


Reintroduction

Did you gain followers? That is a perfect time to reintroduce yourself!

 Stephanie Tylicki, Mortgage Specialist-NMLS 2076411
Published by Stephanie Tylicki · Yesterday at 10:30 AM · 🌐

I have some new followers on my page, so 🙏 allow me to reintroduce myself 🙏

I am a Toledo native, born and raised. I went through TPS schools, and started high school at St Ursula. Half way through, my family moved to Michigan for a job promotion where I finished out high school at Flat Rock community school. (Fun fact about me: I have varsity letters "F" "U" and I felt that at the time 😊). Changing schools in the middle of high school was really tough, but it taught me so much about adversity, being self-driven, and how to be comfortable with the uncomfortable.

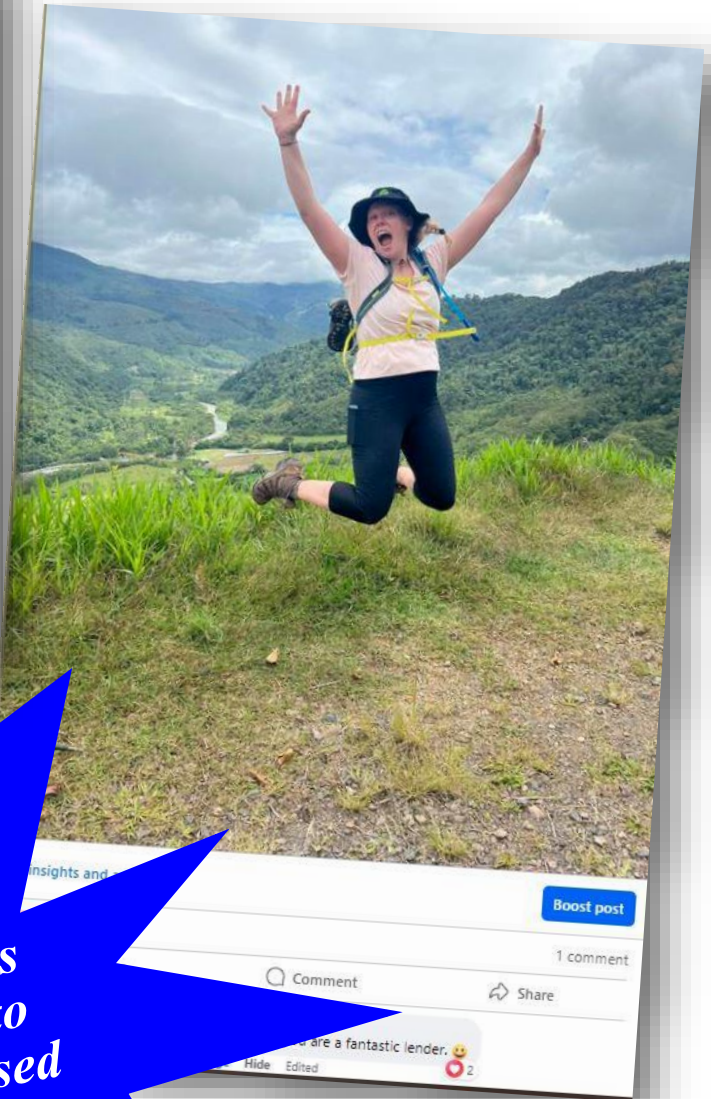
Then I graduated college from Siena Heights University in Adrian Michigan where I studied business administration with a focus in Spanish. I played varsity softball for the saints 🏆 and had the incredible opportunity to study abroad in Spain and Costa Rica. 🇪🇸 🇨🇷

I landed back in Toledo, bought a house, and have 2 dogs and a cat who are absolutely my fur children. I also coach softball at Owens CC and give pitching lessons to local players. Softball was my safe space growing up; now I want to help players develop correctly and teach them dreams are possible with hard work and determination. 🙌

All of these life events shaped me to who I am and I use these skills to help speak the same language with my clients. Not everyone has the same background, same values, or same goals with money and finances, and it's important for me to know that when looking at financing options. Buying a house is one of the biggest purchases in your life and I believe you should have professionals in your corner who are there to help YOU reach YOUR goals. Starting with me as your mortgage lender. 😊

So if your goal is to buy a house or even just curious about what your options are in 2024, give me a shout! 📢. Consultations are FREE, credit analysis are FREE, and you have NOTHING to lose just by talking about it.

Let's get closing with coach Steph this year! 🏠



Fun Pictures!
Stephanie gained followers and took the opportunity to reintroduce herself. She used a fun picture that shows personality and a caption with a little about herself.

insights and

Boost post

1 comment

Comment

Share

are a fantastic lender. 😊

Hide Edited

December 2023 SPOTLIGHT

Please Remove Your Shoes

Some may see a bunch of shoes, others see a post opportunity. It's an interesting, different way to show an open house!



Stand Out:

You don't have to use the same type of pictures over and over. Make it interesting and fun!

NOVEMBER 2023 SPOTLIGHT

BREAKING NEWS

Interrupt newsfeeds with market updates, new programs or details people need to know!

Use a video to immediately grab attention. Doing it in a fun and creative way will be sure to make your **STAND OUT!**

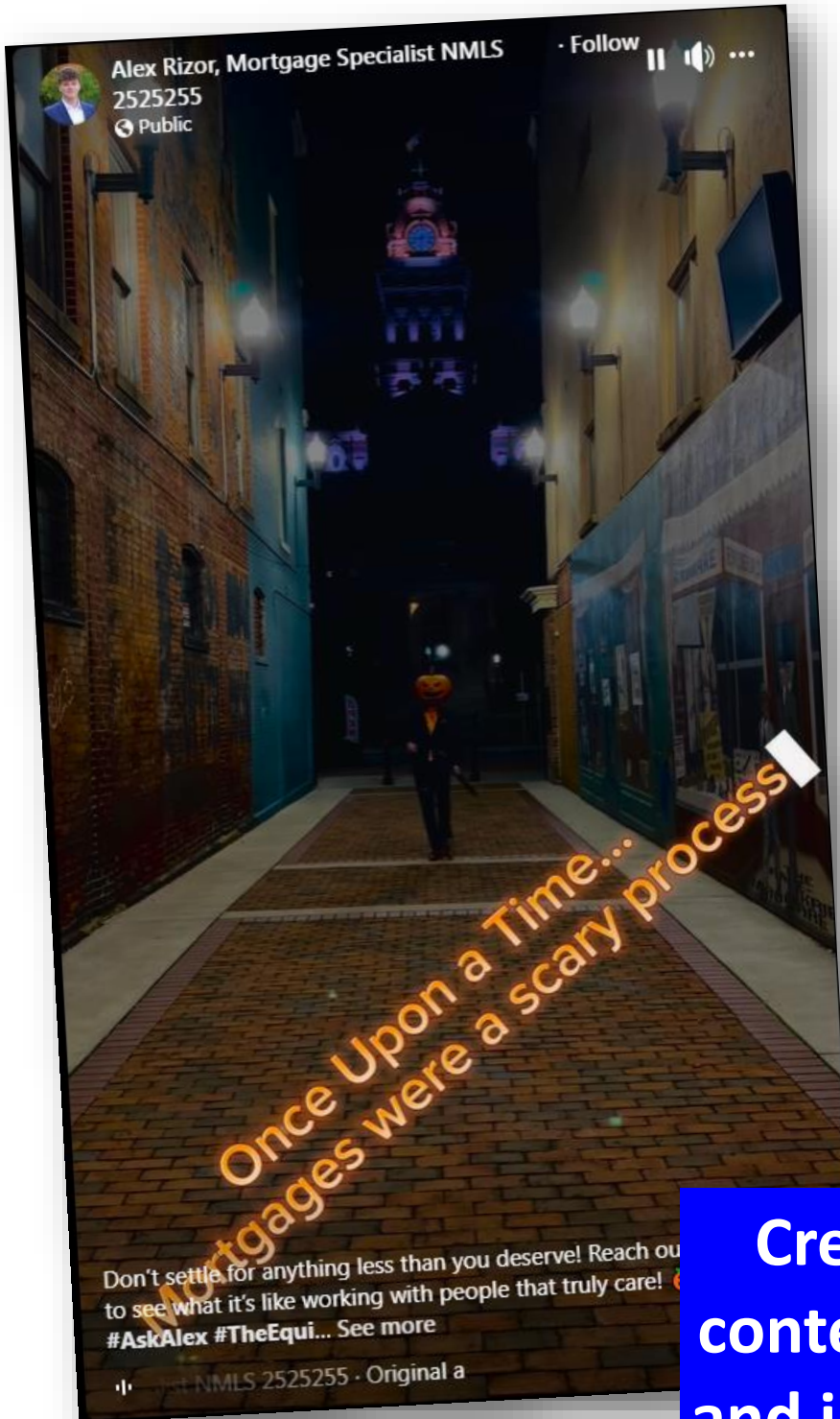
REELS ROCK:

Remember to post as a Reel to extend your reach to more people. Reels are always public and Facebook will push your content!



OCTOBER 2023 SPOTLIGHT

SEASONAL FUN



Create interesting content that is trendy and in season. A great way to get views!

Don't Make Social Media Hard!

Use everyday life for **soft marketing!**

Look at your phone right now...what photos and/or videos do you have that you could use?

Grab attention with real life to attract people to your posts...getting you potential **leads/referrals!**



An Instagram post is shown, tilted slightly to the right. The post features a photograph of a sunset over a body of water. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. The word "Instagram" is written in the top left corner of the post. The post is from the user "thecarolinasmortgagelender", with a bio that reads "Nick Gallant • Nostalgia Road". The caption of the post says: "I'll be the first to say, buying a home is not always sunsets and dolphins 🌅 🐬 It will take effort, organization, and a team around you that will help guide you through the process!!". Below the caption, there is a paragraph of text: "Your first step is going to be a pre-approval! This allows you to know what you are approved for so you can efficiently look at houses within your budget!". At the bottom of the post, there is a call to action: "Need a pre-approval or a lender that you truly feel is in your corner advocating for you??? Give me a call:) 919-753-7778 ashlyn@callequity.net".

