

# Don't Forget about Quick Text Posts!



AJ Armbruster, Mortgage Specialist-NMLS 2174915

January 10 at 4:55 PM · 🌐

**Landlord: a person whom you make more wealthy by making yourself less wealthy.  
2025 is the year to invest in you!  
#StopPayingRent**

**An easy way to get the word out or start a conversation. Taking advantage of the free backgrounds in Facebook makes these posts only take minutes.**



# Do you attend your closings? You should be!

You being there has a huge impact on your clients. An excellent way to build relationships to ensure you are their 'Lender for Life'!

**BONUS: You will be the one the refer to others!**

**Stephanie Tylicki, Mortgage Specialist-NMLS 2076411**  
December 12 at 1:45 PM · 🌐

I had a closing with a first time home buyer today and I could just feel how happy and appreciative she was that she actually made it to closing. She said she didn't want to get her hopes up or think it was really happening until she signed on the dotted line. On paper, she qualified for the \$2500 down payment grant, seller paid the max amount towards the closing costs, AND seller will be covering the costs of an ENTIRE new roof on her house in the spring. But emotionally, th... See



**Stephanie Tylicki, Mortgage Specialist-NMLS 2076411**  
December 12 at 1:45 PM · 🌐

I had a closing with a first time home buyer today and I could just feel how happy and appreciative she was that she actually made it to closing. She said she didn't want to get her hopes up or think it was really happening until she signed on the dotted line. On paper, she qualified for the \$2500 down payment grant, seller paid the max amount towards the closing costs, AND seller will be covering the costs of an ENTIRE new roof on her house in the spring. But emotionally, th... See more

4 🗨️ 2 🔄

4 comments 2 shares

# NOVEMBER 2024 SPOTLIGHT

## Don't be afraid to get a little personal!



Christine Ralston Bell

November 28 at 7:39 AM · 🌐

Happy Thanksgiving 🍁 So Thankful for my family and friends. They are my anchor that always remind me of what is most important. May you have a great day creating memories this holiday season 🍁

**WOW! Look at the interaction. When people feel a connection to an actual person, they will feel more comfortable reaching out to you. Great way to stand out from the big banks.**



You, Tom Piecenski,



and 105 others

76 comments

# October 2024 SPOTLIGHT

## You worked HARD, don't be afraid to post your achievements!

### Reviews? Offers? Closings? Share them! Helps keep you top of mind and shows that you are working hard.



# September 2024 SPOTLIGHT

## Who said they didn't have time for Social Media?!

Videos are so easy...you can do them from your car! Just make sure it's hands-free and you're going the posted speed limit!



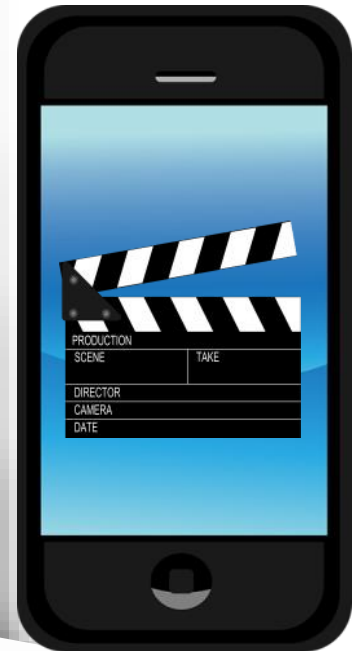
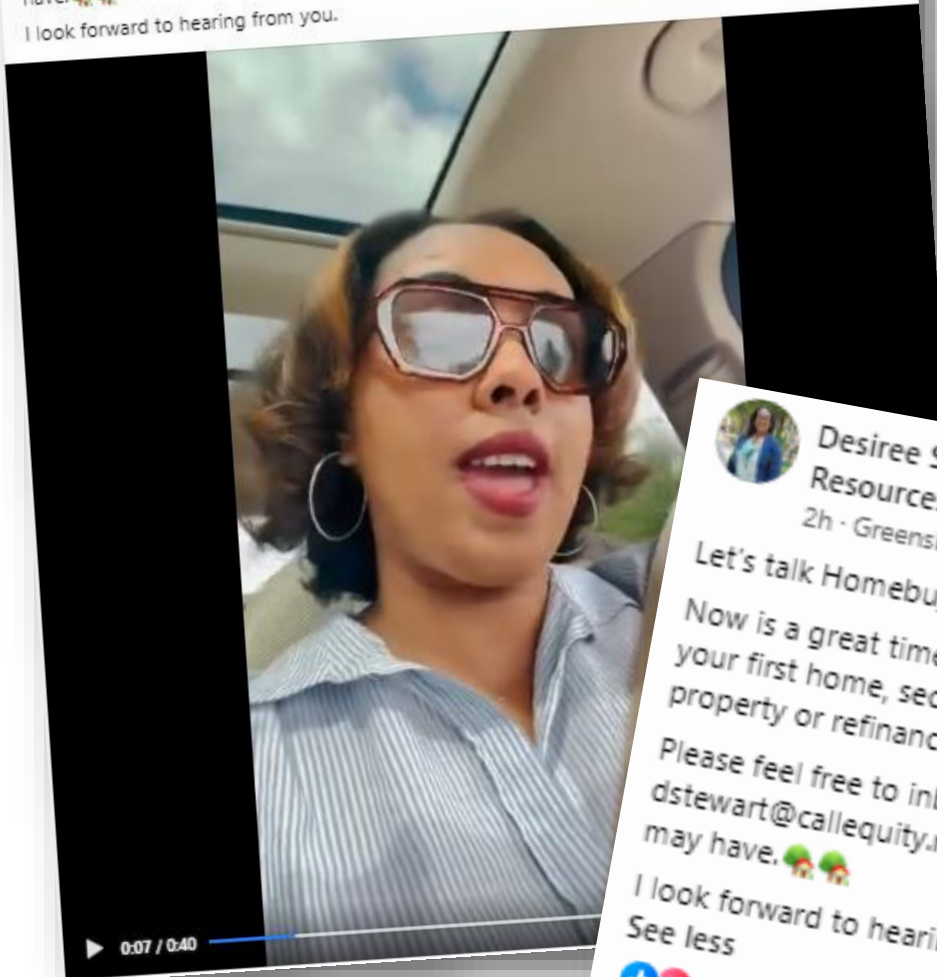
Desiree Stewart is at Equity Resources Inc. - Greensboro, NC.  
2h · Greensboro, NC · 🌐

