

MARKETING MIX

NOVEMBER 2025

No Leftovers, Just Leads.



Your prospects and partners
will gobble up our
melt in your mouth marketing.



HURRY! The holiday's are around the corner, order your gifts today!

CLICK TO ORDER >

Deadline to submit your order is November 18th



FESTIVE WINE LABELS

- ❄ \$2.00 each
- ❄ Includes Hat & Scarf
- ❄ 12 qty minimum
*must be in increments of 12
- ❄ Co-branded or Single-branded
- ❄ Does not include a bottle of wine



WICK COUNTRY CANDLE

- ❄ \$12.00 each
- ❄ 2-wick, Large, Cinnamon Candle
- ❄ 6 qty minimum
*must be in increments of 12
- ❄ Co-branded or Single-branded
- ❄ You will need to affix the label to your candle



CUSTOM WOOD ORNAMENT

- ❄ \$8 each
- ❄ Full-color image on front and your logo, name, and cell number laser-engraved on the back
- ❄ 25 qty maximum
- ❄ You may mix and match the front image within the 25 pieces



GINGERBREAD HOUSE KIT

- ❄ \$15 each
- ❄ Set includes everything needed to create delicious gingerbread treats, making it a perfect gift for families!
- ❄ Co-branded or Single-branded



MARKETING EDGE:

Get Ahead of the Curve for 2026

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.

TUESDAY, DECEMBER 9 | 2:00 PM EST



REGISTER NOW

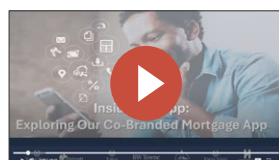
LEARN HOW TO:

- **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-for-you **marketing tools** that keep your business moving forward

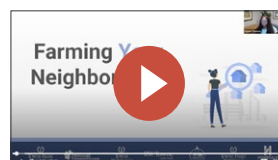


Missed a training?

Check out our recorded Marketing trainings anywhere, anytime!



Mobile App



Neighborhood Farming



TikTok & Video

Homebuyer Grants Explained: Discover How to Qualify



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

How to Qualify for a Loan Using a Roommate



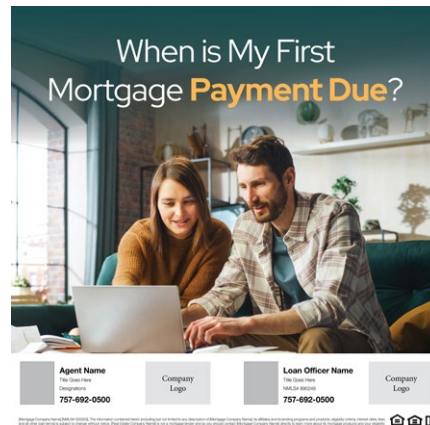
SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Top 5 VA Loan Benefits Every Veteran Should Know



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

When is My First Mortgage Payment Due

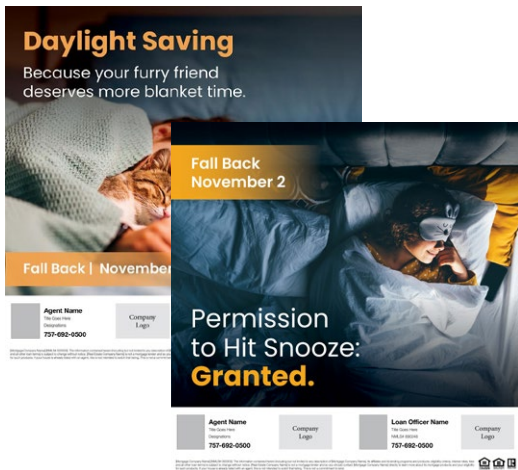


SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

SOCIAL MEDIA:

Daylight Saving

NOVEMBER 2



SOCIAL MEDIA POSTS: Click [here](#) to view options, create and post to Facebook, LinkedIn and Instagram.

Election Day

NOVEMBER 4



SOCIAL MEDIA POST: Click [here](#) to view options, create and post to Facebook, LinkedIn and Instagram.