Videos Rule

Setting goals, speaking from the heart and involving your friends/followers is the perfect way to make connections, build relationships and obtain referrals. Doing videos really showed emotion and made you WANT to help. Following through 60 days later- **AWESOME!**

Part 1:



Part 2:



BONUS POINTS:

Giving shoutout to all who helped him achieve his goals. Show appreciation and that it takes a team.

JULY 2023 SPOTLIGHT

Educate!

If you don't, someone else will!



Do you know the five most common mistakes that can delay your

Don't sleep on using Reels! They are always public, stand out in a newsfeed and Facebook will push to extend your reach.

Avoid making these 5 mistakes 🧑 that can delay your closing on your home! When your offer is accepted on a home you go into what they call "under ... See more

Snapshot Jumbo · Snaps

JUNE 2023 SPOTLIGHT

Are You Attending Your Closings?

You should be! Your clients will appreciate and it shows support from start to finish on their home ownership journey. Also, it's another opportunity to build Realtor relationships!



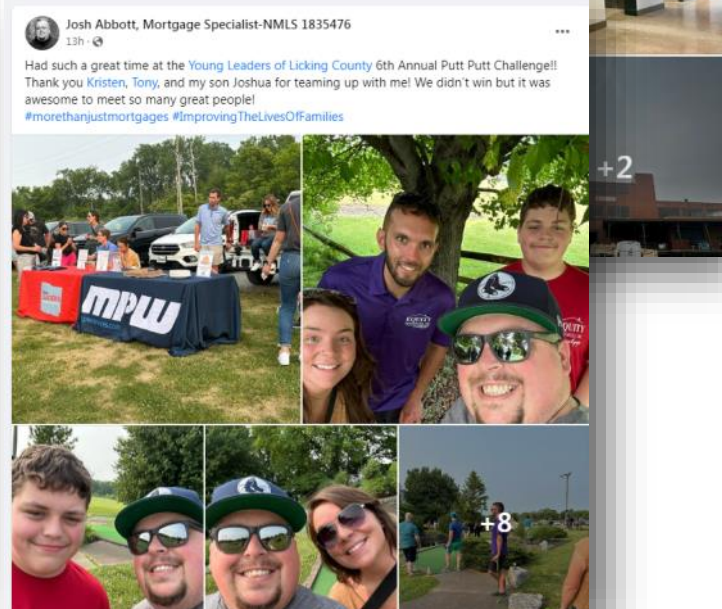
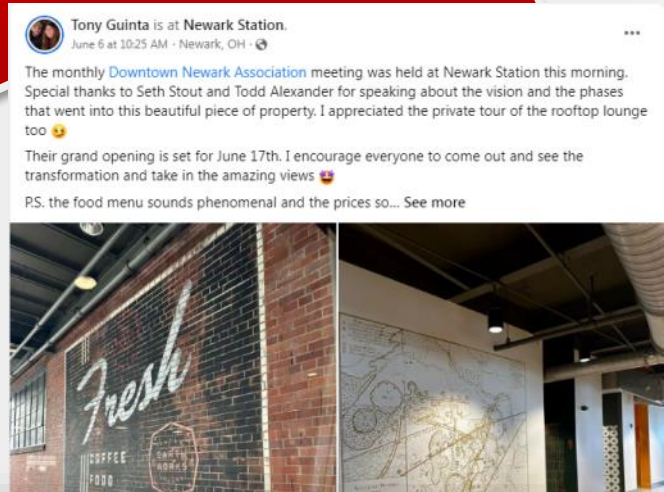
Don't forget to post a closing photo! Check in to location and tag all involved. BOOM...you've just extended your reach!

MAY 2023 SPOTLIGHT

Prove You're The Local Lender!

HOW? By showing you're out in your community. Highlight occasions where you prove you really are the local lender!

Check in to location and tag all involved...this will help extend your reach!



APR 2023 SPOTLIGHT

Just Do It!

Sarah took something she was already doing and turned it in to a teachable moment x2!

Sarah Lohr Huffman was live.
1d · 🌐

Monday morning makeup & Mortgages!

*Kept it raw & real...
which made her relatable
and made people want
to watch!*

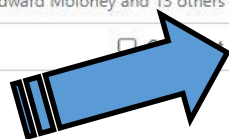
WOW!
*Amazing results within
the 1st 24 hours
of her LIVE!*

0:40 / 6:16

You, Cathy Maltby Zeno, Kelly Maltby Welch and 99 others 43 comments 22 shares

Share Awesome Reviews!

When you get an awesome review, share it! Ed also tagged his team so his post would reach more. In doing this, it opened up social proof to let others do the talking for him...and about his great service!



Sense of Humor!

Be raw, be real. Josh is definitely known for his sense of humor. Videos are one of the easiest ways to show your personality, and he had people laughing with this one! An easy ice breaker to help people be comfortable asking questions :)

Josh Abbott, Mortgage Specialist-NMLS 1835476
February 14 at 12:55 PM · 🌐

My very first TikTok! I need some feedback and a few hours of acting classes! 😂

Don't be scared to ask your questions!!

All 🤔 22 👍 13

0:14 / 0:18

Boost this post to reach up to 63 more people if you spend \$14. [Boost post](#)

Elisabeth Bruffett-Wright, Alissa Bear and 33 others 2 comments

▶ 939

Don't let your questions...

Almost 1k views on TikTok!

Behind the scenes on Facebook

Post Impressions	Post reach	Post Engagement			
192	183	112			
Interactions					
👍 15	❤️ 1	😂 22	😱 0	😞 0	😡 0
Reactions 37					
Comments 2					
Shares 0					
Other Clicks 64					

Facebook Reels!



Diane posted a video her home camera caught of her puppy figuring out how to jump in the house for the first time. It has **9,000 views!** Posting something that isn't business helps make connections with people and potential clients!

A great way to make connections and gain followers!



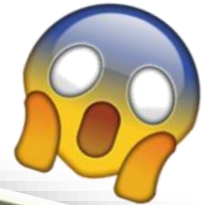
9k Views!
36 likes!

DEC 2022 SPOTLIGHT

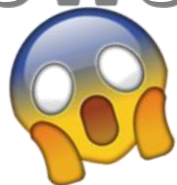
Facebook and Instagram Reels!

Videos do not always have to be business. Make them fun! Check out a couple Reels Brach made that went viral on Facebook!

*Stay top of mind.
A great way to
gain followers!*



19K views!



16K Views!

Celebrate You!

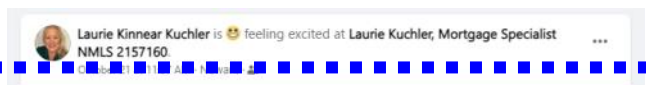
Is it okay to celebrate your own victory on social media? Yes! It confirms you are the expert, you are experienced, plus creates tons of response & awareness.



Consistency...really is KEY!



You must do this for social media to work for you. The more you post, the more success you will have staying top-of-mind! Posting a variety of content will keep your followers engaged and interested in you...not to mention they will continue to associate: You=Mortgage

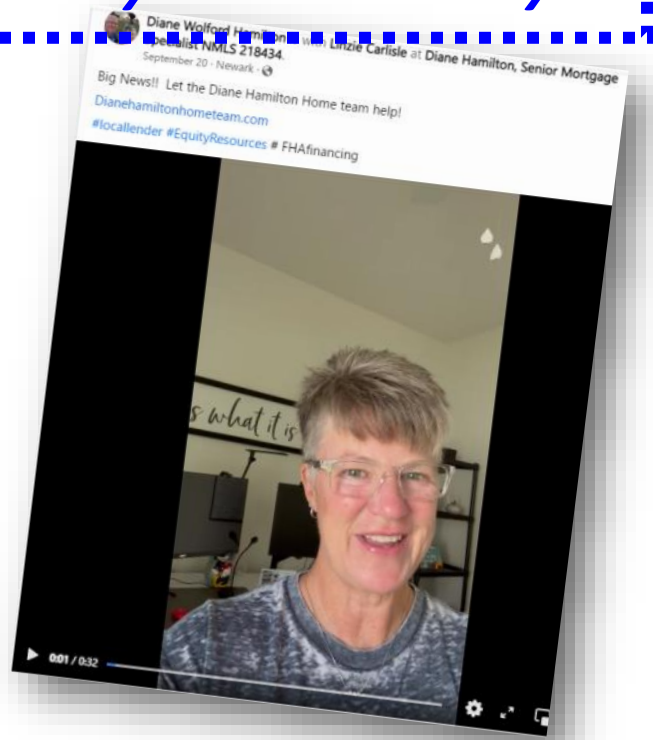


TODAY:
 1 preapproval, 2 closings & 1 offer accepted.
 BOOM!!! It's been a great week!
 #mortgagegenie #marketisalive

SEPT 2022 SPOTLIGHT



Your followers should be looking to you for market updates, program highlights and all things mortgage related...be an educator within your community.





Need content ideas...

[*Click Here*](#)

Plan time each week to work on your social media! Collect a variety of content during this time and add it to a folder on your desktop labeled "Social Media."

***Schedule out your posts using Meta Business Suite or a scheduling app.**

JULY 2022 SPOTLIGHT

Challenge Yourself!

