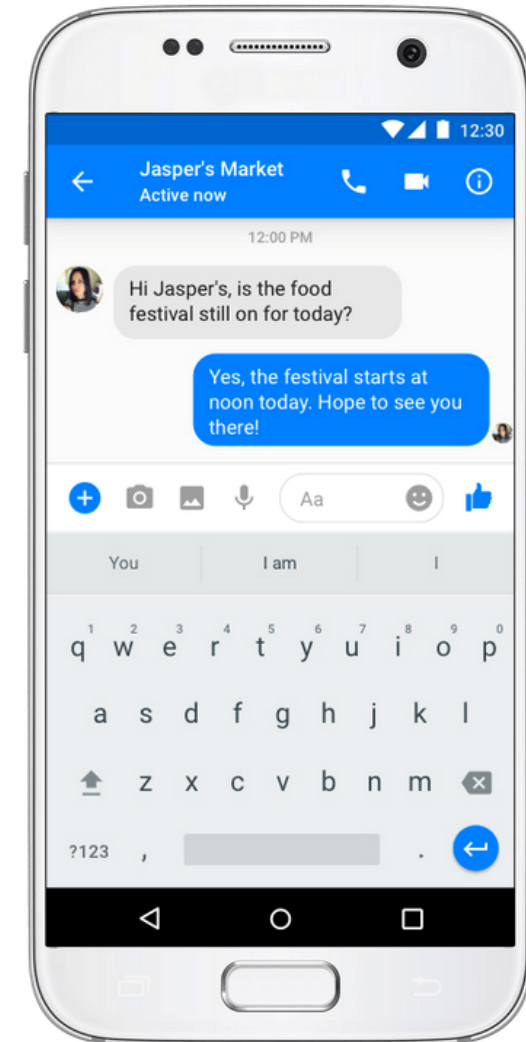
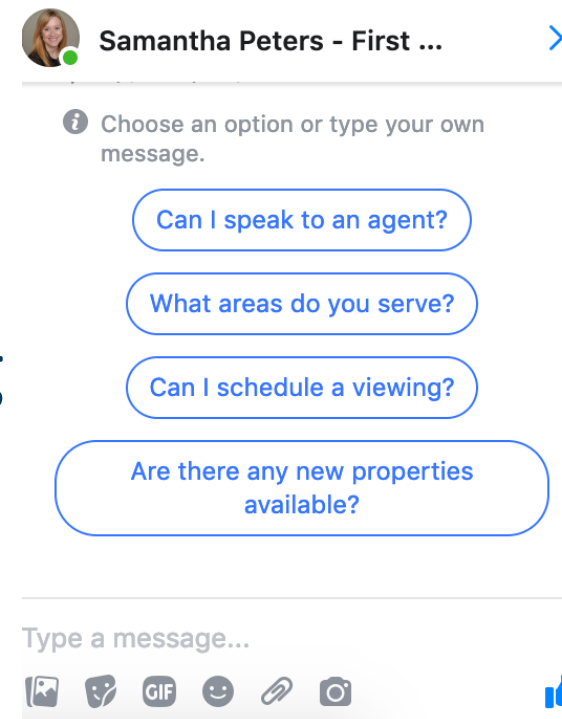




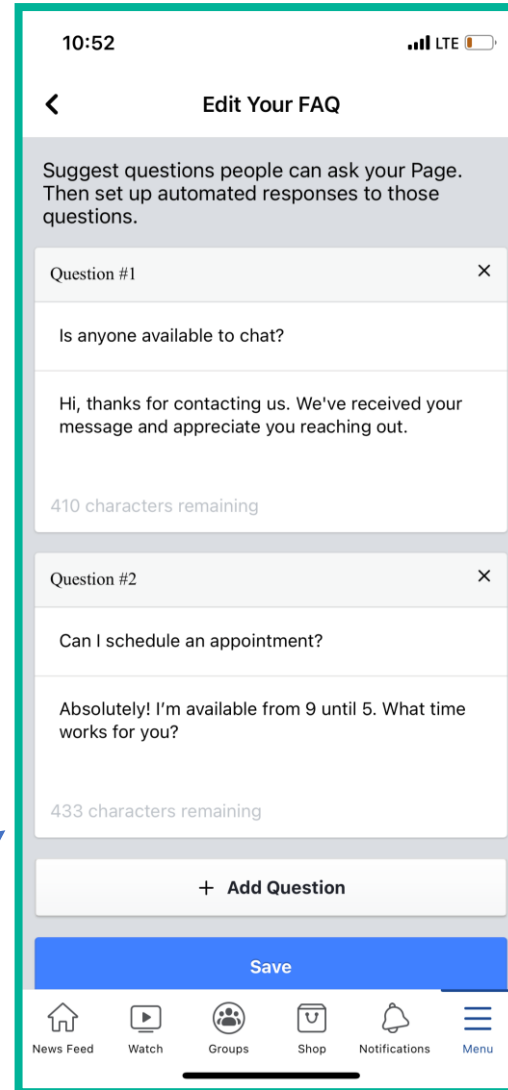
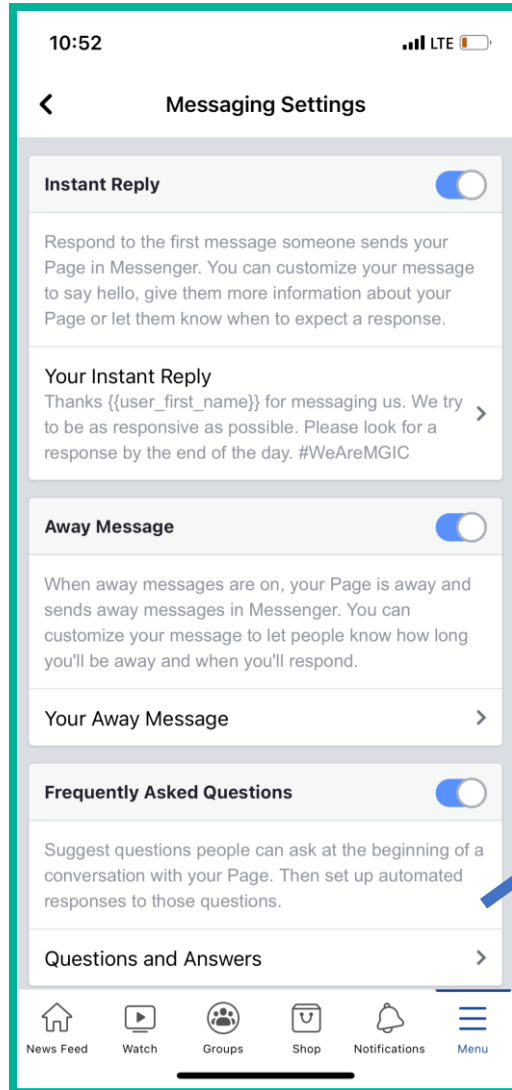
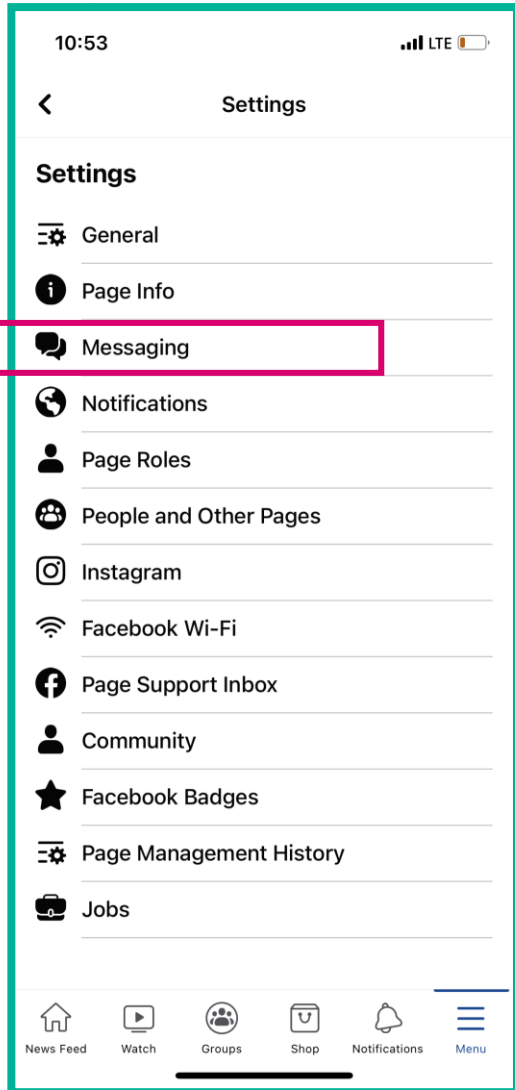
Facebook *Messenger* for Business

