

# Marketing Wednesday

February 19, 2025



**MORTGAGE  
INVESTORS GROUP**



## Agenda

---

- **Polls**
- **Firm Offer Credit**
- **Open House Playbook**
  - **Listing/Open House Flyer**
  - **SPS**
  - **Open House Graphic**
  - **Lead Capture App**
- **Q&A**



# QUESTIONS

---

- **Are you a fan of the snow?**
- **Have you attended an open house in the last month?**
- **Has a realtor asked for marketing material for a listing in 2025?**

# FIRM OFFER OF CREDIT

---

## **Experian Firm Offer Guidelines:**

- 1. Indication that the consumer is pre-selected, pre-qualified or pre-approved.**
- 2. A minimum dollar amount identified that they are willing to finance. \$75,000**
- 3. Opt-Out notice must be present.**

## **Minimum qualifications to trigger a credit inquiry:**

- MIN Credit Score: 620
- MIN Months Since Bankruptcy: 24
- MIN Months Since Foreclosure: 84
- MAX Trades 30 Days Past Due In Past 12 Months: 1
- MAX Trades 60 Days Past Due In Past 12 Months: 0
- MAX Trades 90 Days Past Due In Past 12 Months: 0
- MIN Number of Open Trades (All Trade Types): 2

**You cannot opt out of this journey!**

# OPEN HOUSE PLAYBOOK

---

**Here is a method maximize your resources to drive new purchase business while using Total Expert. Let the technology work for you.**

*Total Expert provides a guide [here!](#)*



**\*Note: same day printing can be done for local LOs**

# **BEST PRACTICES**

---

- 1. Open House/ New Listing flyer**
- 2. Create and share Single Property Site**
- 3. Open House graphic in Canva**
- 4. Create a [Lead Capture App](#) in TE when you are attending Open Houses or events to capture leads**
- 5. Consider Just Listed postcards for specific properties**

**TE DEMO** 

# QUESTIONS?

**WE ARE HERE FOR YOU!**



Mortgage Investors Group is an Equal Housing Opportunity Lender - MIG NMLS #34391