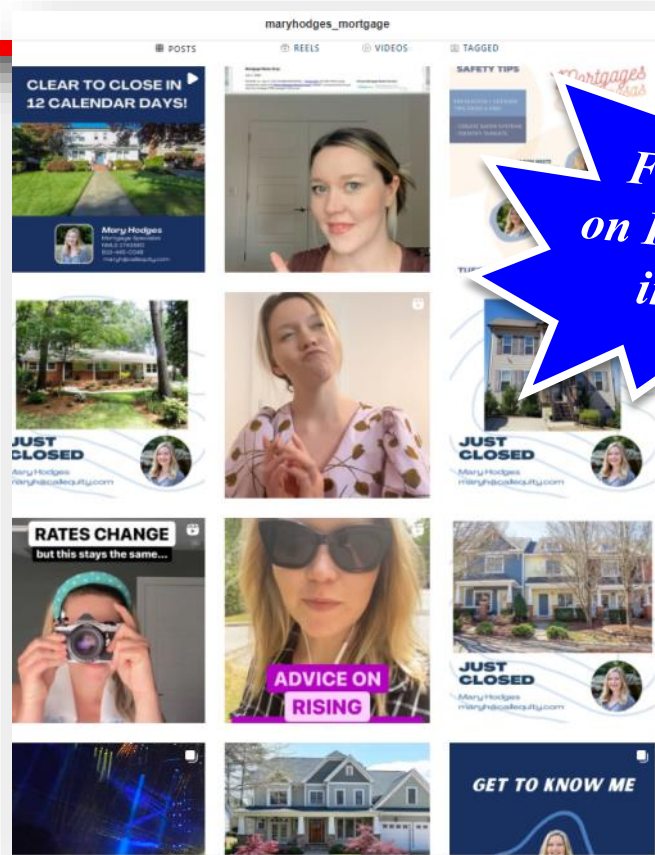
GOAL SETTING

Mary set a goal of posting daily.

>>> Staying Top of Mind! <<<



maryhodes_mortgage
Mary Hodges



Follow Mary
on Instagram for
inspiration

She planned, used a variety of posts and scheduled. TIP: Film several videos in one day. Then you will have content ready to schedule out for several different posts/days.

JUNE 2022 SPOTLIGHT

You are, your brand! Find your niche and what works for you!



Check out their videos!



The Ralston Team have been building their brand off of family. EX: Mother/Daughter team, cooking, family traditions. This makes coming up with posts ideas easy as **they are highlighting every day life to make lasting connections.** They are very approachable! This will make them an easy call for someone looking for a mortgage!

MAY 2022 SPOTLIGHT

Keep it real and highlight how you are there to help! Let them get to know you.

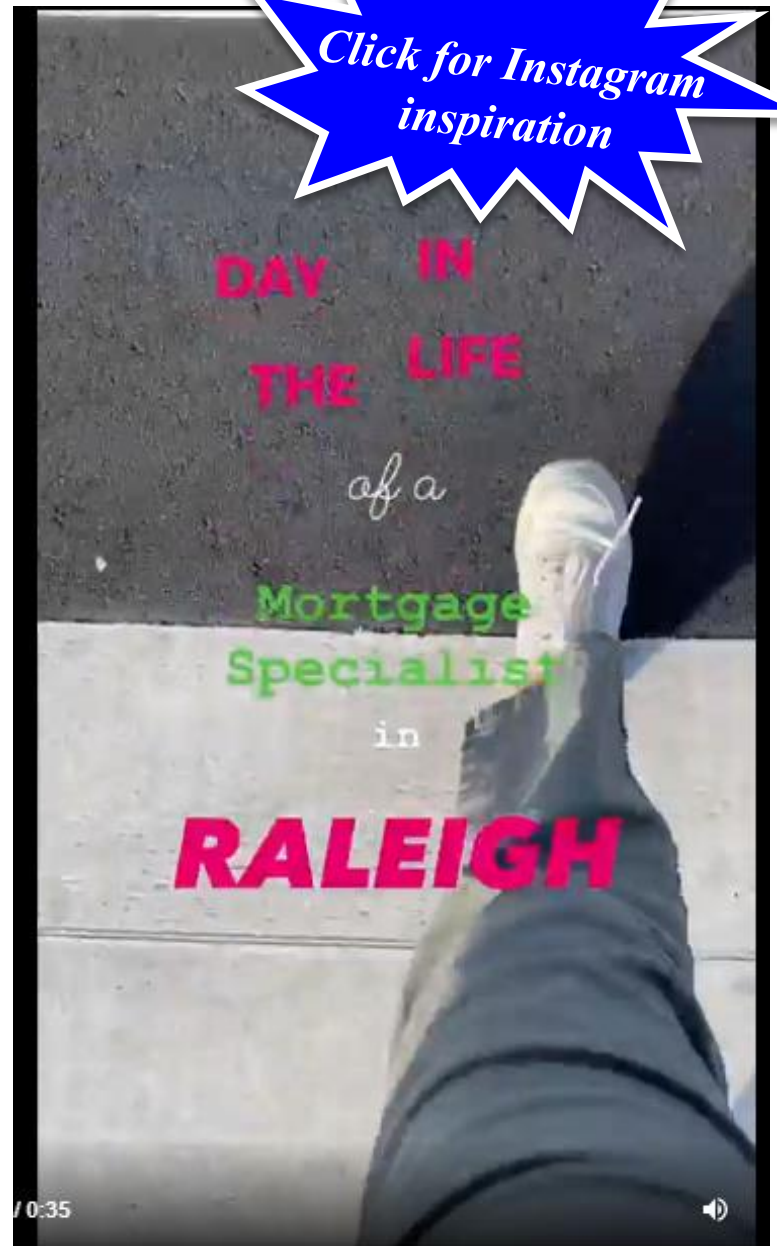


When someone feels a connection with you, they will keep you top of mind.



APRIL 2022 SPOTLIGHT

Explore Social Media platforms to find one that works best for you!!



Where are you most comfortable? Where can you educate, be authentic and gain the most leads/referrals?

MARCH 2022 SPOTLIGHT



Use daily life to make connections!

Nicki gained 2 Realtor meetings via this 1 post...best part, they asked her!



How Did She Make New Connections?

- Friend requested Realtors she didn't currently do business with, but wanted to-as I've suggested
- Used everyday life scenario to make connections through something both Realtors have in common w/ her-Hockey (the 'ole get the foot in the door) 📌
- Used an eye-catching photo to peak interest from her daily life....she let it do the work for her with little time put into making this post
- Was responsive/interacted with her post
- Was authentic....kept it real with her status text and life

BONUS POINTS: Nicki remembered to add a call-to-action, tagged her Mortgage Associate and 'checked-in' to her business page!

FEBRUARY 2022 SPOTLIGHT

Get Creative with your Content!



Don't make it hard. Use what's around you! This quick, easy, and clever idea was done while taking a walk through the neighborhood.

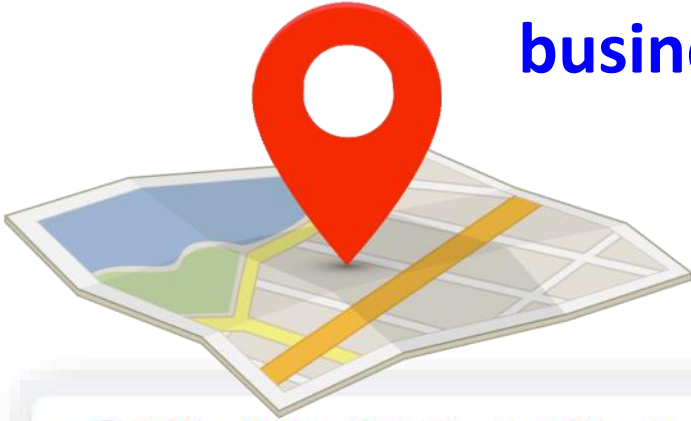
The message is clear and short.

Adding the clickable Apply link makes it easy for all!



JANUARY 2022 SPOTLIGHT

Using your personal page for a business post?
Don't forget to 'check in' to your
business page!



Diane Wolford Hamilton is at Diane Hamilton, Senior Mortgage Specialist NMLS 218434.
February 18 at 11:11 AM · Newark · 🌐



Andrea Niapas Twardy is 😊 feeling thankful at Andrea Twardy, Mortgage Specialist NMLS 535290.
February 15 at 5:58 PM · Wexford, PA · 🌐



Jennifer Clark Farmer is at Jennifer Farmer NMLS# 137597 Mortgage Specialist.
January 29 at 3:20 PM · 👥



Nicki Smith is at Nicki Smith, Mortgage Specialist NMLS 563997.
February 8 at 10:08 AM · Temperance, MI · 🌐



Christine Ralston Bell is with Joanne Ralston at The Ralston Team: Your Trusted Mortgage Professionals.
February 18 at 3:16 PM · Wexford, PA · 👥

Why?

1. We've heard many of you have been mistaken for a Realtor. This way your title, Mortgage Specialist is clear.

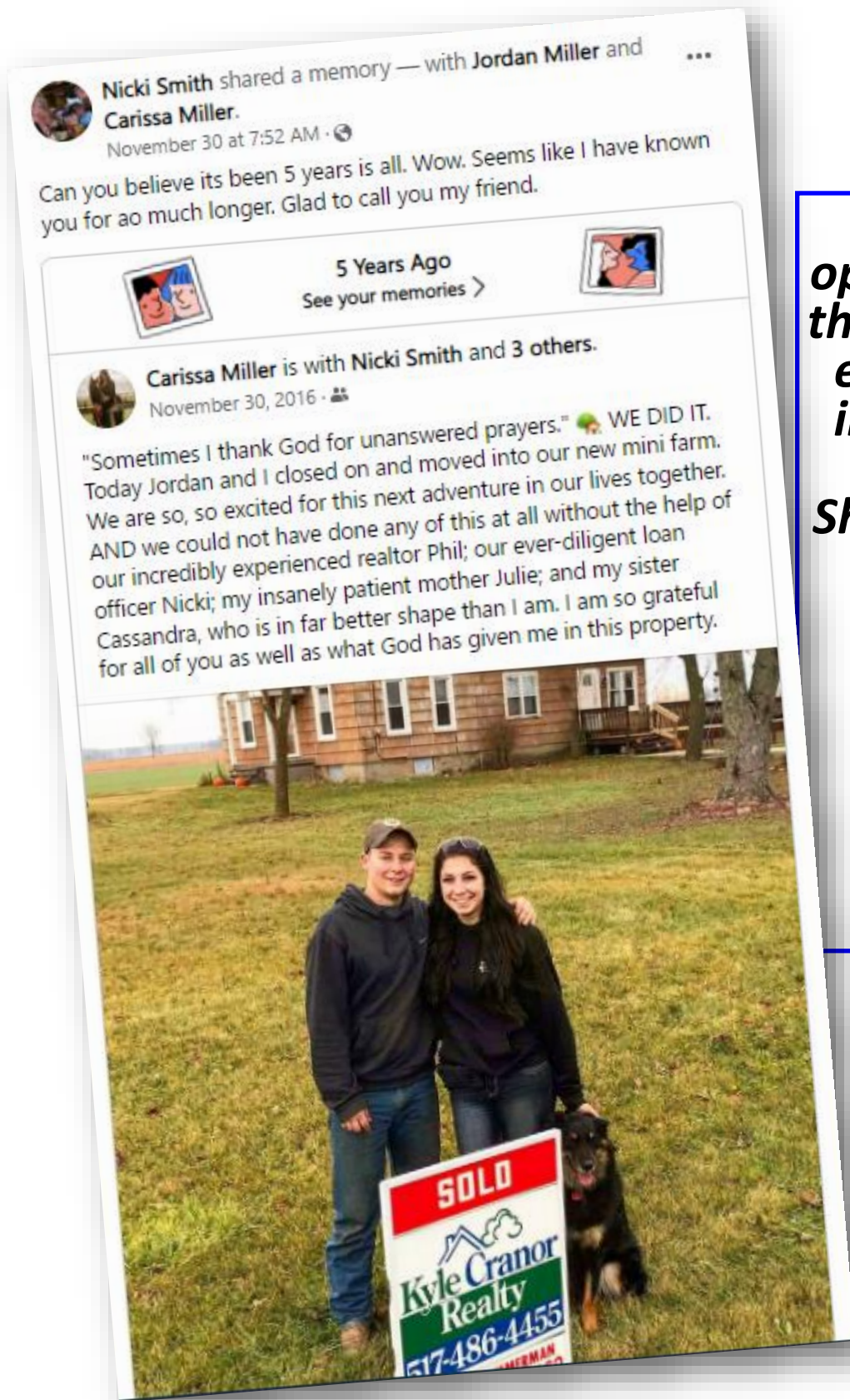
2. Your business page is now clickable. Those not familiar with you can click and it will take them to your page with your business info including contact details.