Veterans Day

NOVEMBER 11



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Veterans Day 2025: Top Discounts and Offers to Honor Those Who Serve



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

Thanksgiving

NOVEMBER 27



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Thanksgiving Leftover Turkey Sliders Recipe



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Black Friday

NOVEMBER 28



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Small Business Saturday - Shop Local

NOVEMBER 29



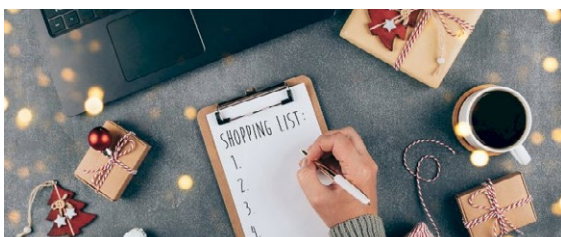
SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Second Home - Winter Escape



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

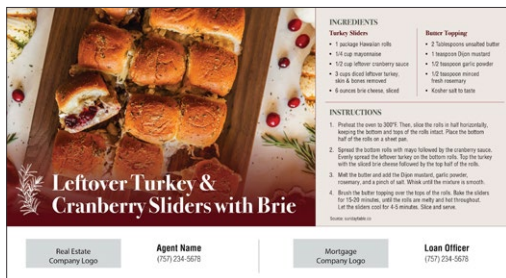
Here's How to Save on Holiday Shopping



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

DIRECT MAIL:

Thanksgiving Leftover Turkey Sliders Recipe



POSTCARD: Click [here](#) to create and order.

Loan Options Too Good To Pass Up



POSTCARD: Click [here](#) to create and order.

Thanksgiving Greeting Cards

5X7 CARD WITH ENVELOPE



GREETING CARD: Click [here](#) to create and order.

WANT TO START YOUR CHRISTMAS HOLIDAY GREETING CARDS EARLY?

Click [here](#) to view our holiday card designs, create and order!



DIRECT MAIL ORDER DEADLINE

Submit to print by **November 13** to receive by Thanksgiving

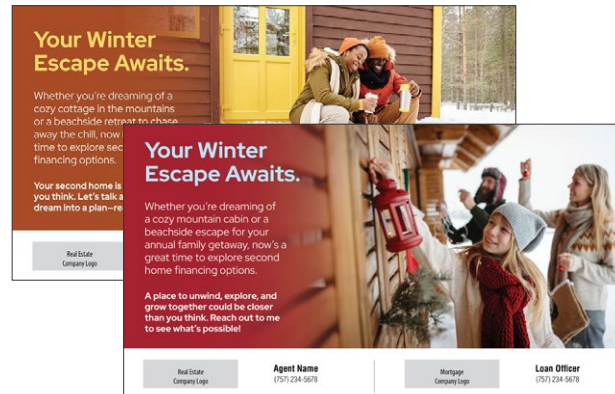
*Greeting Card orders may take 2-3 days longer to process.

Thanksgiving Dos & Dents



POSTCARD: Click [here](#) to create and order.

Second Home - Winter Escape



POSTCARD: Click [here](#) to create and order.

Thanksgiving Giving Thanks



POSTCARD: Click [here](#) to create and order.

A Home Where You Can...

POSTCARD CAMPAIGN



Click [here](#) to view our "A Home Where You Can..." postcard series, create and order.

Home Maintenance Tips

12 MONTH POSTCARD CAMPAIGN



Click [here](#) to view our "Home Maintenance Tips" postcard series, create and order.

Love Where You Live

CUSTOMIZABLE 'LOCAL' POSTCARD CAMPAIGN



Click [here](#) to view samples of our customizable "Love Where You Live" postcard series

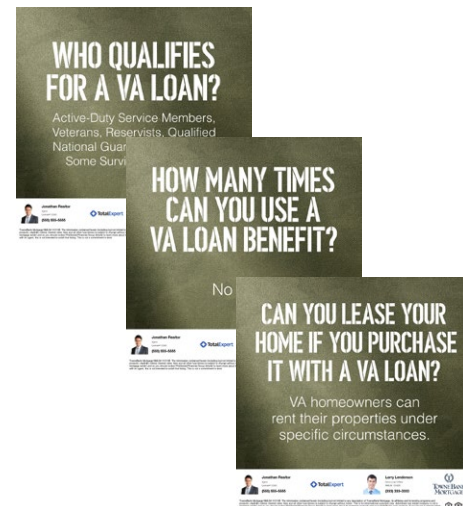
Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to marketing@townebankmortgage.com and include the information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

VA Loan Bootcamp

SOCIAL CAMPAIGN



Click [here](#) to view all social posts, create and post to Facebook, LinkedIn and Instagram.

DRIVE-BY FOR PIE

event kit

Make the holiday's a little easier for your clients and coordinate a pie drive-by!



INSTRUCTIONS

Choose a pie pickup date

3-5 days before the holiday is recommended.

Order 'Drive-by for Pie' Print Materials

Order your flyer, yard sign and pie label from Marketing (links to order below).