Let's talk Homebuyers. 🏡 🏡 🏡

Now is a great time to understand how to buy your first home, second home, investment property or refinancing.

Please feel free to inbox, text or email me at: [dstewart@callequity.net](mailto:dstewart@callequity.net) with any questions you may have. 🏡 🏡

I look forward to hearing from you.



Desiree Stewart is at Equity Resources Inc. - Greensboro, NC.  
2h · Greensboro, NC · 🌐

Let's talk Homebuyers. 🏡 🏡 🏡

Now is a great time to understand how to buy your first home, second home, investment property or refinancing.

Please feel free to inbox, text or email me at: [dstewart@callequity.net](mailto:dstewart@callequity.net) with any questions you may have. 🏡 🏡

I look forward to hearing from you.

See less

👍❤️ 22

2 💬 155 ▶

# October 2024 SPOTLIGHT

## Celebrate Success!

This shows potential clients you're working for them and want to see them become homeowners! (or Refinance for savings!)

Edward Moloney is 🥰 feeling amazing with Tom Piecenski and 3 others at Ed Moloney, Mortgage Specialist NMLS 10321. October 30, 2024 · East Falmouth, MA · 🌐

TEAM MOLONEY is full of Gratitude to all the clients that trusted us to be part of their journey!!! 15 Families lives were improved through a refinance or purchase!! Also Thank you 🙏 to everyone that referred us!!



Edward Moloney is with Tom Piecenski and 3 others. October 29, 2024 · 🌐

Team Moloney focus is on the client and client experience. Who do you know that is renting that deserves to gain knowledge and a plan so they can buy in the future? Who do you know that is considering upgrading or downsizing? Who do you know that just has a ... See more

### Offer Accepted x2!

*Congratulations!*

**ED MOLONEY**  
MORTGAGE SPECIALIST  
774-573-0329

**EQUITY RESOURCES, INC.**  
mortgages

**BRIAN GILLIGAN**  
MORTGAGE ASSOCIATE  
740-404-6364

[www.MoloneyMortgage.com](http://www.MoloneyMortgage.com)

Ed Moloney, NMLS 10321 • 445 E Falmouth Hwy Ste B East Falmouth, MA 02536 • Brian Gilligan, NMLS 1949679 • 25 S Park Pl Newark, OH 43055  
Corporate NMLS 1579, MA Mortgage Lender & Mortgage Broker MC1579, NH 23234-MB-BCH, NH 23282-MB-BCH, RI 20153125LL DBA Equity Resources of Ohio, Inc.  
Certain restrictions apply, call for details. Turn time varies by transaction. We cannot guarantee loan process time on every loan.