3. Your post will now also reach followers of your business page and location as well.

4. Credibility

DECEMBER 2021 SPOTLIGHT

Wish Them A Happy Anniversary!



Another opportunity to share the closing photos or even a testimonial image you posted.

Shows you still care! #LenderForLife

Know what would make the perfect gift?

A FREE mortgage review!

NOVEMBER 2021 SPOTLIGHT

Sometimes you have to introduce yourself—again...it's OK!

***Been away? Not been as active on Social Media?
Want to build your business up?***

A great way to remind them know what you do, you're available, and you're ready to help! Start a conversation about...well...you!

 **Sarah Lohr Huffman**
November 17 at 12:22 PM · 🌐

Hello Friends! ❤️

I've been out of the mortgage game for around 90 day husbands 🚗 accident) so I wanted to re-introduce my know: I'm baaaaack!!

I'm licensed to help with your mortgage needs in the 🏠🔑🏡

If you live outside of Ohio – my company can also help DC, DE, FL, IN, KY, MA, MD, MI, NH, NC, PA, RI, SC, VA

Basically, I'm a banker and only "do mortgage loans" + 🏦

If you're looking to buy a house in Ohio – I would help secure financing! 🏠

If you're looking to sell a house in Ohio – I would be connected with one of my trusted Realtor partners

If you're needing to refinance your mortgage – I can help

If you know your finances need help – I can help

  319



57 Comments 24 Shares

57 Comments 24 Shares

***WOW!
She got her friends,
family, PC's and Realtor
partners to help spread
the news!***

OCTOBER 2021 SPOTLIGHT

Start a conversation!

Be a resource. Help Educate. Engage in your community.

**Another great way to stay top of mind!*

Kelley Hall

Taxes have gone up, every 6 years the county does a new appraisal and market value on your home.. taxes went up, escrow accounts are short.. if your payment has increased, lets see about a refinance, we can roll in the shortage
call me at 614-209-9209 www.onecallkelleyhall.com

Didn't forget to include her Call-to-Action!

Lori Detter
Mine went up.... Again. Twice in 12 months. 😞
Like · Reply · 1

Sara Evans
Ours went up so much 😞
Like · Reply · 1

Jodi Moriak
Ugh yes ours too
Like · Reply ·

SEPTEMBER 2021 SPOTLIGHT

Embrace the change...of seasons!



Kirk Sieg The Mortgage Guy NMLS 862184 - Equity Resources, Inc 1579

21h · 🌐

Office is ready for fall! 🍂 Check it out or better yet, stop in for a pumpkin spice mortgage! 🍂 😊 Purchase a new home, get preapproved or refinance. Call, text or apply online with me now at <http://apply.callequity.net/kirksieg>.



46

4 Comments

**Only posted 21 hrs
and has 11 shares!
Even a Title Co.
shared!**

OK, looks like Kirk spent some time on this one but you can simplify. Work From Home? You can still do! Add some décor to your desk or share a photo of your seasonal front door/etc.

The idea is to create a conversation and show up in news feeds. It makes you approachable.

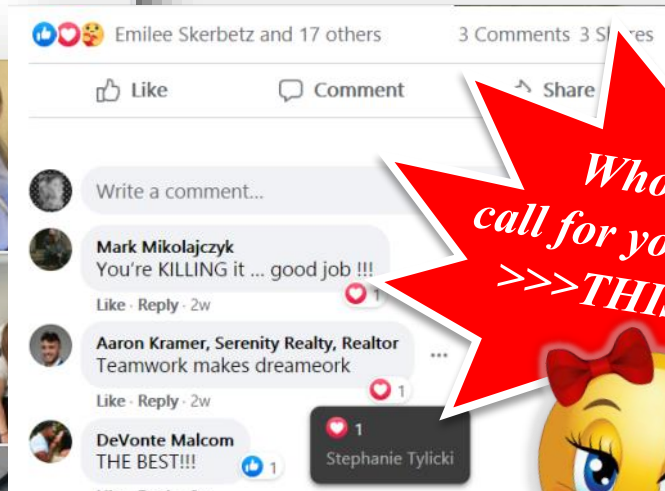


- Angeline Morocco**
Very nice and inviting!
Like · Reply · 19h 1
- Kirk Sieg The Mortgage Guy NMLS 862184 - Equity Resources, Inc 1579**
Angeline Morocco thank you Angie!
Like · Reply · 2h 1
- Victoria Scott**
Looks so good!!! 1
Like · Reply · 15h
- Kirk Sieg The Mortgage Guy NMLS 862184 - Equity Resources, Inc 1579**
Victoria Scott Thanks Victoria!!
Like · Reply · 2h

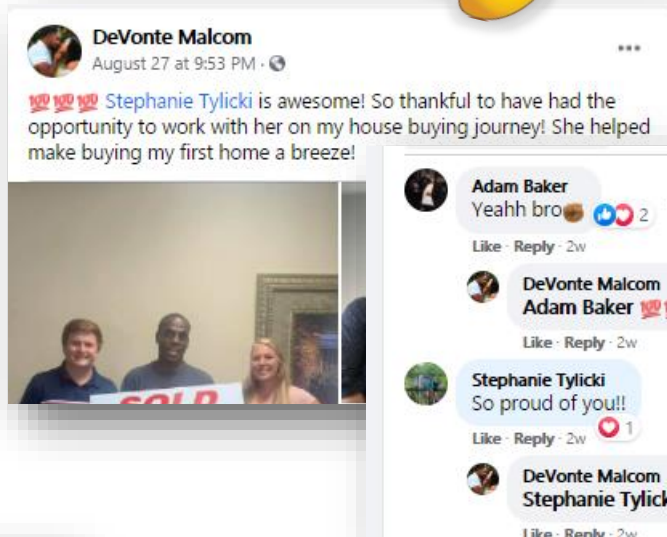
AUGUST 2021 SPOTLIGHT

TAKE FULL ADVANTAGE of opportunities!

1. *Stephanie attended a closing, took photos and made a post. Both the Borrower and Realtor partner LIKED/Commented.*

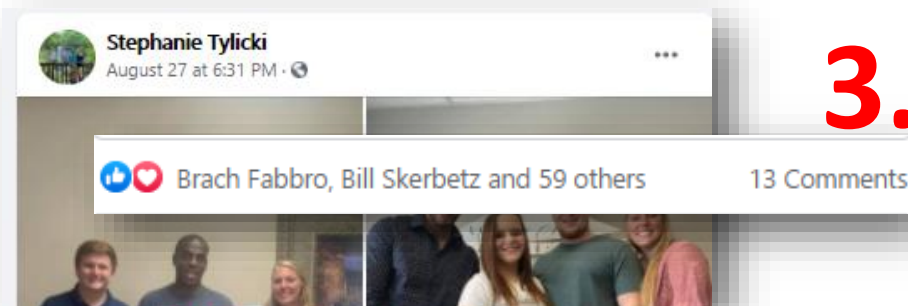


2. *The Borrower shared Stephanie's post thanking her, praising her and her service and RECOMMENDS her! Stephanie made sure to LIKE and comment on their post.*



3.