Facebook Messenger

- More than **1.3 billion** monthly users
 - Second most downloaded app of all time – only behind Facebook!
- Offers **path of least resistance**
 - Simply type the message and hit enter
- **Automate and customize** greeting
- Be where your **customers** are



Customizing and Automating Your *Messenger* Experience



Instant Reply

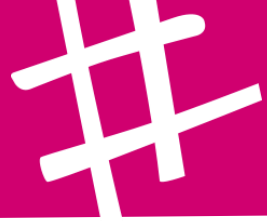
- If someone messages you, a reply will **automatically** be sent back
- Manage expectations of when they might here back from you.
Example: "Thanks for your message! We'll get back to you by the end of the day."

Away Message

- Let people know how long you may be "away" for – for example, maybe you're on vacation or in a meeting
- Example: "I am out of the office until Monday, August 1st. I will respond to your message when I return."

Frequently Asked Questions

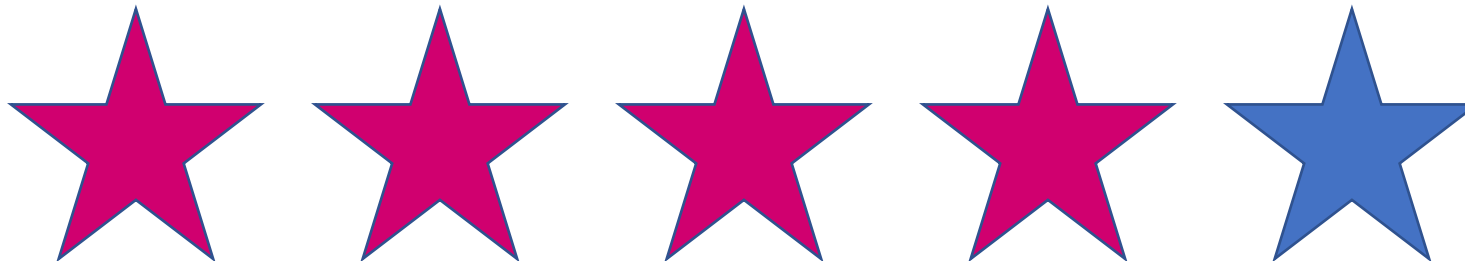
- Choose up to 4 FAQs to have ready for your visitors to choose from

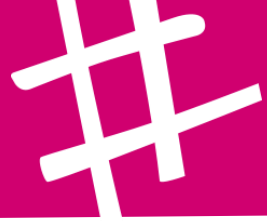


Facebook for Business - Recommendations

The Power of Reviews & Recommendations

- Millennials - and many others - do their own research
- **Positive** recommendations reduce doubt
- Increases **reach, validation, & builds relationships**
- **Build and maintain** relationships





Facebook for Business - Recommendations

Recommendations and Reviews

 Recommended by 8 people



Jim is Awesome! Does what it takes to get the job done. Weekends and late night...you can count on h... [See More](#)

 November 18



Jim, Sylvia, and the rest of the team were nothing short of amazing.

My family and I had to move quickly. [See More](#)

 September 17



Jim and his team did an amazing job completing our loan process. We were renting and soon to be sign... [See More](#)

 October 13, 2018

Do you recommend The Jim Passi Team at Citywide Home Loans?


Yes

No

[See All](#)



Chad Daum  recommends The Jim Passi Team at Citywide Home Loans. ...

September 17 · 

Jim, Sylvia, and the rest of the team were nothing short of amazing.

My family and I had to move quickly. Jim and his team got us into our new home in under 30 days.