### Raving Fan Review

**Ed is the best in the business.**

I've known Ed for almost 10 years, and if you're buying a home or refinancing in MA, ME, NH, RI, CT, or OH, he's your go-to person. Ed's expertise helped me save significantly, and he delivered Ritz-Carlton level service every step of the way. More than just a top loan officer, Ed genuinely cares about his clients' success. If you're looking for a trusted partner who's committed to your financial goals, Ed is the best in the business.

*-Goran*

**ED MOLONEY**  
MORTGAGE SPECIALIST  
774-573-0329

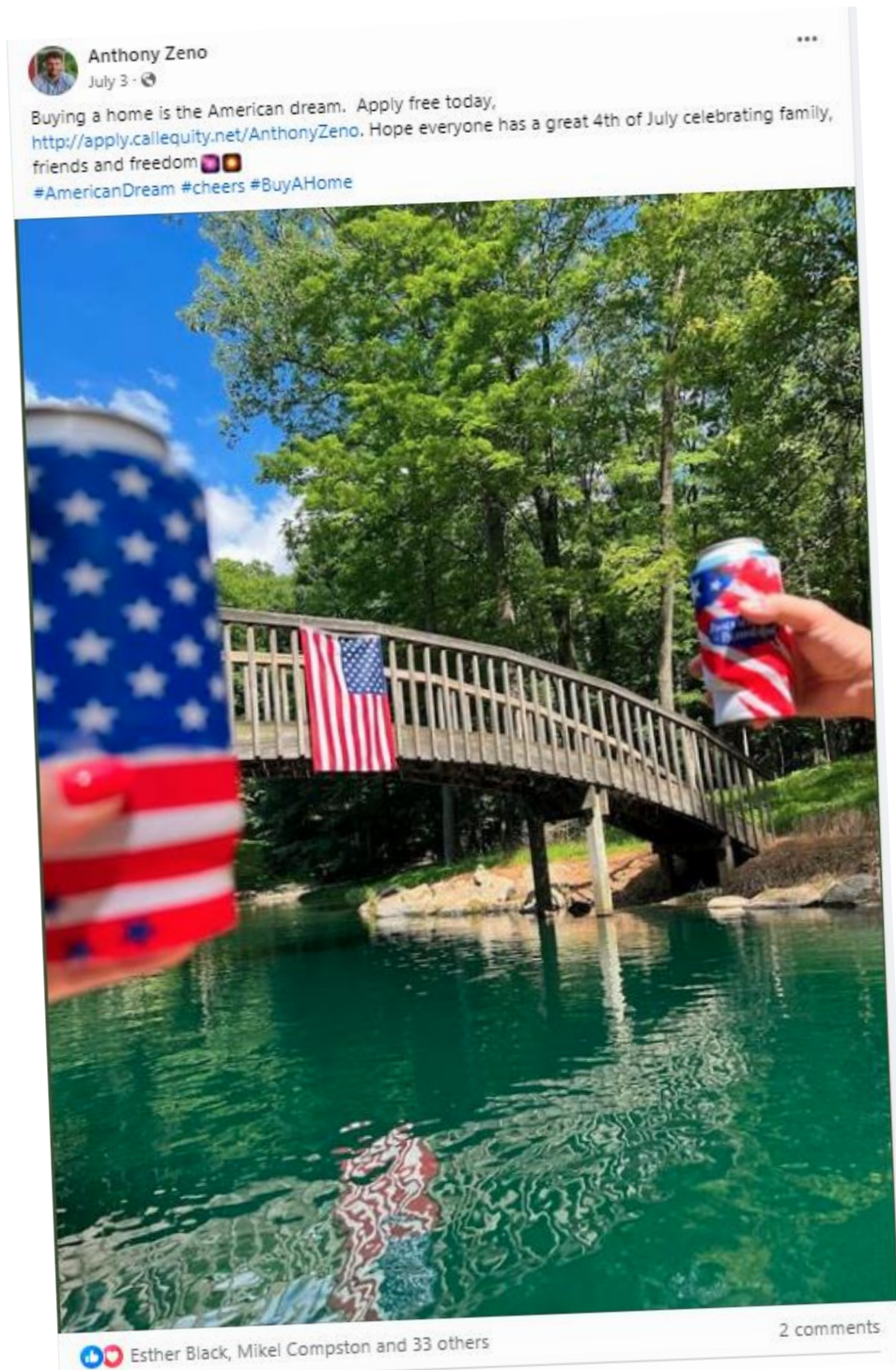
**BRIAN GILLIGAN**  
MORTGAGE ASSOCIATE  
740-404-6364

[www.MoloneyMortgage.com](http://www.MoloneyMortgage.com)

# August 2024 SPOTLIGHT

## Use Everyday Life!

You can make pretty much anything into a soft marketing piece for your social media. He took advantage of the holiday and a picture he was going to snap anyways and with a little creativity he had a marketing piece on his hand.



