

MARKETING MIX

OCTOBER 2025

Haunted by Missed Leads?



Nevermore!

Bring your sales to life with marketing that attracts lively buyers.



RW Towne
MORTGAGE



CLOSING DAY SIGNS



Celebrate the milestone of homeownership with our custom-designed Closing Day Signs, perfect for your closing day photos with your clients!

Available in a variety of styles, from sleek and modern to playful and celebratory, our signs add a personal touch, crafted to pop on social media. Take advantage of this simple, memorable way to boost your brand visibility while giving clients a keepsake they'll love.

Size: 12" h x 30" w

Cost: \$20 per sign

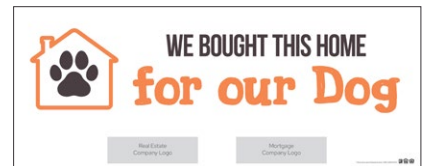
Cobranded cost split: Agent \$10 each / LO \$10 each

CLICK TO ORDER >

Click [here](#) to request your company branded sign.

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





CREDIT CONFIDENCE:

Credit Enhancement Strategies for Your Buyers

GUEST SPEAKER: Debi Honeycutt, Credit Enhancement Specialist

Is your buyer stuck on the sidelines because of credit challenges? Let's change that.

Join us for a training session on our Credit Enhancement Program—designed to turn “not yet” into “ready to buy.” We'll show you how we guide your clients toward stronger credit and better mortgage options. Whether your clients need a fresh start or just a little boost, this session is packed with tools to help them—and you—win.

Don't miss it. Let's unlock more approvals together!

TUESDAY, OCTOBER 21
2:00 PM EST

PROGRAM INCLUDES

- Deep-dive credit analysis
- Help with disputes & score updates
- Coaching on settling collections
- Tips for building new credit
- Long-term strategies for lasting credit health



REGISTER NOW

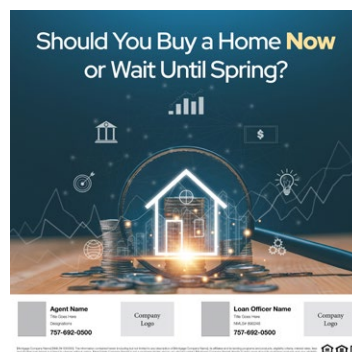


Renovation Loans



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

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.

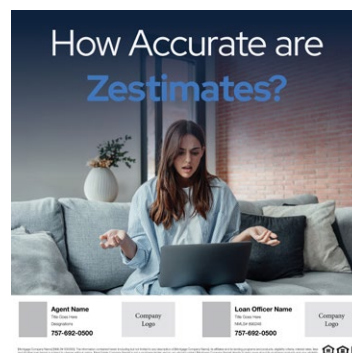
How Economic Trends Affect Mortgages and Rates



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

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

How Accurate are Zestimates?



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

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

SOCIAL MEDIA:

Halloween

OCTOBER 31



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

Halloween Recipe - Pumpkin Rice Krispy Treats



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

Halloween Homebuyer Costume Meme



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

Halloween Loan Officer Costume Meme



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

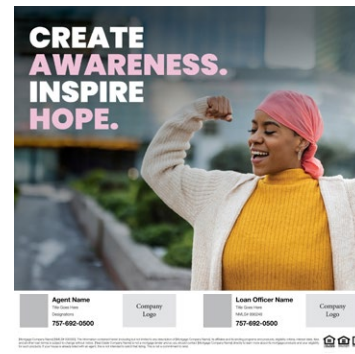
Don't Let These Homebuying Fears Haunt You



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

Breast Cancer

MONTH OF OCTOBER



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

Dia De Los Muertos

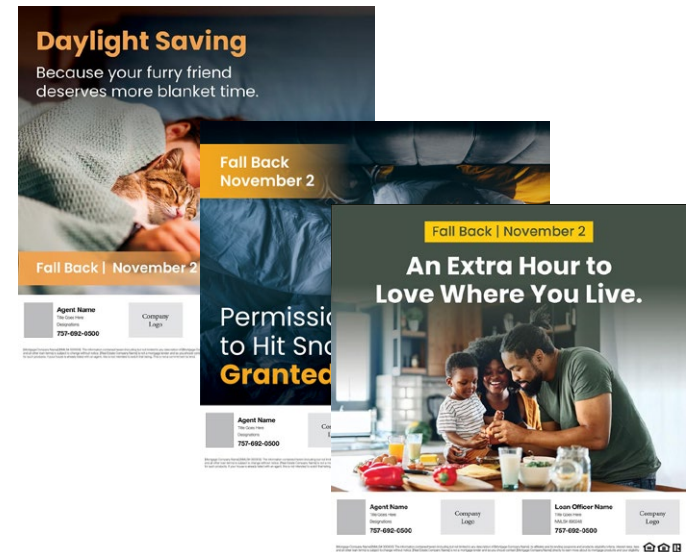
NOVEMBER 1-2



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

Daylight Savings

NOVEMBER 2



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

Rates Falling



SOCIAL MEDIA POSTS: Click [here](#) to view all our Rates Falling posts!