Everyone was so awesome. All of the communication was perfect. They also had no problem speaking to us after hours and on the weekends to answer all of our questions and help us along in the process.

I would highly recommend the Jim Passi Team to anyone who is in need of mortgage services.

In the event that we ever need another mortgage, we will be once again using the Jim Passi Team with Citywide Home Loans.

 Like

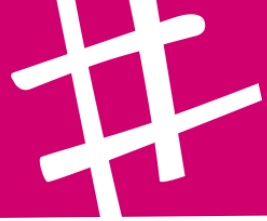
 Comment

 Share



Write a comment...





Facebook for Business - Recommendations

How can I get reviews?

- Check-in with previous borrowers or referral partners
 - This is a nice way to stay connected
 - Or, ask in real time, while you are working with them use the closing photo and ask them to tag you!
- Be honest - say you're using the opportunity to build your online presence and would greatly appreciate their help
- Use a "thank you" email from a borrower



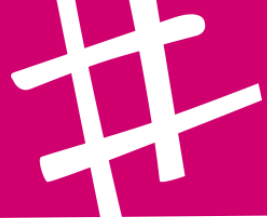
Amanda Lynn is with Brady Thomas.

Apr 30, 2021 · 🧑

Today we closed on our first home! New beginnings, new memories, new home. 🏡☀️

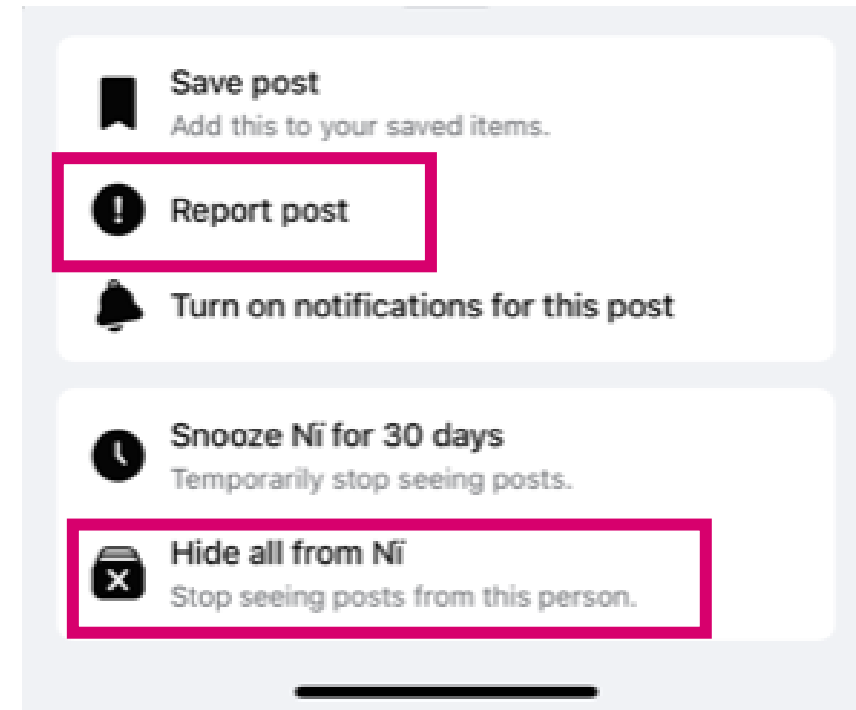
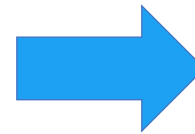
Thanks @cierralouise_shorewest for making this process as exciting and smooth as possible through a crazy market.

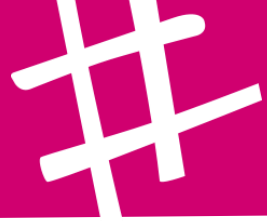




Facebook for Business - Recommendations

Dealing with spam 😞

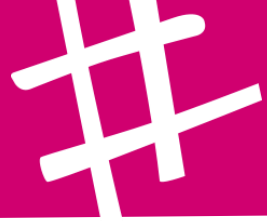




Building Your Audience

Invite your friends to “LIKE” your business page

The image shows a Facebook interface for a business page. On the left, under the 'Community' section, there is a blue button labeled 'Invite Friends' which is highlighted with a red box. Below this button, statistics are shown: 4,757 people like this, 4,995 people follow this, and 260 check-ins. A blue arrow points from the 'Invite Friends' button to a dialog box on the right. The dialog box is titled 'Invite your friends to like MGIC' and contains the following text: 'Hi! I'm inviting you to like this Page because I thought you might be interested in supporting it. As you know, I help out in the homeownership process - so let me know if you have questions and please send any of your friends my way! :-)' and a count of '17'. Below the text, there are three tabs: 'Not Invited (459)', 'Selected (0)', and 'Invited (0)'. At the bottom of the dialog, there is a search bar with 'All Friends' selected, a 'Search in All Friends' input field, and a 'Select All' button. Below the search bar is a list of friends with their names and profile pictures, and a radio button next to each name. The names listed are Sterling Tian, Holden Kim, Andy Stoiber (with a green checkmark and 'Liked' text), Stan Kordonskiy, Jason Krukowski (with a green checkmark and 'Liked' text), and Leah Stoiber. At the bottom of the list, there is a checkbox for 'Also send each invite in Messenger' and a 'Send Invites' button.



Building Your Audience

Invite those who “LIKE” your content to “LIKE” your page!



542 People Reached 38 Engagements [Boost Post](#)

26

[Like](#) [Comment](#) [Share](#)

Write a comment...



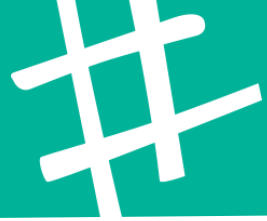
Invite to Like MGIC ×

All 26 24 1 1

- 6 mutual friends [Liked](#)
- Harper Ingram Wong
1 mutual friend [Invite](#)
- Erin Timm [Liked](#)
- Christopher Sines
1 mutual friend [Liked](#)
- Dalia Morin [Liked](#)
- Anne Burdge [Invite](#)
- Steve Maio
1 mutual friend [Invite](#)

Content Best Practices

- All social media channels require content – this is how you connect with your audience and stay top-of-mind
- Audience – who are you talking to and who do you want to be talking to?
- Think about what behavior and content you want to share with the world
- **No hot button issues** – same for “liking”



Authenticity.