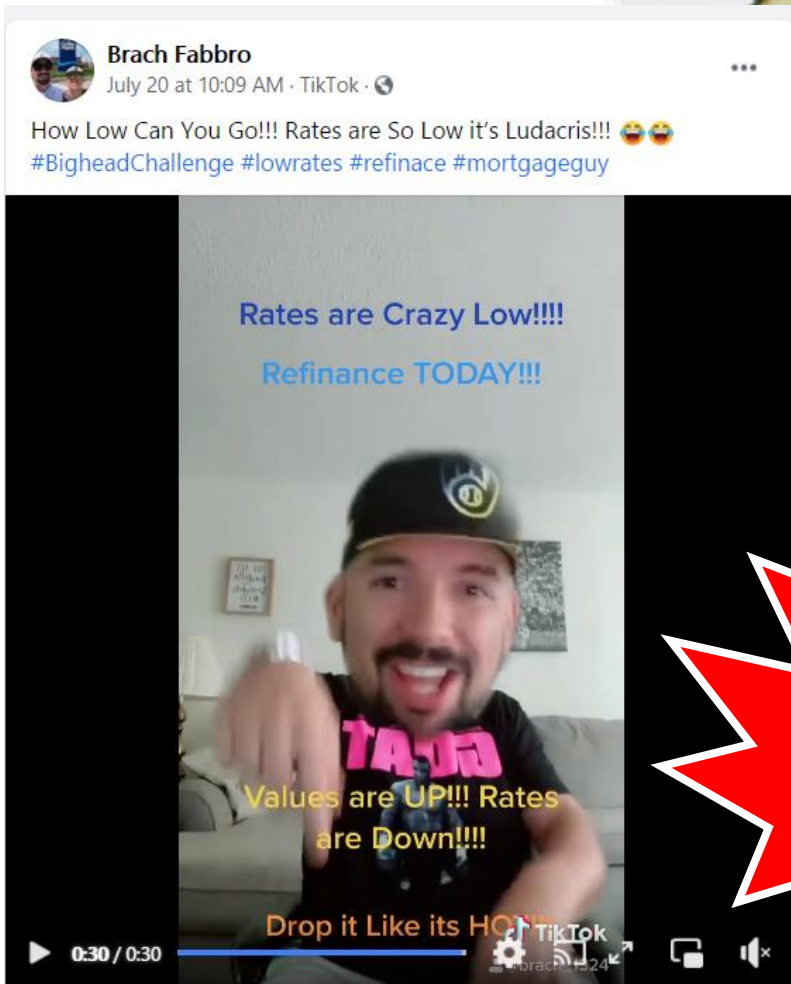
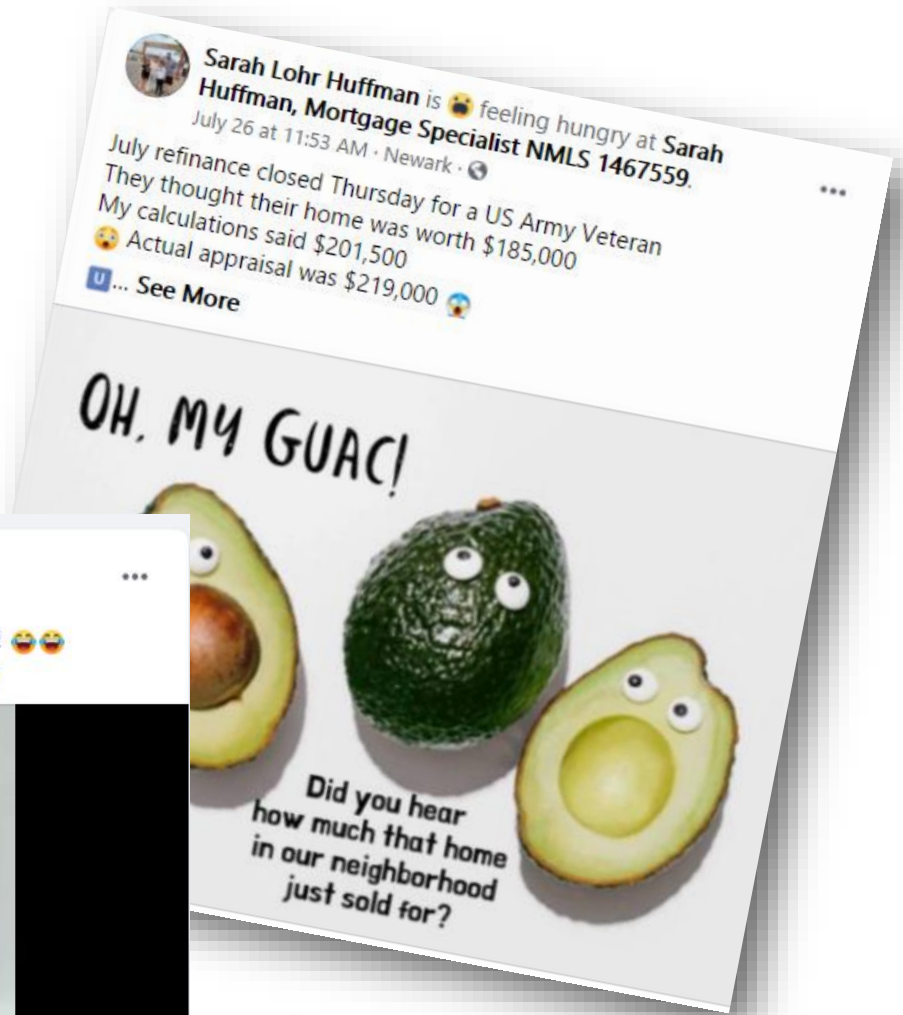
Stephanie then shares post to her personal page. She receives 61 LIKES and 13 comments...WOW!



JULY 2021 SPOTLIGHT

Sometimes you need to just have a little fun!

Adding a little humor makes you more approachable and it's always nice to add a SMILE to someone's day!



JUNE 2021 SPOTLIGHT

Go Ahead...use the tools provided for you!

I mean, why not! The Social Media Lookbook is there for quick posts. Snatch and adapt to suit you...it's that **EASY!** OH, and not to mention we update with new content all the time.



 **Brach Fabbro** is 😊 feeling glad.
June 23 at 6:20 PM · 🌐

This is great news for families with student loan debt!! FHA previously required 1% monthly payment for all deferred student loan debt. Call me for more details!! 740-616-3565

Want to Buy a Home and have a Student Loan?

Great News Just Arrived!

FHA has updated their student loan policy to only use .50% of the balance on deferred student loans.

What does this mean to you?

FHA is breaking down student loan debt barriers to help advance affordable homeownership.

Equity Resources, Inc. | Corporate Office: 25 St. Park Place, Newark OH 43024 | 614.616.3570
Certain Restrictions Apply | Call For Details: 614-270-7902

Call For More Details! | EQUITY RESOURCES, INC. mortgages


👍❤️😬 9 | 1 Comment 1 Share

1. Add your own text or use suggested.

**Don't forget to include your contact information!*

2. Insert one of our ready-to-go images.

3. Get results!

 **Briana Ford**
This is awesome news



MAY 2021 SPOTLIGHT

Spread The Love For Your Realtors and SHARE!

It's always great to interact and also keeps you top-of-mind when they refer clients. What an easy click you are for someone looking to get a loan for a home!

Ashlyn Long
Such a cute home in Benson, NC

Emilee Skerbetz
May 13 at 9:56 AM
A beautiful deck AND a yard?! Must check it out for yourself this weekend!

Meagan Shaffer, Integra Realty is in Ben...

Price Makes A Difference - HER, Realtors
Real Estate Agent

Send Message

Make your share work for you! How?

By adding this text to your status...

“Apply FREE with me to get Pre-Approved to Buy A Home at <insert your application link here>!”

APRIL 2021 SPOTLIGHT

SOCIAL PROOF!

Create a monthly collage of closing images from the prior month. This one happened to be within the same week-WOW!

1 week—17 settlements Whew!!! That's a LOT of 💰 💰 SAVED in one week!! And, very happy 😊 New Home 🏠 owners! 🎉 (some settlements not pictured 😊) So blessed to help others every day of the week!! Our team is absolutely AMAZING!

See these smiling faces? If you want to be smiling too, call me. We ❤️ helping you buy your new home or refinance your existing home! 📞
717-645-1033

Look at the buzz this single post generated!



MARCH 2021 SPOTLIGHT

ERMA IS YOUR FRIEND!

There are so many flyers ready to go in ERMA. Making them social media friendly is 1 click away...just select JPEG!



DID YOU KNOW:
You can also Co-branded a flyer w/ a Realtor in ERMA!



**ERMA Questions:
Contact Marketing at
Marketing@CallEquity.net**

Guess who's back, back again!?!?
OHFA's BACK!! Tell a FRIEND!!
#NoMoneyDown #guesswhosbackbackagain #IveCreatedaMonster
#thislookslikeajobforme #letsgetit
#ImprovingtheLivesofFamilies

We're Making Ohio First-Time Homebuyers **HAPPY!**

THE OHFA PROGRAM

DETAILS

- Cannot own or have ownership interest in a principal residence in the last 3 years
- Income and purchase price limits apply
- Grants available for both Government and Conventional loan programs
- Other qualifications apply, call for details

OPPORTUNITIES

- 30 Year Fixed Rate Mortgage
- 2.5%* or 5%** Down Payment Assistance Grant*
- Buy with NO money down!
- HERO Program for full-time teachers, police officers, medical and military personnel
- Recent college graduate grant programs



Brach Fabbro
NMLS# 1816349
Mortgage Specialist
C: (740) 616-3565
bfabbro@callequity.net
www.callequity.com/brach-fabbro
25 S Park Place
Newark, OH 43055

EQUITY
RESOURCES, INC.
mortgages

DON'T FORGET ABOUT REALTORS!



Kelley Hall

March 17 at 12:52 PM · 🧑

Realtor friends: how many houses are on the market (on average) this time of year?

👍 2

31 Comments

👍 Like

💬 Comment



Angelia Holliday

Soooo many and right now zero 🤔🤔🤔

Like · Reply · 5d · Edited



Kaleigh Marie Allred

More than the 884 SF Freestanding that are currently active 🤔🤔

Like · Reply · 5d



Jodi Beekman

This is the January Housing Report. At that time, active listings were down 47.2% in a YOY analysis.

<https://www.columbiarealtors.com/.../Hou.../21>

Remember to not get caught-up in how many 'LIKES' a post receives. This one had 2 but 31 Comments. WOW! That is awesome interaction! Kelley was 'home base' for this discussion with all these Realtors! That's her name in their newsfeeds!

Interact and Be A Resource!

Realtors have a contact list full of Lenders. Stay top of mind with them. Let them know you are knowledgeable, current, available and provide a great service.

STAND OUT!



Heather Barrett

Austyn Covington our conversation today.

Like · Reply · 5d



Shelley Cottrell

I remember when it was a big deal to put "Sold Under 30 Days" on a yard sign! 😊

Like · Reply · 5d



Tom Knecht

Shelley Cottrell simpler times!

Like · Reply · 5d



Shelley Cottrell

Tom Knecht right!! What's your prediction.... how long until we start seeing foreclosures?

Like · Reply · 5d

↪ View 5 more replies



Deb Chapman Woodard

I've been doing this for 17 years now and this has been the hardest market I've ever been in. 2008-2012 were sucky but we at least had homes to sell!

