



# MORTGAGE NOTE\$™

## Newsletter for Mortgage Origination Marketing



### Specifications

#### Description

- High-impact, low-cost newsletter for mortgage origination marketing

#### Purpose

- Build profitable relationships with mortgage customers

#### Target

- Primary: Homeowner, Homebuyer
- Secondary: Real estate professional

#### Format

- Two-sided
- Double-fold
- Self-mailer
- Black & White
- Color option available

#### Customization

- Branding
- Contact information
- Promotional messages
- Mailing information

#### Deliverable

- Print-ready artwork in protective sheet sent by 1st Class Mail once monthly
- Optional press-ready version in PDF format delivered via email once monthly

### Key Benefits

- Assure repeat business
- Guarantee referral business
- Keep yourself in your client's mind, even when you are not around
- Have your marketing tools kept, read, and used by real estate professionals
- Position yourself as a partner with the real estate community
- Eliminate your ineffective traditional marketing materials
- Build a reputation as a loan originator who helps your clients be successful
- Build loyalty in your clients
- Get into real estate offices that are closed to other loan originators
- Get your own protected area: you won't be sending the same materials as your competitors
- Save the thousands of dollars and the hundreds of hours usually associated with developing your own newsletter
- Deploy a powerful marketing program that rivals those of the "big players" in the mortgage market

MORTGAGE NOTE\$™  
*has set the standard for  
 professionalism, effectiveness, and  
 affordability in mortgage marketing  
 newsletters since 1986*

#### Reproduction

- Optimized for high-quality, low-cost copy machine or print shop reproduction
- Digital option optimized for laser print or press; ideal for Internet delivery

#### Sample application

- Direct mail
- Farm flyer
- Adverorial placement in local newspaper
- Lobby display in office, partner office, Chamber
- Newspaper insert
- Co-operative marketing tool
- Loan application aid
- Seminar tool
- E-newsletter (digital option)
- Internet leads (digital option)

**See next page for  
 MORTGAGE NOTE\$ overview>**

# With MORTGAGE NOTE\$™ you get your own custom newsletter for building profitable relationships with homeowners, homebuyers and real estate professionals

## Build Profitable Relationships

MORTGAGE NOTE\$™ is a high-impact, low-cost newsletter that select Mortgage Origination Marketing professionals use to build profitable relationships with customers. Setting the standard for professionalism, function, effectiveness, and affordability since 1986, MORTGAGE NOTE\$™ has long served as a vital tool upon which Mortgage Origination Marketers build lucrative careers by delivering continuous value to their customers.

Your own custom newsletter differentiates you as the mortgage expert in your market

While virtually every mortgage professional knows they need a newsletter, even those with the proper skills and tools don't have the time required to consistently write and produce an effective newsletter. That's where MORTGAGE NOTE\$™ comes in. We take the hard work out of your newsletter by

- Researching, writing, and producing a monthly newsletter for you.
- Customizing the newsletter with your brand, contact and mailing information, promotional messages
- Reserving a protected distributorship area for you: you will be the only person in your zip code to whom we'll provide MORTGAGE NOTE\$™.
- Delivering to you customized artwork that is optimized for easy and inexpensive reproduction on your copy machine or at a quick-print shop, and that is designed for simple fold-and-drop distribution or flat display.

The two-fold self-mailer format contains relevant, concise information that assures your newsletter will be read, remembered, and responded to

- Providing you with optional digital artwork that is optimized for reproduction on your laser printer or at a press—and that you can use as the foundation for your email and Internet marketing programs.

In short, we take the hard work out of your newsletter program by creating for you an effective, inexpensive marketing tool that's easy to implement.