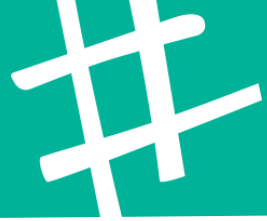
Merriam-Webster's Word of the Year for 2023 has been identified as the top trend in social media for 2024.

This trend underscores the importance of creating genuine content. You must do more than sell a product.

Share and demonstrate your core values – and an industry expert, **because you have a great story to tell.**

More Trends...

- Video + Audio
- Content collaborations
- Localized + Niche content
- Social first: Content designed to be engaging, shareable, and optimized for social media.



Creating Compelling Content

MEDIA

+

VALUE

+

#Hashtags

= the perfect post!

MGIC
Published by Zak Stoiber [?] · October 4 at 2:40 PM · 🌐

#FlashbackFriday to last week's NAHREP® National Convention in San Diego, CA! We had a great time sharing drinks and ideas with other leaders in the industry looking to advance #Hispanic homeownership. See how we can help you connect with Hispanic homebuyers here: <http://bit.ly/30NQ5Rz> #SomosMGIC - #HispanicHeritageMonth
(cc: NAHREP The National Association of Hispanic Real Estate Professionals)



MGIC
Published by Zak Stoiber [?] · August 26 · 🌐

More than 1/3 of American households own a #dog! Check out this delightful dog #infographic and enjoy some of our favorite customer dog pics to celebrate #InternationalDogDay. <http://bit.ly/2G8dMws>



MGIC
21,453 followers
1d · 🌐

Gen Z favors homeownership over long-term renting, but 60% overestimate how much they need for a down payment. Use the insights in our latest #infographic to help educate your #GenZ borrowers so they can achieve their dream of homeownership sooner: <https://bit.ly/3QwcyMU>



Gen Z is on the move!
loanofficerhub.com · 1 min read



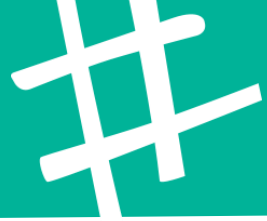
Hashtag Cheat Sheet

Category

- Branded (Your Business Name)
- Industry
- Target Audience
- Community
- Content Specific
- Location

#Example

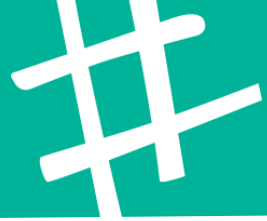
- **#WeAreMGIC**
- **#MortgageIndustry**
- **#FirstTimeHomebuyers**
- **#HomeLoans**
- **#HomeBuyingTips**
- **#MilwaukeeWI**



5 Activities to Grow

Do THIS everyday

- ✓ Post something...anything!
- ✓ Start 5 new conversations with new accounts you haven't met or previous borrowers
- ✓ Engage with other posts from people you follow, on hashtags you follow
- ✓ Prepare content for future posts
- ✓ Save 3-5 posts from other accounts you find inspiring

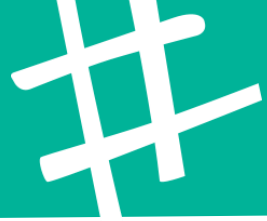


Content Sources

Where to Find Content

- Establish a library of credible and diverse sources for content
- Doesn't have to be SPECIFICALLY about homebuying
- "Share" directly from app or website – look for social icon
- Are you going to an event you can share?

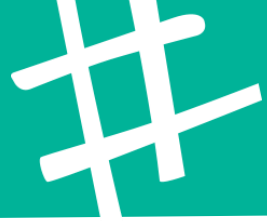




Guidelines for Posting

Make a strong connection + build community

1. **Educational – this is your “value-add”**
 - Educate your borrowers on the lending industry.
 - Offer tools, insights, and resources for potential borrowers and homeowners
 - keep customers up-to-date on the last industry news (in layman’s terms)
2. **Inspirational + Buzzworthy**
 - Share stories / testimonials of past customers you’ve worked with
3. **Community Based**
 - Highlight a cause, person, event, or news item that is important to you
 - Tie your brand image to your community by posting pics or video attending local events
4. **Personal**
 - What makes you, you?
5. **Interactive or Fun**
 - Make a fun poll!
 - Meme it up 😊



Educational



Emily Flynn · 2nd

Mortgage Loan Officer at Best Advantage Mortgage
3mo · 🌐

+ Follow ...

Area median income numbers have increased!! This allows more buyers to be able to qualify for Homeready and Homepossible programs!! Reach out if you'd like to know more!!

#mortgagebroker #getpreapproved #3%down #homeready #homepossible #twincities #purchasemarket #fanniemaefreddie #medianincome #incomelimit #incomelimitincrease #minneapolis #stpaul #minnesota #loanofficerlife #emilyflynnmortgagegal #yourfriendemily #winwithflynn



MGIC

Published by Zak Stoiber [?] · August 5, 2019 · 🌐

Numbers don't lie - show #renters the truth about how affordable a #home can be with our calculators! From quick snapshots to detailed comparisons, every borrower can benefit: <http://bit.ly/2KrlzGT>



MGIC.COM

Consumer calculators

Share consumer calculators from MGIC to help potential homebuyers...



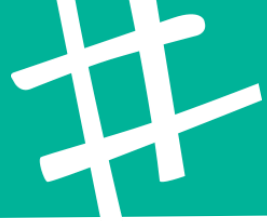
MGIC

Published by Sprout Social · May 16 at 1:54 PM · 🌐

👉 Loan officers! Educate your borrowers on the advantages of MI with this new guide "The truth about private mortgage insurance" explains:

- ✅ How MI increases buying power
- ✅ Why putting down less can free up cash flow
- ✅ When and how MI can be cancelled

Use real-life examples to show your borrowers how MI can help them become homeowners sooner with less than 20% down. Download now: <https://bit.ly/3wpY0uo>



Inspirational or Buzzworthy

MGIC
23,715 followers
3mo •

As a young bartender, **Robert Coomer's** chance encounter with an LO patron kickstarted his career in lending where he became a top producer within 90 days.

