

All We Want this Holiday, is Your **Success!**

Unwrap the ultimate holiday marketing catalog and fall in love with strategies that turn cheer into closings.













Hot Topics



Moving Made Easy

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Ready to Buy? Here's Why Year-End Builder Promotions Could Help You Save

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The 50-Year Mortgage Debate: Innovation or Risk?

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Tax Season and Your Mortgage: An Essential Guide

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Holiday & Seasonal: Social Posts



Pearl Harbor Remembrance Day

POST ON DECEMBER 7

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Hanukkah

POST BETWEEN DECEMBER 14-22

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First Day of Winter

POST ON DECEMBER 21

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Christmas

POST ON DECEMBER 25

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Kwanzaa

POST BETWEEN DECEMBER 26-JANUARY 1
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Happy Holidays

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New Year

POST ON JANUARY 1
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Get the Gift of Downpayment this Holiday Season



Open for the Holidays



Holiday Shopping Hacks



Home Maintenance Tips - December

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Holiday Credit Do's and Don'ts

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Holiday & Seasonal: Direct Mail



We have Buyers Looking for a Home for the Holidays

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Countdown to Christmas

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Ho-Ho Home Sweet Home

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New Years - 2026 Goals

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2026 Calendar

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View Postcards | View Magnets



Holiday Greeting Cards

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POSTCARD ORDER DEADLINES

Holiday & Seasonal: Campaigns



A Home Where You Can...

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Home Maintenance Tips

Login to TotalExpert.net before clicking link below.

View Postcard Campaign



Love Where You Live

Customizable 'local' postcard campaign

View Postcard Samples

Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to marketing@townebankmortgage.com and include the information below:

- The content you'd like us to customize.
- Mailing list (Excel file) or let us know if you'd like us to pull a mailing list for you.
- Co-Branding partner's Name and additional information, if not on file; title, contact info, headshot, company logo, etc.
- Date you'd like the postcard delivered by.

Once we receive your request, our team will customize the card with the information you provided and send you a proof for review!

Closing Day Materials

Celebrate the milestone of homeownership with our custom Closing Day signs and social post photo frames. Take advantage of these simple, memorable ways to boost your brand visibility while celebrating with your clients and partners.

Signs

Size: 12" h x 30" w

Cost: \$20 per sign

Cobranded cost split:

Agent \$10 each / LO \$10 each











Make sure to include, in the email request:

- · Which Sign(s) you'd like to order
- Quantity
- · Delivery Address
- Date needed in hand by
- · Mortgage/Real Estate Company Name

Social Post 'Photo Frames'

Login to TotalExpert.net before clicking link below.

View Social Post Photo Frames









Easily upload your closing day photo and post directly to Facebook, LinkedIn and Instagram!

Event Kits

BREAKFAST WITH SANTA

event kit

Holiday-themed event, where you can hold a photo session for families and a costumed Santa Claus.



INSTRUCTIONS

- 1. Book a Santa
 - · Book location or use your office or agent's office
 - You don't need to hire a photographer, just take pictures from a nice camera phone. And upload them to a database, or put them on social (with their consent)
 - We suggest 2-4 hours
- 2. Provide
 - · Holiday refreshments
 - Your Business Cards and collateral brochures or flyers

MARKETING MATERIALS

EMAIL: Click <u>here</u> to create, send or schedule.

SOCIAL MEDIA POST: Click here to post or schedule.

FLYER: Click here to request.

setup: moderate
interaction: high
cost: moderate

ORNAMENT DECORATING

event kit

Holiday-themed event, where everyone can create their own holiday ornaments.



INSTRUCTIONS

- 1. Decide on where you want to host!
 - · Your home, office or outside location
- 2. Choose a time frame
 - · We suggest at least 2 hours
- 3. Invite past clients, future clients or colleagues.
 - You may co-host the event with an Agent, but the Agent must pay for 50% of the total cost
- 4. Provide
 - Ornament craft supplies; plain ornaments, paint, sequins, glitter, glue, ribbon, hooks, etc.
 - Holiday refreshments
 - Your Business Cards and collateral brochures or flyers

MARKETING MATERIALS

EMAIL: Click <u>here</u> to create, send or schedule.

SOCIAL MEDIA POST: Click here to request

FLYER: Click <u>here</u> to request.

setup: moderate
interaction: high
cost: moderate

WINTER COAT DRIVE

event kit

Help those in need stay warm this winter. Organize a gently used coat drive in your community.



INSTRUCTIONS

- Choose a nonprofit, such as: Foodbank, Salvation Army, or a local charity!
- 2. Choose your organization/nonprofit
 - · Homeless shelters
 - Halfway homes
 - Youth shelters
 - · Women's and children's shelters
- 3. Set up collection boxes in convenient locations
- 4. Work directly with the nonprofit of your choice and schedule a delivery/drop off day
- 5. Need:
 - List of criteria/ideas
 - · Flyers, Signs
 - · Bin for donations
 - · Promo/handouts

- 6. Contact the agency before collecting coats to learn any specific requirements they may have and to arrange a drop-off time. The agency may be willing to pick the coats up from you, which will significantly reduce the hours involved in this service project
- 7. Consider using the agency's name (with their permission) when promoting your coat drive
- 8. After your drive, be sure to keep an accurate count of the coats you collected so you can tell us about your project

MARKETING MATERIALS

EMAIL: Click here to create, send or schedule.

SOCIAL MEDIA POST: Click <u>here</u> to post or schedule.

FLYER: Click here to request.

POSTER: Click here to request.

setup: easy

interaction: medium

cost: low

Pop-by Gifts







Fruit Roll Ups Snack



Ceramic Espresso Cups

January Pop-by Order Deadline: December 23

Click to Order

Pop-by Cost: \$2.00 each Delivery Date: Early January

PLEASE NOTE: Our pop-bys are offered a month in advance so that you may order your supplies for the following month's event/handouts. Please allow at least two weeks for delivery.

What is a Pop-by?

Pop-bys are personalized gestures where loan officers and agents visit past and prospective clients with small, but impactful, gifts.

These thoughtful gifts usually have a catchy slogan attached and are a way to remind clients of who you are. Popby gifts are versatile and can be given anytime throughout the year.

How to Host a Pop-By Event:

- Select a date for the following month and reserve space or venue (office, conference room, break room, etc)
- Choose a time: morning, lunchtime, early afternoon, late afternoon, etc. Plan to set aside 1.5–2 hours
- Pair the event with food and refreshments to enhance the setting, like coffee, breakfast, snacks, lunch or happy hour
- You can include relevant industry information and updates at the event, or keep if casual and fun!

Reminder: Don't Forget!



MARKETING EDGE:

Get Ahead of the Curve for 2026

TUESDAY, DECEMBER 9 | 2:00 PM EST

Click to Register

The market is shifting—are you ready to stay ahead of it?

Join us for an exclusive session designed to show how our marketing team can help you future-proof your business for the 2026 housing market and beyond.

This isn't your typical marketing training—it's your inside look at how partnering with us gives you the tools, systems, and strategy to grow smarter, not harder. Come see how we help you get ahead of the curve and stay there.



LEARN HOW TO:

- Co-brand your marketing to expand your reach and attract more buyers and sellers
- Automate your marketing with Total Expert, our FREE CRM and marketing automation platform
- Stay top-of-mind with past clients through our 7-year direct mail retention program
- Leverage a full suite of done-foryou marketing tools that keep your business moving forward

First time seeing The Mix?

Subscribe today and get the Marketing Mix Catalog sent straight to your inbox every month!

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Questions?

Email Marketing to connect with our team.











