



## Home Equity Marketing Kit from Spring EQ Correspondent.

**Please Note:** This is intended for use by licensed mortgage professionals. It was reviewed for accuracy on 07/10/2024; guidelines are subject to change without notice. Please reach out to your Account Executive for updated versions.

### **Marketing Flyers**

Customize and use these flyers to include in emails or hand out in person. These flyers also make for a great, high-level guide for as you become more acquainted with home equity products!

- [FLYER – FIXLINE \(fixed-rate HELOC\)](#)
- [FLYER – Get Cash Without Refinancing](#)
- [FLYER – Eliminate Credit Card Debt](#)
- [FLYER – Investment Property HELOC, Version 1](#)
- [FLYER – Investment Property HELOC, Version 2](#)
- [FLYER – Investment Property HELOAN, Version 1](#)
- [FLYER – Investment Property HELOAN, Version 2](#)
- [FLYER – Difference Between a HELOC & HELOAN](#)
- [FLYER – Tap Equity to Get the Cash You Need](#)
- [FLYER – What Is a Piggyback Loan](#)
- [FLYER – Cashout Refi Alternative](#)

### **Social Media Images**

Customize and use these social media assets to post to your social media accounts and share in social media groups.

- [IMAGE – 4 Ways to Use Home Equity](#)
- [IMAGE – Have a Mortgage or Own Your Home Outright?](#)
- [IMAGE – Looking to Renovate?](#)

- [IMAGE – Tackle Home Renovations](#)
- [IMAGE – Own a Second Home or Condo?](#)
- [IMAGE – Looking to Buy Your Dream Home?](#)
- [IMAGE – Investment Property HELOC](#)
- [IMAGE – Debt Issues?](#)

## **Email Templates**

Use these templates to reach out to your current and past clients.

### Template 1

Content: Cash Out

Subject: Need Cash? Tap the Equity in Your Home

Dear XXXXX,

Home prices continue to rise and home equity is at all-time highs. That means you may have the opportunity to put that equity in your home to work for you.

If you tapped into that equity, you could:

- Consolidate debt.
- Finally complete that renovation.
- Purchase a second home or investment property.
- Buy a new car.
- Take that vacation you've always wanted.

Not interested in a home equity loan but have other mortgage needs? Whether you are purchasing a new home or buying an investment property, XXXXXXXX Mortgage can help you throughout the process.

Don't miss out on these historic home values!

Call or email me today for a no cost consultation.

Sincerely,

## Template 2

Content: Pay Off Credit Card Debt

Subject: Get the Cash You Need to Pay Off Credit Card Debt

Dear XXXXX,

You've likely heard that owning a home is generally a wise investment. Like all good investments, your home can be a source of cash when you need it.

This statement may never be truer than right now as home values and home equity have never been higher!

That means you may have the opportunity to put that equity to work for you.

You could:

- Kiss your credit card debt goodbye.
- Renovate - stop being embarrassed about your bathroom.
- Pay off student loan debt before retirement.

Call or email me today for a no cost consultation.

Sincerely,

Template 3

Content: Own an Investment Property & Looking for Cash?

Subject: Own an Investment Property and Need Cash?

Dear XXXXX,

Did you know we now offer Home Equity Lines of Credit as well as Home Equity Loans on investment properties?

That means you may have the opportunity to put that equity in your home to work for you.

If you tapped into that equity, you could:

- Consolidate debt.
- Finally complete that renovation.
- Purchase a second home or investment property.
- Buy a new car.
- Take that vacation you've always wanted.

Put your investment property/s and historically high home values to work for you.

Call or email me today for a no cost consultation.

Sincerely,

Template 4

Content: General Home Equity Options

Subject: Explore Our Full Range of Mortgage Options

Dear XXXX,

Did you know that we offer Home Equity products?

As a former customer of mine, I wanted to make sure you're aware you have the ability to access the equity in your home without refinancing your low first mortgage rate.

Don't hesitate to call me today to discuss how a Home Equity Line of Credit or Home Equity Loan can be a better option for tapping the equity in your home.

Act now while home values and home equity are at all-time highs!

Call me at xxx-xxx-xxxx!

Sincerely,

Template 5

Content: General Home Equity Options 2

Subject: There is no Better Time for a Free Mortgage Check-up!

Dear XXXXX,

Much like your physical health, you should never take your financial health for granted. In fact, it's a good idea to routinely have your mortgage needs evaluated by a trusted professional.

We have the products to help including – Home Equity Loans and Lines of Credit.

Home values have never been higher, so call or email me today for a no cost consultation.

Sincerely,

Please remember to customize these assets with your/your company information and disclaimers before using. You are responsible for ensuring all marketing materials are compliant with your company and legal standards.