Today we recognize Robert, President of **Robert Coomer Group** powered by **Celebrity Home Loans**, as an LO Leader for contributing a portion of every loan funded to Candlelighters Childhood Cancer Foundation of Nevada - currently totaling over \$70,000!



Loan Officer Leader

Robert Coomer
The Robert Coomer Group, a division of Celebrity Home Loans



Loan Officer Leader - Robert Coomer

loanofficerhub.com • 2 min read

Kim Schauer and 22 others

10 reposts



MGIC
Published by Sprout Social • April 8 •

🌟 Eclipse Day at MGIC 🌟
Our team took a moment to step outside and witness the MAGIC of the solar eclipse 🌑 Swipe through to see our team's eclipse meet up at the home office! 📸
#SolarEclipse2024 #MortgageIndustry #skygazing #eclipse #TeamBonding #MortgageInsurance #Eclipse2024 #EmployeeEngagement #NatureAtWork #CosmicEvent #MGIC #WeAreMGIC #Milwaukee

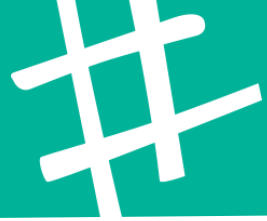
MGIC
Published by Sprout Social • May 16 at 3:58 PM •

Discover how collective action can address the ongoing wealth and homeownership gap in this MBA NewsLink article. Irma Yopez Klassen provides insights on how organizations can get involved; it is a must-read for anyone seeking to make an impact. Check out the article here: <https://bit.ly/3K4f63X>
#LoanOfficer #MortgageIndustry #AffordableHomeownership #EquitableHomeownership #MBA #MortgageBankersAssociation #WeAreMGIC



NEWSLINK.MBA.ORG

Bridging the Homeownership Gap Through Collaborative and Collective Efforts-Sponsored Content from MGIC - MBA Newslink
There's something different in the air. Within the last 3 to 4 years, there's been a genuine interest and growth in cross-sector collaboration on solving the persistent disparities that exist in homeownership rates between white and minority households.



Community-Based



MGIC

Published by Sprout Social · May 23 at 12:00PM

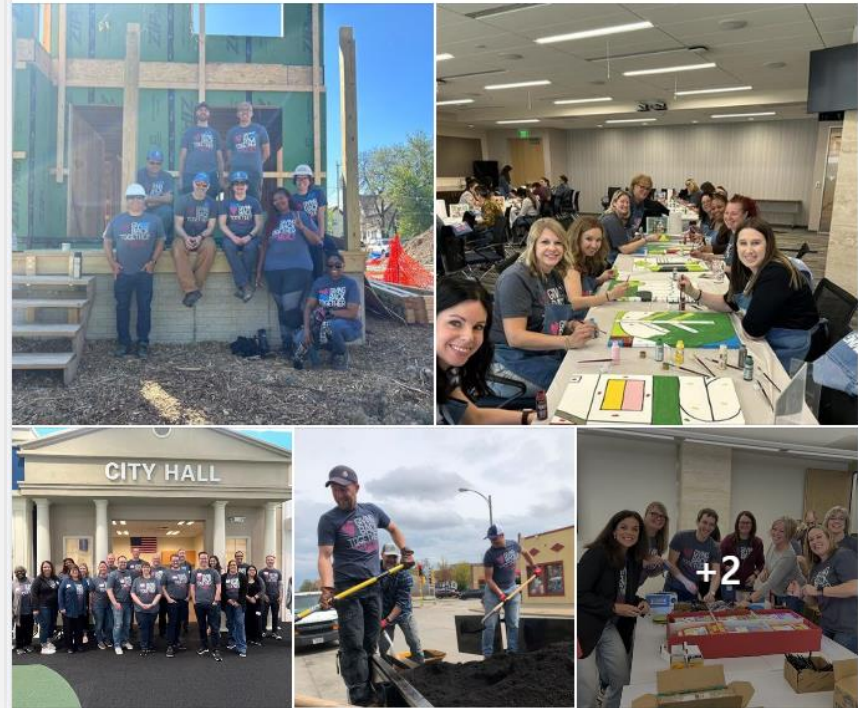
Our partners at [United Performing Arts Fund - UPAF](#) such important work bringing the arts to our community that we were inspired to bring the arts to our own Home Office today. Our co-workers were treated to a swingin' set of tunes by the Brew City Blasters, who have a big sound, even when situated behind a tiny desk.



MGIC

Published by Sprout Social · May 7 at 12:44PM

4/29-5/3 was MGIC Gives Back Week! With 175 co-workers participating in 15 volunteer activities in 4 states to benefit 13 community partners (plus a week-long supply drive and a blood drive at our Home Office in Milwaukee), it was an energizing and inspiring week of giving back together. Our hearts and hands are still not done, after getting rained out last week, our Minneapolis team will be back at it on June 4th. Enjoy a few moments from last week 📸
[#WeAreMGIC](#) [#MGICgivingba...](#) See more



Personal

MGIC
12,964 followers
2mo • 🌐

Happy #NYE! Before we hit the ground running in 2020, we wanted to take a moment to look back at some of our favorite memories we shared with our customers in 2019. We can't wait to see what next year has in store!



79 • 2 Comments



Sue Woodard • 2nd
Chief Customer Officer at Total Expert | Mortgage Industry Expert
2mo • 🌐 Anyone

THIS...is exactly how it feels when we knock down a business challenge for one of our amazing **Total Expert** customers. #movefastandinnovate #totalaxepert



322 • 41 Comments • 14,177 Views



Raquel Borrás • 1st
Helping you bring to life a personal brand that is "true to you!"
1mo • 🌐

A little Friday humor! I just had to! 🤪 😂





Interactive or Fun

Status Photo/Video Live Video Event, Products +

What type of flooring do you prefer?

Hardwood

Carpet

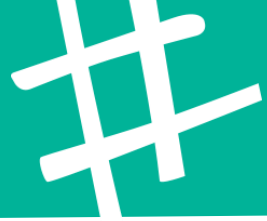
1 week Remove Poll

MGIC
19,914 followers
2w •

Just another day at the office! 🤖 #MayTheFourthBeWithYou



Carl E. Wiggins and 141 others
9 comments • 14 shares



Check out this awesome tool!