DIRECT MAIL:

Halloween Recipes



Halloween Greeting Card

5X7 CARD WITH ENVELOPE



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

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

Spooky Season

FOR HOMEBUYERS



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

RENTERS - Are You Haunted by Rent Increases



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

Daylight Saving - Fall Back

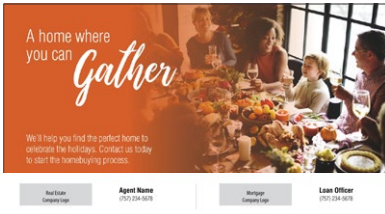
NOVEMBER 2



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

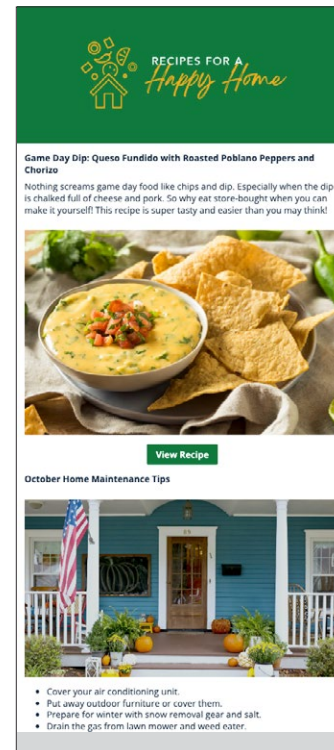
Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to marketing@townebankmortgage.com and include the information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

Happy Home Campaign

12 MONTH EMAIL CAMPAIGN



Click [here](#) to view our "Happy Home Campaign" emails, send or schedule.

CANDY CORN CONTEST

event kit

Setup a contest at your open house or event, to guess how many candy corns are in the jar! This is a great way to engage potential clients.



INSTRUCTIONS

1. Get with your agents and find out which open houses/events you can place your candy corn contest jars.
2. Decide on your prize.
3. Display jar of candy corns, flyer table sign, sign-in sheets and pen.
4. Gather the sign-in sheets to see who guessed closest to the number of candy corns in the jar.
5. Announce the winner – directly and through a social media post etc.

What you need:

- Glass Jar and Candy Corns to fill up the Jar
- Flyer and Sign-in Sheet and pens
- Flyer Sign Holder (letter size)
- **Consider partnering with an agent on this event: Must split cost 50/50**

MARKETING MATERIALS

FLYER & SIGN-IN SHEET: Click [here](#) to request.

setup: easy

interaction: low

cost: low

PUMPKIN CARVING CONTEST

event kit

Get in the Halloween spirit and enjoy some spooky fun carving jack-o-lanterns!



INSTRUCTIONS

1. Choose a date, time and venue (home, office, park, community center, etc).
2. Send out flyer and social post invitations.
3. Buy/Order materials needed for the event.
4. Set up a safe carving area with adequate lighting and space to carve.
5. Create a festive atmosphere with decorations, music and refreshments.
6. Judges should announce the winner and award prizes at the end of the event.

What you need:

- Pumpkins, carving tools, and stencils
- Plastic table clothes, garbage bags, gloves, paper towels
- Refreshments
- Blue tooth speaker to play music while carving
- Prizes for the winner(s)
- Flyers/Brochures/Handouts
- **Consider partnering with an agent on this event: Must split cost 50/50**

MARKETING MATERIALS

SOCIAL MEDIA POST: Click [here](#) to request

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

setup: moderate

interaction: high

cost: low

November Pop-Bys

CLICK TO ORDER >

PRE-ORDER DEADLINE: Oct 23

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 November

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.



DISH SOAP



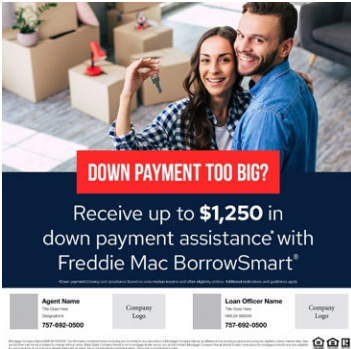
OVEN MIT



COFFEE CUP SLEEVE

IN CASE YOU MISSED IT...

Freddie Mac BorrowSmart Program



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

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

Fall is for Finding Your Future Home



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

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

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

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 >