JANUARY 2021 SPOTLIGHT

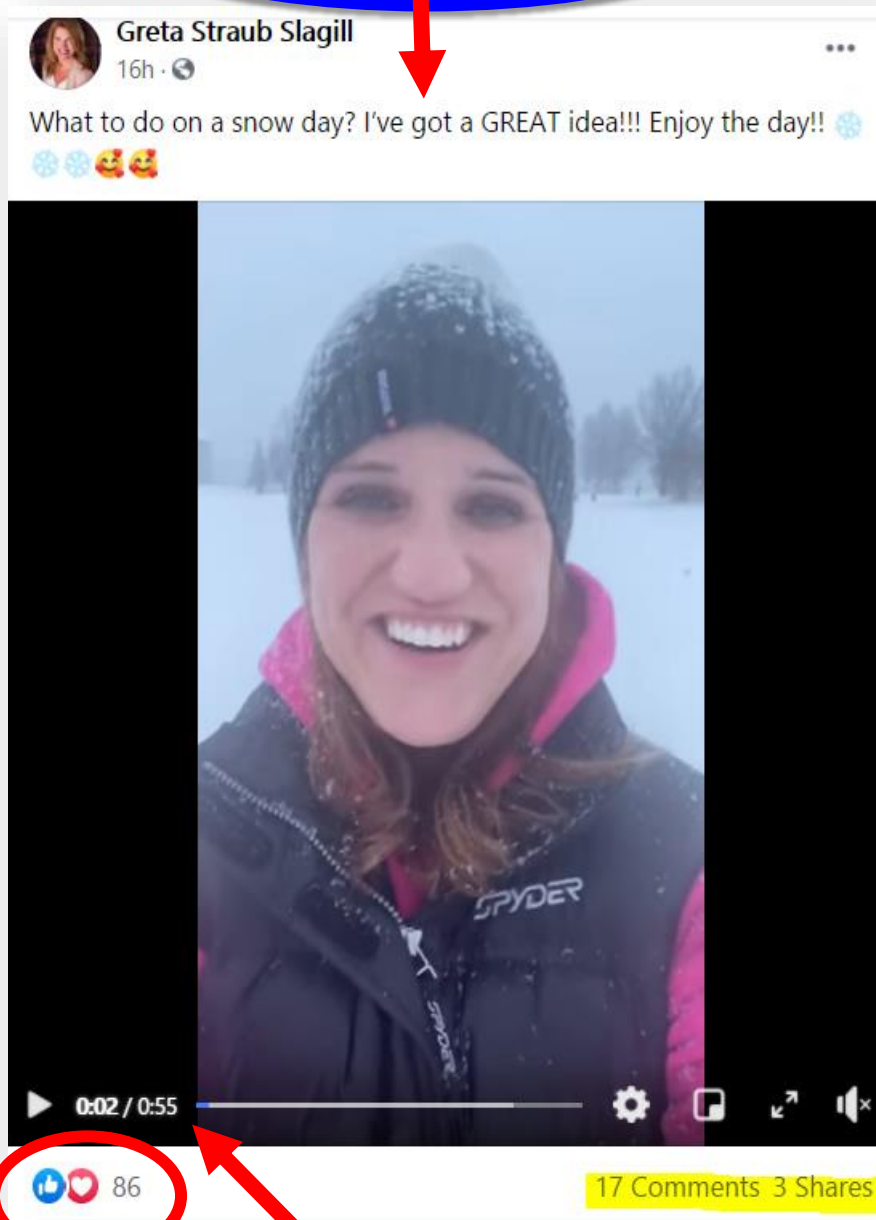
Quick, easy status...no fuss. Makes you want to watch to find out her idea!

Another Must Watch!

Greta took advantage of what the day had dealt her and used it to her full advantage by making a quick cell phone video!

Key Elements:

She kept it simple and compliant. She pulled her viewers in with a happy/positive attitude, using the snowy weather as her backdrop and hit them with the quick facts of how she helped refinance a client to save big! Oh and of course she didn't forget to finish it all up with a 'Call To Action!'



The video is less than 1 minute! So far it's received 86 Likes, 17 Comments and 3 Shares...WOW! Look at the impact this could have on your business and how little time it would take to put together!

DECEMBER 2020 SPOTLIGHT

JUST PUT IT OUT THERE-PLAIN & SIMPLE!

They know what he does, what his goal is
and how he wants to help.

BONUS POINTS: He just asks for referrals!



Edward Moloney is 🤔 feeling thoughtful.

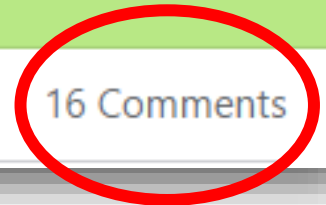
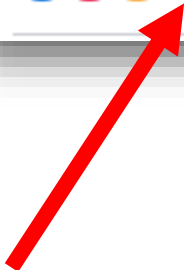
December 23, 2020 · 🌐




Team Moloney GOAL FOR 2021
is to help 160 families become
home owners. Who do you
know that has a dream of home
ownership!!!

👍❤️🤔 41

16 Comments



NOVEMBER 2020 SPOTLIGHT

 **Ashlyn Shelley Long, Mortgage Specialist-NMLS**
2005432

Published by Ashlyn Long · November 24 at 5:45 PM · 🌐

LITTLE LIFE UPDATE 🥳🥳 Today I became a homeowner 🌱🌻🌸🏠🏡

This video is a series of the events that have taken place over the last several weeks in order for me to own a home 🥳🥳🥳 I wanted to document this experience to show people the ins and outs of what it takes to complete the home ownership process!!

I am super excited for this new journey!! Stay tuned for home improvements 🍷🍷🍷

Shout out to [Lauren Dias Realtor](#) for being such a gem in this process! For the lending, [Equity Resources](#) is a rockstar!!

Let's connect if this is something that you want to do too 🍷🍷🍷🥳🥳

🥳 #BRINGINTHESUNSHINE

#thankful



A GREAT WAY TO RELATE!

A must watch as Ashlyn shared her own experience of the homebuying process.

IDEA: Make a quick video explaining one part of the loan process you think would be of value from your experience. Keep it simple and compliant!



BONUS HERE:

Shout out to her Realtor and us! Also great way to finish up with a 'Call to Action'!

Shout out to [Lauren Dias Realtor](#) for being such a gem in this process! For the lending, [Equity Resources](#) is a rockstar!!

Let's connect if this is something that you want to do too 🍷🍷🍷🥳🥳

🥳 #BRINGINTHESUNSHINE

#thankful

OCTOBER 2020 SPOTLIGHT

Did you know I am a mortgage lender? If you are looking to buy or refinance please call me 419-466-2844 SERVING ALL OF MI & OH

Love Comment Share

You, Tom Piecenski and 53 others

15 shares

Tiffany Pollard
She forgot to mention she is awesome to work with 😊

3d Like Reply

Nicki Simons Smith
Tiffany Pollard thx.

EASY & SIMPLE!

Remind everyone of what you do...**Just tell them!** Also use a 'Call-to-action' along with a clear way of how to contact you! It probably only took Nicki a couple of minutes to make this post and...**WOW** look at the results/feedback it created! She received praise, mention of our quick service and look at that recommendation!

Veronica Olszewski Hoffman
3d · 🌐

Friends and Family : if your looking to re-finance or buy a new home, now is the time! Give [Nicki Simons Smith](#) a call. You all know I had 40+ successful years in banking, and I only endorse people I trust. Nicki will give you that personal and individualized treatment you deserve!! Shes one of the best mortgage lenders in the business!! Side note.**mtg rates are at their lowest! 😊

Tabi Weemes
3d · 🌐

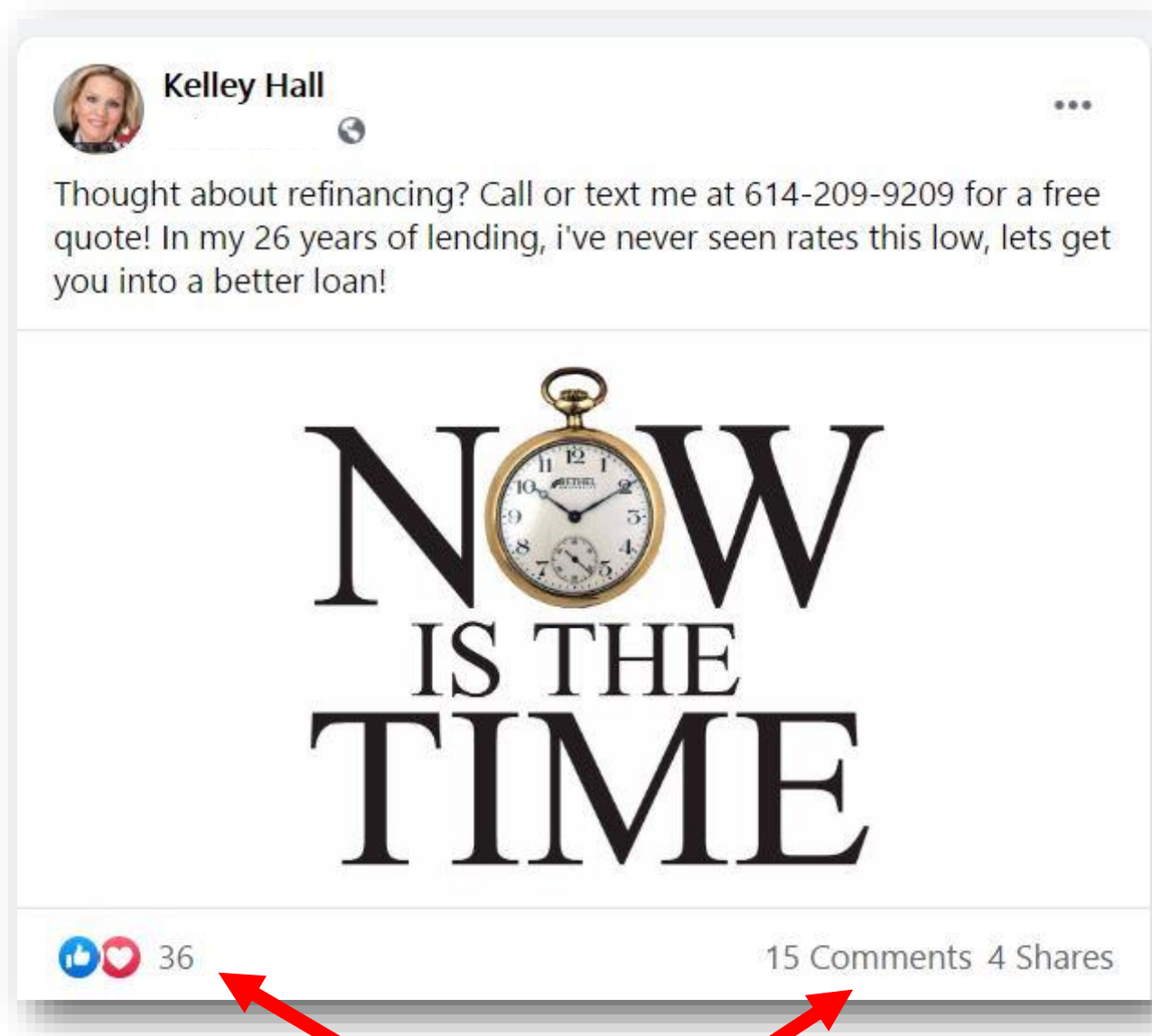
Nicki did such an awesome job with our mortgage. We were in our house within 24 days. She knows exactly what she is doing 💜💜