MGIC
17,732 followers
1mo · 🌐

From our neighborhood to yours, have a wonderful 4th of July weekend!



👍❤️ 30

👍 Like

💬 Comment



Social Media & Video

- Instagram
- Facebook
- Twitter
- YouTube
- Video Editor



Marketing

- Business Cards
- Flyers
- Logos
- Posters
- Brochures
- Menus



Office

- Presentations
- Resumes
- Graphs
- Planners
- Letterheads
- Calendars



Custom Prints

- Custom T-shirts
- Canvas Prints
- Stickers
- Custom Mugs
- Photo Books
- Labels



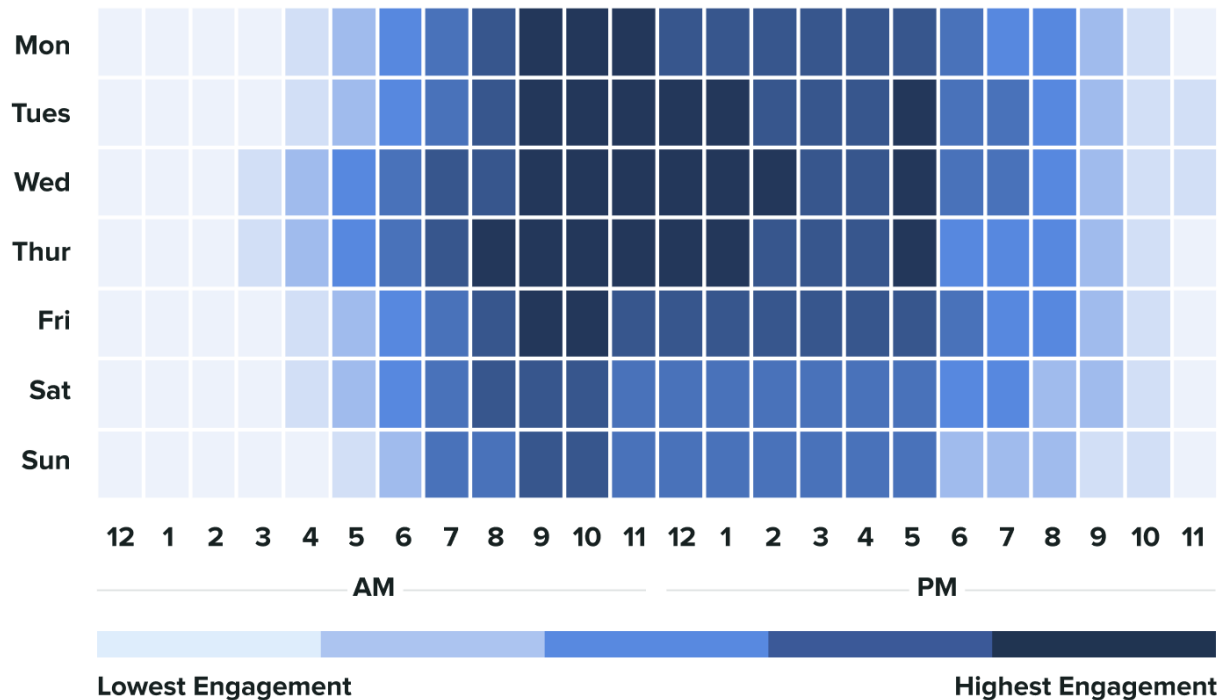
Cards & Invitations

- Invitations
- Postcards
- Greeting Cards

When should I post?

Facebook Global Engagement

sproutsocial



*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

•Best times to post on Facebook:

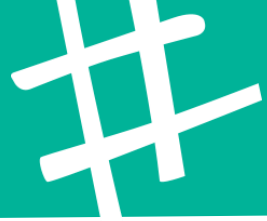
- Mondays from 9 a.m. to noon
- Tuesdays from 9 a.m. to 2 p.m. and 5 p.m.
- Wednesdays from 9 a.m. to 3 p.m. and 5 p.m.
- Thursdays from 8 a.m. to 2 p.m. and 5 p.m.
- Fridays from 9 to 11 a.m.

•Best days to post on Facebook:

Mondays through Thursdays

•Worst days to post on Facebook:

•Sundays



Business suite - planner

Planner

Week Month < Today > March 2022 Content type: all Shared to: all

Sun 27 Mon 28 Tue 1 Wed 2 Thu 3 Fri 4 Sat 5

National Retro... Mardi Gras Ash Wednesday World...

9:00 PM

This week, your Facebook followers are most active at this time.

Schedule

Moments Drafts

Moments See how it works

Mar 2022 10 Upcoming moments

Tue, Mar 1 **Mardi Gras** Take a few minutes to schedule a post or story

Create

See Templates

Tue, Mar 1 **World Compliment Day** Take a few minutes to schedule a post or story

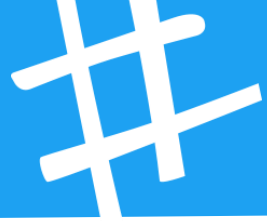
Create



The sad truth

Only about 5.5%
of your followers
will see your posts





Facebook for Business - Engagement

- **Post a photo of a closing**
 - Ask permission of the borrower!
- **Tag the real estate agent**
- **Comment and tag a local business**

I can't wait to give these out at my closing tomorrow! Thanks [Joe-Jen Krueger](#)!



Dustin Jankoviak, Mortgage Loan Originator at Honor Credit Union.NMLS#898878 is 🥰 feeling blessed at First American Title.

No better way to start a holiday weekend than helping buyers close on their first home. Thank you Kerrian and Adam for trusting me with the lending process. And a big thanks to Courtney Spencer for partnering with me to ensure a smooth transaction!



Like

Comment

Share

11

Chronological



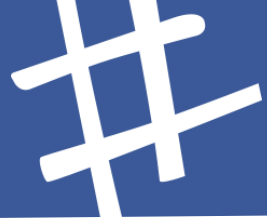
Keriann Sears Thank you Dustin for all you're help! Adam and I truly appreciate it!