**Relevant and concise content assures your newsletter will get noticed, remembered, and responded to**

Each issue of your custom MORTGAGE NOTE\$™ newsletter will contain relevant information, news, and analysis that helps your homeowner and homebuyer customers to easily understand market opportunities and trends that influence their home buying, selling, and financing decisions. As a relationship-building tool, MORTGAGE

NOTE\$™ is a soft-sell tool that delivers valuable information your customers will notice, remember, and respond to. While you might consider supplementing your MORTGAGE NOTE\$™ mailings with direct appeals for business, MORTGAGE NOTE\$™ will primarily differentiate you as the person best able to meet your prospect financing needs by continuously communicating your expertise and dedication to delivering superior value.

**Partnership marketing tool builds relationships with Real Estate Professionals**

Because MORTGAGE NOTE\$™ is so relevant for homeowners and homebuyers, you will find that it serves as a powerful cooperative marketing tool that you can use to build profitable collaborations with real estate professionals. The relevant content you provide for the consumer serves as a

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## About RealMarCom

Never mind the standard promotional fluff, see what our clients say about RealMarCom: *“RealMarCom has been an integral part in helping us become one of the leading mortgage banks in the west by providing high quality, custom advertising, PR, and newsletter services at a fraction of the cost of other agencies... Unlike typical marketing communications agencies who don’t have a clue about the industry and who merely take all the work we do and make it look pretty, RealMarCom is always so in tune with the market that they’re able to produce exactly what we need to provide value for our customers—with minimal involvement from us. This allows us to go about the business of originating loans and making money.”* Still need the promotional fluff? Go to RealMarCom.com—or call 831 688-9520.

powerful third-party testimonial that affirms what real estate agents try to communicate to their prospects. In other words, real estate professionals will want to re-distribute your MORTGAGE NOTE\$™ newsletter to their own prospects.

To prepare MORTGAGE NOTE\$™ as a co-operative marketing tool, simply paste a real estate professional’s business card in one of the customizing areas and print copies for real estate professionals, title companies, and other vending partners to distribute to their customers.

### **Integrated marketing tool, ideally suited to fill your entire marketing communications mix**

While a newsletter is traditionally used as a direct mail marketing tool, Mortgage Origination Marketers around the country have discovered that MORTGAGE NOTE\$™ easily fills multiple rolls in an integrated marketing communications mix. Here are just a few of the ways you can use your MORTGAGE NOTE\$™ newsletter:

- Direct mail
- Double-fold, self mailer
- Farming
- Leave-behind flyers
- Lobby display in own office and at vendor locations
- Inserts in local coupon mail packages
- Public relations
- Insert in local newspaper, magazine, or chamber package
- Seminar display and handout
- Mailer or handout to local real estate writers, business editors, and community leaders
- Advertising

## What Mortgage Origination Marketers say about MORTGAGE NOTE\$

“MORTGAGE NOTE\$™ was the only marketing we did when we opened up our new Orange County office. Within two weeks of mailing our first newsletter we had almost more business than we could handle. With MORTGAGE NOTE\$™ as one of our only marketing tools we have been growing ever since. MORTGAGE NOTE\$™ ended up being the best way to position ourselves as a long-term, trustworthy presence in a competitive market area we had never been in before.” -Rob Roof, Vice President, Mortgage Affiliates

“MORTGAGE NOTE\$™ has been the perfect tool for introducing our company into new markets. It sets us apart from our competition and gives us instant credibility wherever we go; it’s really opening doors for us.” -Tom Toggas, President, Diversified

“MORTGAGE NOTE\$™ is a great way for me to keep my name in front of my clients. The newsletter helps me increase my referral and repeat business. I use it as the core of my marketing efforts. I don’t want to lose it to my competition.” - Steve Smith, President, Prime Funding

“The professionalism of Real Presentations has gone a long way with us, and we certainly appreciate it. MORTGAGE NOTE\$™ will continue to be the mainstay of our marketing plan as it has returned its investment time and time again.” -Daryl Jackson, President, Ameriwest Mortgage