Imagine the impact only a couple of minutes (possibly while having your morning coffee) could mean for your business!

SEPTEMBER 2020 SPOTLIGHT

JUST TELL THEM!

Key point: Gave it to them quick-leaving no questions on if they should wait!



A screenshot of a Facebook post by Kelley Hall. The post text reads: "Thought about refinancing? Call or text me at 614-209-9209 for a free quote! In my 26 years of lending, i've never seen rates this low, lets get you into a better loan!". Below the text is a large graphic with the words "NOW IS THE TIME" in a serif font. The letter "O" in "NOW" is replaced by a pocket watch. At the bottom of the post, there are 36 likes and 15 comments, 4 shares. Two red arrows point from the engagement metrics to a blue-bordered box below.

Looks like this one was worth the short time it took to post! Easy way to stay top of mind!

AUGUST 2020 SPOTLIGHT

Don't be afraid to get in front of the camera for a quick chat!

Keep it simple! This one gave a few important highlights on hot topics.

A quick, easy and informational watch at only 58 seconds long!



A screenshot of a Facebook video post. The post is from Edward Moloney, dated April 22 at 11:05 AM. The video title is "Cash 💰 out refinance mortgage review" and the description says "This video gives some highlights". The video player shows a man with a beard and a cap speaking in front of a white door with a sign that says "EQU... INC ges". The video progress bar is at 0:11 / 0:58. The video player controls include a play button, a progress bar, a settings gear, a Wi-Fi icon, a share icon, a download icon, and a volume icon.

JULY 2020 SPOTLIGHT



WOW! 230 Likes and 61 comments just by posting a closing picture and tagging Title Company.

Also, Don't Forget to respond to your comments!

Be sure to acknowledge all comments. What another easy way to show you care about your clients... it can be as simple as this one.



JUNE 2020 SPOTLIGHT



Greta Slagill - Sr. Mortgage Specialist, Equity Resources, ...
NMLS #615704

When it comes to your best interests, please choose a lender you have 100% confidence in!

We are here to provide a stress-free, smooth mortgage process from start to finish-no exceptions!

Call 717-645-1033 or Apply FREE at apply.callequity.net/GretaSlagill



Absolutely Wonderful!

"Greta was not the first lender we spoke to, the first lender was a nightmare. They wouldn't respond to inquiries for days on end and they put the wrong information in our loan application. On the other hand Greta was extremely helpful, would reply back immediately even when she was off work and was overall a real joy to work with. She is a real professional and I'm glad to have been her customer!"

-Zillow Review



GRETA SLAGILL * PA EQUITY RESOURCES, INC. NMLS 1579 * SENIOR MORTGAGE SPECIALIST * (717) 645-1033 * 3601 GETTYSBURG RD, CAMP HILL, PA 17011 * NMLS 615704

Don't Forget about testimonials!

Email

marketing@callequity.net

to request your
personalized
testimonial!

Greta Slagill - Sr. Mortgage Specialist, Equity Resources, ...
NMLS #615704

Hey....have you heard our loan process is EASY?!

My team and I are here to ensure it goes smooth and that all questions have been answered.

We look forward to working with you! Apply FREE TODAY at apply.callequity.net/GretaSlagill

Find more of my reviews on Zillow at www.zillow.com/lender-profile/GSlagill/

Dedicated To You!



"It may be the fact we were green to the home buying process, but Greta really made the process as stress free as possible. From start to finish, Greta was timely with responses and wasn't afraid to take the extra steps to answer questions or push information through. Not often you'll receive a phone call on a late evening, let alone weekend evening, to answer questions we had and to make sure everything was explained with precise detail. Her proactive and insightful personality helped ease the fears of home buying. I would recommend her to anyone who asks."

-Raving Fan Client, Andrew

GRETA SLAGILL * PA EQUITY RESOURCES, INC. NMLS 1579 * SENIOR MORTGAGE SPECIALIST * (717) 645-1033 * 3601 GETTYSBURG RD, CAMP HILL, PA 17011 * NMLS 615704

MAY 2020 SPOTLIGHT



Ed Moloney, Mortgage Specialist NMLS 10321 is 😊 feeling happy at [Equity Resources, Inc. - East Falmouth, MA](#).

May 4 · East Falmouth, MA · 🌐

CONTEST TIME!

LET'S SHARE A SMILE! Show me a photo of how you have been making the best of self-quarantine! I want to see what makes you 😊!
It's easy to enter! Here's how you can have a chance to win:

- 1) Drop a positive photo of you doing something you have been enjoying in my comments below, starting today May 4, 2020.
- 2) I will be selecting 2 random winners on May 21, 2020 from those who post their photo below.
- 3) One winner will receive a \$50 Home Depot Gift Card and the 2nd will receive a \$50 Gift Card to a restaurant of their choice.

I can't wait to see... GOOD LUCK!

*This promotion is in no way sponsored, endorsed or administered by or associated with Facebook.

Enter My: Share A Smile Contest!

Help me spread happiness
and you may win a prize!

EQUITY
RESOURCES, INC.
mortgages



ED MOLONEY * EQUITY RESOURCES, INC. NMLS 1579 * MORTGAGE SPECIALIST * 774-573-0329 * 465 E FALMOUTH WAY, STE B, EAST FALMOUTH, MA 02536 * NMLS 10321

Ed Moloney, Mortgage Specialist NMLS
10321

Mortgage Brokers

Send Message

Edward Moloney and 6 others

26 Comments 4 Shares

Gain Traffic On Your Page!

Have a simple contest. This received 26 comments and 4 shares. Total page 'Likes' increased by 107 from previous month! Possibly as a result of this new page traffic?!?!

APRIL 2020 SPOTLIGHT

Show them you get it done!

This proves you have experience
and can handle business.



Edward Moloney is 😊 feeling grateful with Mandy Stoyle ...
and Brian Gilligan.

March 29 at 3:04 PM · 🌐

Feeling of GRATITUDE.
TEAM MOLONEY was able to
help 12 families buy homes and
17 refinance homes for the
month of March !!!

👍❤️😮 105

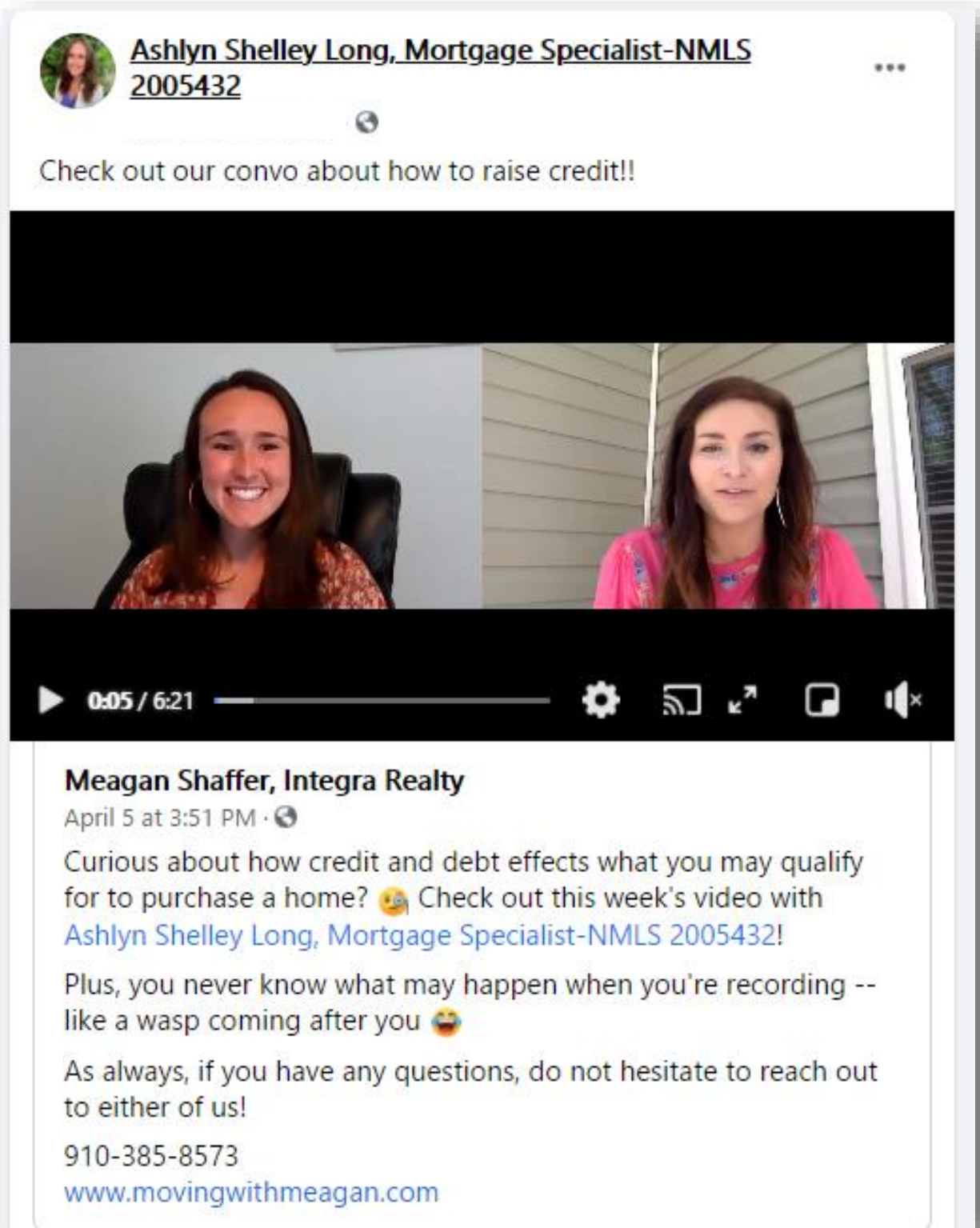


40 Comments

WOW! Look at the interaction it created!