Like · Reply · 7w



Write a comment...





Facebook for Business - Partnerships

Building partnerships

- Share a real estate agent's post
- The agent will be **notified**
- They should **comment, like, or share**, helping it **gain more views**
- **Both parties benefit!**

Stacey Donner, Mortgage Loan Originator at Honor Credit Union.NMLS#1040897 shared Playford Real Estate - Mary Playford's post.

Check out this home! I'm in love with the kitchen! Call me for your preapproval and then call Mary to take a look!! 🏡🏡🏡

Playford Real Estate - Mary Playford added 5 new photos. [Like Page](#)

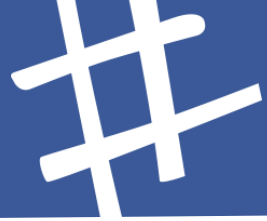
Sneak Peak! \$169,900 New Steel roof 2017, vinyl fenced in yard, 2 car attached garage. Modern updated kitchen, living room with projector and screen! 4 bedrooms, 1 1/2 baths! Call today and take a look!

[Like](#) [Comment](#) [Share](#)

7 [Chronological](#)

Playford Real Estate - Mary Playford Thanks for sharing! Showing it tomorrow to one of your pre approved buyers!
Like · Reply · 9w

Stacey Donner Fantastic! That's what I love to hear! 😊
Like · Reply · 9w



Partnership Content

Think about how to help each present a community/neighborhood as an attractive place to live

Topics to share:

- **Listings!**
- Community news
- Things to do, activities, places to go



Deanne Moore • 2nd

3mo • 🌐

+ Follow

Homebuyer workshop tomorrow just for YOU! 3:30 P.M. PST. DM, call, or text for details.

Jocelyn Vasquez

Genene Huston

kw
KELLERWILLIAMS

START YOUR SUMMER OFF RIGHT WITH THIS FREE VIRTUAL WORKSHOP

Deanne Moore
Mortgage Lender

Genene Huston
Realtor

Jovann Jefferson
Certified Home Inspector

First Time Home Buyer Seminar

Free Virtual Seminar
June 9, 2022
6:30 p.m. EST

Meeting ID:
79065262814

Topics will include

- ✓ Overview of the Home Buying Process
- ✓ Qualifying for a Mortgage
- ✓ Comparing financing options
- ✓ Secrets to get an accepted offer
- ✓ Home Inspection process
- ✓ Q & A

Contact Us 470.440.2547 <http://www.ghpeachstarealty.com/> @peachstate.realestate



Deanne Moore • 2nd

Mortgage Loan Advisor - NMLS # 1849847 - at Vault Mortg...

59m • 🌐

+ Follow ...

Lovely Decatur reno - inside and out! Must see to believe this beauty. For listing and finance info, text LIST7333318 to (800)701-6509.

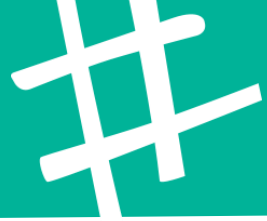
Felita Carter is looking forward to hearing from you! Need to be pre-approved? Call, text, or DM me first.



2112 Trailwood Road, Decatur, GA, 30032 - Learn more about this home

listreports.com • 1 min read

1 comment



More money = More views

- Facebook makes it easy and will prompt posts it recommends to “boost” - with additional budget.
 - However, Facebook has made changes to their ad policy for housing and credit. If your post mentions *Mortgage Loans* for example there is an additional review by Meta.
- Adjust your budget to fit your needs for estimated reach
- Timely posts can have a shorter duration, evergreen posts can go as long as you’d like
- Think about if this will work in your marketing mix before accepting Facebook’s recommendation

Automatic Placements (Recommended)



Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

DURATION AND BUDGET

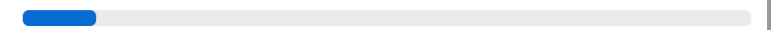
Duration

Days End date Feb 27, 2020

Total budget

Estimated People Reached

1,200 - 3,600 people per day of 2,800,000



Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$8.33** per day. This ad will run for **30** days, ending on Feb 27, 2020.



Facebook Recap

- Engage within the Facebook platform to access to unparalleled reach
 - Tag business, share photos of closing, support referral partners, etc.
- Open a new avenue of engagement with Facebook Messenger
- Open yourself up to recommendations and reviews to build credibility and ease doubt
- Build relationships by posting and tagging your partners



Mortgage Connects Knowledge Hub

- www.MortgageConnects.com
- Latest insights from mortgage professionals
- Social shareables, infographics, blog posts, podcast

MGIC Training page

- www.MGIC.com/Training
- [Leveraging Social Media – and Doing it Compliantly!](#)
- *And here is the training handout: [printhandler.ashx \(mgic.com\)](#)*

Readynest (first-time homebuyers)

- www.readynest.com
- Articles, infographics, calculators, etc.

Loan Officer Hub

- www.loanofficerhub.com
- blog, infographics, podcasts, strategies

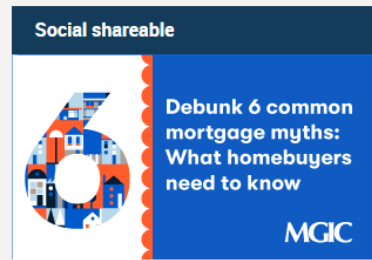
Topic: All topics Format: Social shareable



12 lead-generating social media posts for mortgage pros

Amplify your online presence by capitalizing on the power of social media. 12 pre-made posts are ready for you to download and start sharing on your social networks today.

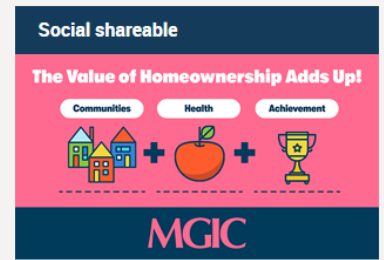
[View shareable ▶](#)



6 mortgage myth-busting social media posts for loan officers

Take advantage of the power of social media to generate leads and referrals with curated posts and images ready to download, post and share.