- Advertorial placement in local newspaper or magazine
- Customer development
- Seminar flyer
- Loan application tool
- Internet leads development (with digital option)
- Email marketing (with digital option)
- Subscription-worthy website content
- Referral mechanism
- Insert with letters requesting referrals
- Telemarketing
- Keeps phone connection “warm”; always just following up to make sure you’re receiving the newsletter: Questions? Comments? Needs? Referrals?
- Employee development
- Training program for developing marketing capacity of sales force
- Training tool for new loan officers

### **Special Offer: [60% OFF]**

You’re checking out MORTGAGE NOTE\$™ at the right time; to celebrate 20 years in business, we’ve just started a **[60% OFF]** promotion for new distributors who join us through RealMarcom.com. This means that individual loan officers can have their own custom newsletter for as little as **\$70 per month!**

Our support representative will explain the details while helping you determine your eligibility for a MORTGAGE NOTE\$™ distributorship.

### **Extremely limited availability**

MORTGAGE NOTE\$™ distributorships are available on a limited basis—only one distributor per zip code; so, if it’s available, it’s important to reserve your market area today. Please call RealMarCom today at 831 688-9520 or login to [www.RealMarCom.com](http://www.RealMarCom.com). ✍

# Build a lucrative mortgage career by continuously delivering your unique value with the MORTGAGE NOTE\$ Newsletter for Mortgage Origination Marketing

**FIRST PACIFIC MORTGAGE NOTE\$**  
FOR HOMEOWNERS, HOME BUYERS & REAL ESTATE PROFESSIONALS  
VOLUME 18, ISSUE 17

**Economic outlook strong for homeowners and homebuyers**

Homebuyers: let your agent be your guide, NAR says

Do You Qualify? Get your FREE affordability analysis

**access mortgage**  
realmarcom.com  
831 688-9520

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**FIRST FINANCIAL CENTERS MORTGAGE NOTE\$**  
FOR HOMEOWNERS, HOME BUYERS & REAL ESTATE PROFESSIONALS  
VOLUME 18, ISSUE 17

**What you need to know about investing in real estate**

The Upper Peninsula's home loan source

**FIRST FINANCIAL CENTERS**  
The best rates guaranteed  
(866) 555-3000  
(888) 555-7524

**Burke Home Loans MORTGAGE NOTE\$**  
FOR HOMEOWNERS, HOME BUYERS & REAL ESTATE PROFESSIONALS  
VOLUME 18, ISSUE 17

**How to avoid predatory lenders and mortgage financing scams**

Rate Shop • Pre-Qual Apply On-Line

**Burke Home Loans**  
555-7575

**FIRST PACIFIC MORTGAGE NOTE\$**  
FOR HOMEOWNERS, HOME BUYERS & REAL ESTATE PROFESSIONALS  
VOLUME 18, ISSUE 17

**Homeowners refinancing to lock rising HELOCs and to get cash**

52-Week Rate Performance

Current APR Index

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MORTGAGE NOTE\$  
FOR HOMEOWNERS, HOME BUYERS & REAL ESTATE PROFESSIONALS  
VOLUME 18, ISSUE 17

**Ring rates prompt consumers to finance now**

52-Week Rate Performance

Current APR Index

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VOLUME 18, ISSUE 17

**Economists open window to 2006 market**

52-Week Rate Performance

Current APR Index

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(888) 555-7524

**Burke Home Loans MORTGAGE NOTE\$**  
FOR HOMEOWNERS, HOME BUYERS & REAL ESTATE PROFESSIONALS  
VOLUME 18, ISSUE 17

**New conforming loan limits will help borrowers save nearly \$25,000**

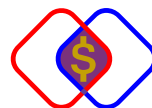
52-Week Rate Performance

Current APR Index

**Burke Home Loans**  
555-7575

Call us or visit RealMarCom.com today for

- ✓ Information about how you can build profitable relationships with Mortgage Note\$
- ✓ Download free sample newsletters
- ✓ Access our free tutorials: "A Guide to Implementing your own Newsletter Program" and "Evolving into a Mortgage Origination Marketer"
- ✓ Reserve your protected area



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