MARCH 2020 SPOTLIGHT

Make a simple video with a Realtor and post it on YouTube and share it to Social Media!



A screenshot of a Facebook post. At the top, the profile picture of Ashlyn Shelley Long is shown next to her name and title: "Ashlyn Shelley Long, Mortgage Specialist-NMLS 2005432". The post text says "Check out our convo about how to raise credit!!". Below the text is a video player showing two women in a video call. The woman on the left is smiling, and the woman on the right is speaking. The video player has a progress bar at 0:05 / 6:21 and various control icons. Below the video, the post is attributed to "Meagan Shaffer, Integra Realty" and dated "April 5 at 3:51 PM". The text of the post reads: "Curious about how credit and debt effects what you may qualify for to purchase a home? 🤔 Check out this week's video with Ashlyn Shelley Long, Mortgage Specialist-NMLS 2005432! Plus, you never know what may happen when you're recording -- like a wasp coming after you 🐝 As always, if you have any questions, do not hesitate to reach out to either of us! 910-385-8573 www.movingwithmeagan.com".

Ashlyn Shelley Long, Mortgage Specialist-NMLS 2005432

Check out our convo about how to raise credit!!

Meagan Shaffer, Integra Realty
April 5 at 3:51 PM · 🌐

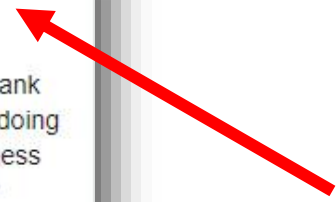
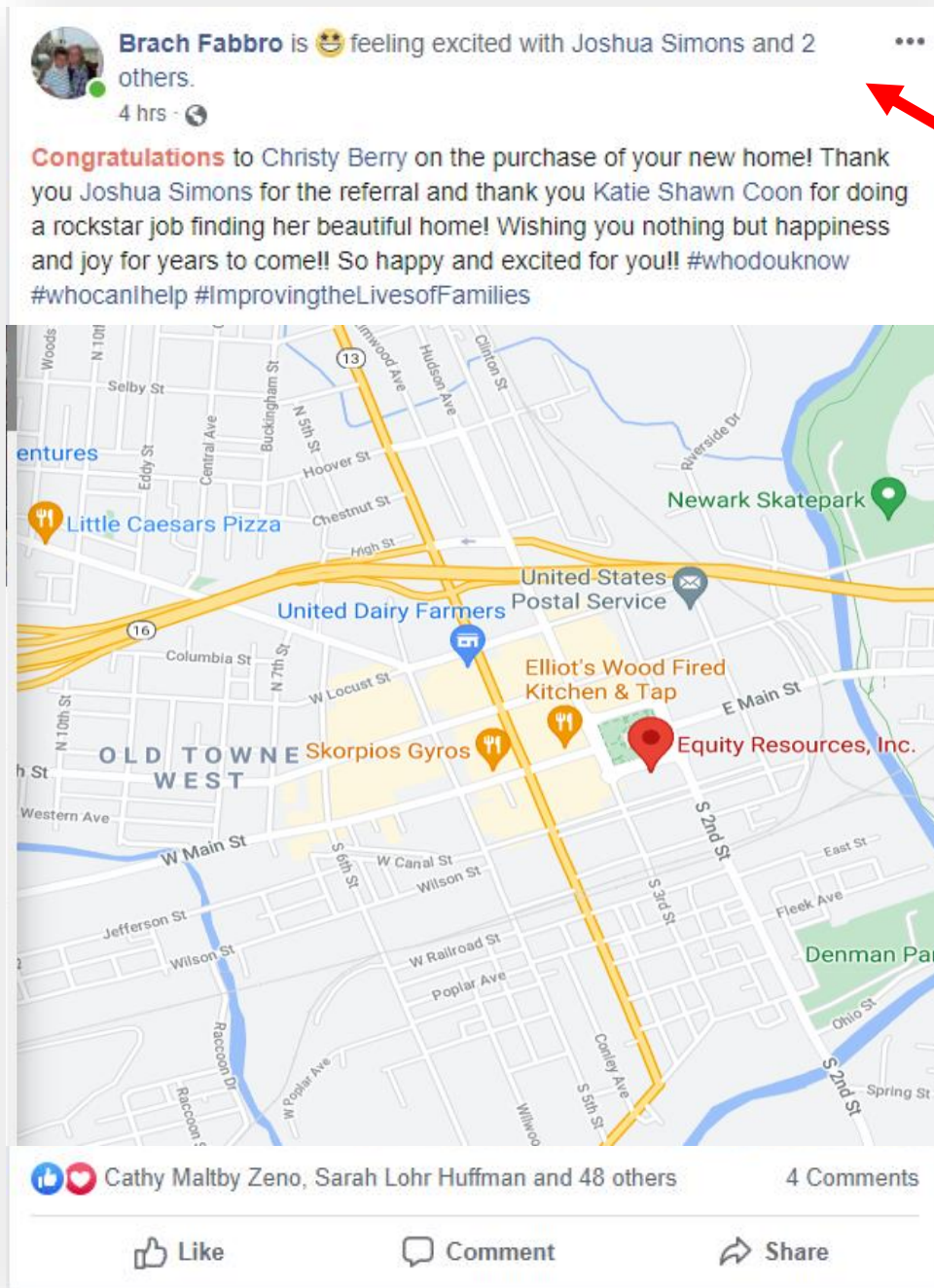
Curious about how credit and debt effects what you may qualify for to purchase a home? 🤔 Check out this week's video with [Ashlyn Shelley Long, Mortgage Specialist-NMLS 2005432!](#)

Plus, you never know what may happen when you're recording -- like a wasp coming after you 🐝

As always, if you have any questions, do not hesitate to reach out to either of us!

910-385-8573
www.movingwithmeagan.com

JANUARY 2020 SPOTLIGHT



**Make sure
to Tag!**

No client pic from closing? No problem!

Tag the location and it will insert a map as the image. You can still tell your congrats story and tag any participants in the closing.

DECEMBER 2019 SPOTLIGHT

Be a lender for life and build trust! Share a quick post highlighting repeat clients



Sarah Lohr Huffman is 😊 feeling happy at Equity Resources.

January 3 at 11:37 AM · Newark · 🌐

January refinance #1 closed today!

This family bought their home with Equity Resources 🙌 19 🙌 years ago!! They needed cash out to get a new furnace & a new roof. They were our clients 19 years ago & we're still serving them today! 🙌

🔥 Did you know that Equity Resources has been around since 1993?

🔥 Did you know that we're licensed to serve you in 18 states?

🙌 A new year- means new business cards!! 🙌 #whodoyouknow.
#howcanIhelp. #heretogrowwithyou. #localender.



Sarah Huffman
Mortgage Specialist
NMLS #1467559

M 740-334-7319

25 S Park Place
Newark, OH 43055
SHuffman@CallEquity.net

CallEquity.com/Sarah-Huffman



EQUITY
RESOURCES, INC.
mortgages

NMLS #1579

👍❤️ Cathy Maltby Zeno, Dianna Burns and 53 others

2 Shares

NOVEMBER 2019 SPOTLIGHT

Try something new...until you find what works for you!

The ideas are endless. The important thing is to be **THAT PERSON** that others associate with when it comes to mortgages!

Emilee Skerbetz, Mortgage Specialist-NMLS 1997798
April 13 at 7:35 PM · 🌐

LETS TALK! I do FREE Mortgage Reviews and FREE pre-approvals!

When people tell me how thankful they are I made the process stress free

0:06 / 0:08

Mix it up to keep the attention on how you are helping improve the lives of families.

**OH...and you don't have to always be so serious!
Have fun!**

OCTOBER 2019 SPOTLIGHT

Ask a
question to
interact!



Edward Moloney

October 9 at 9:52 AM · 🌐

Survey question. What two things do you think hold renters back from buying in the state of MA



Sam Abrahamson Credit and down payment are holding me back right now.

Like · Reply · 1w



1



Edward Moloney Credit is a big issue throughout our country. If you or anyone you know wants to do a call to review your credit we can go over small steps to a bigger plan to improved the credit. There are 100% financing programs

Like · Reply · 1w

94 Comments 2 Shares



Comment



Share



Like



Comment



Share

94 Comments 2 Shares



Adam Beadling down payment and debt to income

Like · Reply · 1w



2



Edward Moloney Adam I 100% agree but i think the key is for renters to know there are options. 100% financing. Or getting down payment from a gift or loan against 401k. Also on the debt to income the key is to have a loan professional review their full situation and ... See More

Like · Reply · 1w



2



Saraphina Churchill Down payment held me back for a long time

Like · Reply · 1w



Edward Moloney I appreciate your post and as many see this as the biggest hurdle their are many 100% financing programs available now. Also I have seen some clients get gifts from relatives for down payment or borrow against 401k

Like · Reply · 1w