[View shareable ▶](#)



The value of homeownership | Social shareable

Enhance your next social media post with this ready-made visual about the value of homeownership. Tailored specifically for LinkedIn and Facebook.

[View shareable ▶](#)

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Training banner with graphic and text: Training. Over 100,000 people enhance their skills annually by viewing on-demand and recorded MGIC webinars. Keep scrolling to see the latest additions and subscribe to receive our monthly training calendar email. Subscribe now



Card: Guest Speaker, 60 minutes. Elevating Your Social Media Game. Presented by Coach Kyle Draper, international speaker, author, and founder of Content Compounding. Recorded Session Available any time. Watch now. View training details >

Card: Skill-based, 60 minutes. Facebook Strategies for Loan Originators. Recorded Session Available any time. Watch now. View training details >

Card: Guest Speaker, 60 minutes. Getting "Reel" with Social Media. Presented by Deborah Byrd, CEO and founder of Plug and Play SM. Recorded Session Available any time. Watch now. View training details >

Card: Guest Speaker, 60 minutes. Leveraging Social Media – and Doing It Compliantly!. Presented by Shane Kidwell, Founder & Coach, Next Level Loan Officers and David Luna, President, Mortgage Educators and Compliance. Recorded Session Available any time. Watch now. View training details >

get ready the process at home



resources stories

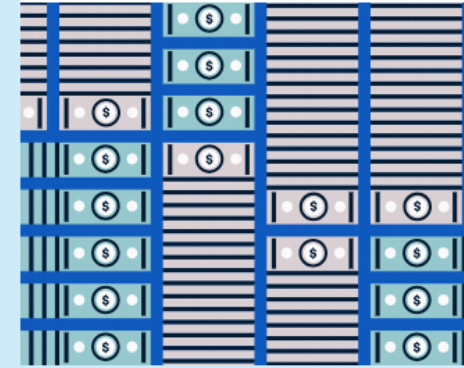
en español

search



HOMEBUYER RESOURCES

Buy now vs wait calculator



Readynest

Get ready for homeownership with Readynest by MGIC

Buying your first home can be daunting. We're here to break down the process, so you feel ready to spread your wings. We hope our tips, tools and stories will help you find, afford and love a home of your own.

home comparison chart



	Home 1	Home 2	Home 3		Home 1	Home 2	Home 3
ADDRESS							
SQUARE FOOTAGE							
LOT SIZE							
YEAR BUILT							
NEIGHBORHOOD				HOME FINANCIALS			
Near work				Apartment			
Near schools				Estimated monthly principal & interest			
Near shopping				Estimated water and sewerage bill			
Near thoroughfare/expressway				Estimated heating bill			
Near public transportation				Estimated electric bill			
Near doctors/dentists				Property taxes			
Near churches				Homeowners Association (HOA) fee			
Near train/truck/airport							
Near industry				HOME LAYOUT			
Route				Number of bedrooms			
Traffic volume				Number of closets			
Environmental concerns/influences				Number of bathrooms			
Neighbor properties well-maintained				Living room			
Streetlights well-maintained				Separate dining room			
Street lights				Kitchen eating area			
Curbside collection				Family room			
Area used residential				Finished basement			
Neighborhood aesthetically appealing				Attic			
Neighborhood convenient				Laundry space			
Neighborhood quiet							
Neighborhood safe							
Flooding danger							
Restrictive covenants							

Find more tools at readynest.com

monthly budget worksheet

NET MONTHLY INCOME FROM ALL SOURCES: _____

Description	Monthly expenses
MONTHLY REVENUE	
Salary/wage	
Dividend/stock interest	
Other income	
LOANS	
Auto	
Student loans	
Other	
CREDIT CARDS	
Auto	
Other	
UTILITIES	
Electricity	
Gas	
Water/sewer/trash	
Other	
INSURANCE	
Auto	
Homeowners	
Life	
Other	
CONTRIBUTIONS & DUES	
Retirement	
Other	
MEDICAL	
Insurance	
Out-of-pocket	
Other	
TRANSPORTATION	
Gas	
Auto maintenance	
Other	
FOOD & BEVERAGE	
Restaurant	
Other	
CLOTHING & PERSONAL CARE	
Apparel	
Other	
HOUSEHOLD	
Household supplies	
Other	
ENTERTAINMENT	
Entertainment	
Other	
SAVINGS CONTRIBUTIONS	
Savings	
Other	
TOTAL MONTHLY EXPENSES	



How to use the monthly budget worksheet

- Enter your income**
- Income is the money you expect to receive every month. Include take-home pay and any other sources of income, such as interest, Social Security benefits, pension payments, alimony, child support, workers' compensation, unemployment and disability.
 - If your earnings are irregular – for example, from commissions – it's better to underestimate than overestimate your income.
- Enter your expenses**
- Some expenses stay the same from month to month, like your rent or mortgage payment. Others are variable, like food, clothing and gas. It's better to over budget for these.
 - Record only monthly contributions to savings you're already making.
- Compare your income and expenses**
- After you complete the worksheet, compare your total expenses to your total income.
- If your income is considerably greater, you may want to increase your savings contributions to help you reach your down payment goals sooner.
 - If your income is less than your total expenses, you need to examine your expenses for opportunities to cut back to eliminate the difference.
 - If you currently have enough in savings for 3 to 6 months' living expenses? If not, it's good to build up these reserves in addition to saving for a down payment or any other large expenses.
- Make a budget, then track and adjust**
- Based on your comparison, set a budget for reasonable expenses. Set it down on the back of this worksheet or enter it into a spreadsheet. Then track your actual expenses each month.
- Every few months, compare your actual expenses to your budgeted expenses. If there are discrepancies, adjust your budget and/or behavior to continue saving for your goals.
- This can help you spend more responsibly. If you see you've been exceeding your budget for coffee shop purchases every month, set your own limit for coffee shops per week and stick to it.

Find more tools at readynest.com



Workshop for Referral Partners:

- [Referrals | MGIC MI](#)

Hispanic Marketing Resources for Lenders

- www.mgic.com/tools/hispanic-marketing
- [Mortgage Connects – insights for mortgage industry pros \(mgic.com\)](#)

Contact your MGIC Rep at mgic.com/contact



QUESTIONS?