Email Invitation to your list through Total Expert

Order Form for RSVP / Sign-up

- Include deadline (2-3 days before pickup)
- Your Client can choose a pickup time (Morning 10am-12pm or Afternoon 12-2pm)
Or you can just do one time, whatever works best for the office.

Place your Pie order

Call your neighborhood grocery store to place pie order. (Costco, Sams, Walmart, The Fresh Market, Kroger, etc). Pies typically cost around \$10 each.

Tips

1. Find out ahead of time what type of pies your store has available to order, they may have more options to choose from (pumpkin, pecan, apple) that we can have them choose on the form.
2. Do not pickup pies more than 2 days before the event, as they can mold if left out too long. (Refrigerating the pies is highly recommended).

MARKETING MATERIALS

EMAIL: Click [here](#) to create, send or schedule.

FLYER: Click [here](#) to request.

YARD SIGN: Click [here](#) to request.

PIE LABEL STICKER: Click [here](#) to request.

setup: moderate

interaction: high

cost: moderate

FOOD DRIVE

event kit

Food drives are a great way to support your community and bring everyone together with a common goal—to end hunger!

You can host a one-day food drive where everyone brings their donations to a specific location on a set day. Or you can set up multiple collection points and accept donations for a few weeks.



INSTRUCTIONS

1. Choose a nonprofit – Foodbank etc.
2. Set up collection boxes in convenient locations.
3. Work directly with the nonprofit of your choice and schedule a delivery/drop off day
4. What you'll need:
 - List of food items/criteria depending on the non-profit's requirements
 - Bin(s) to collect the food
 - Flyers to hand out
 - Posters to put up and attach to the bins
 - Promo items/handout materials

MARKETING MATERIALS

EMAIL: Click [here](#) to create, send or schedule.

SOCIAL MEDIA POST: Click [here](#) to post or schedule.

FLYER: Click [here](#) to request.

POSTER: Click [here](#) to request.

setup: easy

interaction: low

cost: low

December Pop-Bys

CLICK TO ORDER >

PRE-ORDER DEADLINE: Nov 18

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.

ORDERS SHIPPED: Early December

COST: \$2.00 each

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 presents usually have a catchy slogan attached and are a way to remind clients of who you are. Pop-by gifts are versatile and can be given anytime throughout the year.

Host a Pop-By Event:

- Loan Officer selects a date and time for the following month with their Broker. Plan to set aside 1.5–2 hours, depending on the event. (lunch, coffee, breakfast, etc).
- Loan Officers are responsible for inviting Agents to the event and ordering and expensing any refreshments.

Benefits of hosting a Pop-By Event:

- It's the perfect opportunity for you and your agents to learn and grow together.
- Plan enticing content to present at the event with your strategist, or if you want to host a simple event with no further educational information, no problem!
- Pair the event with food and refreshments to enhance the setting, like morning coffee, lunch or happy hour!

Pop-Bys are pre-ordered a month in advance and will be delivered the following month. Contact [Marketing](#) for any questions regarding pop-bys or delivery dates.



CHRISTMAS COOKIE CUTTER



HOT CHOCOLATE



NEW YEAR CONFETTI BURSTS

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

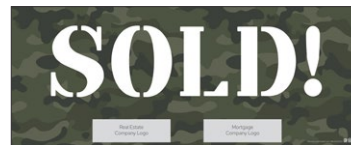
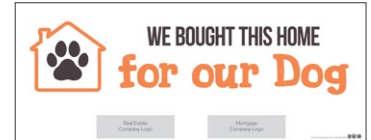
Cobranded cost split:

Agent \$10 each / LO \$10 each

[CLICK TO ORDER](#) ➔

Make sure to include, in the email:

- 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'

Click [here](#) to view all photo frame options in Total Expert. Easily upload your closing day photo and post directly to Facebook, LinkedIn and Instagram.



IN CASE YOU MISSED IT...

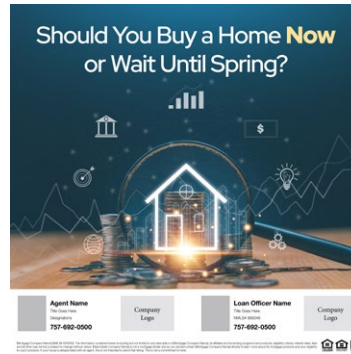
How Economic Trends Affect Mortgages and Rates



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

EMAIL: Click [here](#) to create, send or schedule.

Should You Buy a Home Now or Wait Until Spring?



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

EMAIL: Click [here](#) to create, send or schedule.

First time seeing the Marketing Mix?

Get the Marketing Mix Catalog sent straight to your inbox every month. Click below to subscribe today!

SUBSCRIBE NOW >