# JULY 2024 SPOTLIGHT

## Use Your Tools

It's Hammer-Time...sorta. Several of you have signs similar and could use this creative idea. Don't have one...do a similar post showing your business card, flyers, or promo item/etc.!





# JUNE 2024 SPOTLIGHT

## Tell A Story

Evoked emotion. Showcase why we do what we do!  
Humanizing your content is the perfect way to  
make connections with your followers.

**David Hall** is at **David Hall, Mortgage Specialist-NMLS 218001**.  
May 30 at 1:55 PM · California, MD · 🧑🏻‍🤝‍🧑🏻

It was so special to be a part of this home ownership journey! Best wishes to them on this exciting milestone.  
If you're ready to take the step to buy a home, contact me to get pre-approved today at 301-643-9999.  
#FirstTimebuyer #Congratulations #Friends #Family #EquityResources #LoanOfficer #LocalLender #GetPreApproved

**Congratulations Skylar and Doug**  
on the purchase of your first home!

**Great Story...**  
"The cool part about this for me is I also had the pleasure of watching Skylar grow up! Our families have been friends and neighbors for 20+ years. Now...Skylar, her husband, and their son bought a home a few doors up from me. What a privilege they asked me to be their local lender!"  
-David Hall  
Mortgage Specialist

**EQUITY RESOURCES, INC.**  
mortgages

DAVID HALL, MORTGAGE SPECIALIST NMLS 218001, 22894 THREE NOTCH RD, CALIFORNIA, MD 20619  
NMLS 1579, NC L-134393-123 DBA EQUITY RESOURCES OF OHIO, INC. \* CERTAIN RESTRICTIONS APPLY, CALL FOR DETAILS. 301-643-9999.

You, Cathy Maltby Zeno, Tom Piecenski and 66 others

9 comments

# MAY 2024 SPOTLIGHT

## CELEBRATE!

It's OK to highlight your achievements...you earned them! Make a fun post to share.

 Nicki Smith is at Nicki Smith, Mortgage Specialist NMLS 563997. 19 hours ago · Temperance, MI · 🧑

So I got this insanely difficult file dropped on my desk. Client job time 6 months, needed down payment assistance, FHA, and done in 10 days. Well guess what 4/16 and ready to go 4/26. But hey what can I say my team likes a challenge 🙌



You, Tiffany Davison Good, Esther Black and 43 others

4 comments

 Like  Comment

View more comments

 Doug Swartz  
Well done!!  
1h Like Reply

# April 2024 SPOTLIGHT



## SMILE!

New headshot? Update that profile picture! Just simply updating your profile picture on your social platforms can cause a stir of interaction.

Brittany Somerville, Mortgage Specialist NMLS 1782043 updated their profile picture.  
Published by Brittini Hancock · April 26 at 8:38 AM · 60 interactions

Chris Long, Mortgage Specialist NMLS 108499 updated their profile picture.  
Published by Brittini Hancock · April 18 at 8:37 AM · 60 interactions

Amber James, Mortgage Specialist NMLS 341282 updated their profile picture.  
Published by Amber James · April 15 at 4:07 PM · 8 interactions

Interactions!

March 2024 SPOTLIGHT

# Humor Goes a Long Way!

Wendy took a simple cut out of her face and put it on a skydiving picture (face clearly facing the wrong way as well which adds to how funny it is)!



# February 2024 SPOTLIGHT

## Short, Sweet, Raw

Check out these quick cell phone videos. Stephanie just taking her dogs out and Ashlyn in office. Short and sweet!

Stephanie Tylicki, Mortgage Specialist-NMLS 2076411  
Reels · Jan 20 ·

Looking at house  
I'm he...

6 shares and check out the impressions!

Total Insights  
See more details about your post.

Post Impressions	Post reach	Engagement
592	559	96

Ashlyn Shelley Purus, Mortgage Specialist-NMLS 2076411  
Reels · Jan 23 ·

Need help with a mortgage in NC or SC??  
I'm your girl!!!!!!

9... See more

31 likes

18,404 views

31 likes and 18k views for a quick video about tax time!

Total Insights  
See more details about your post.


Post reach
18,404

# 18K views!



## 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.

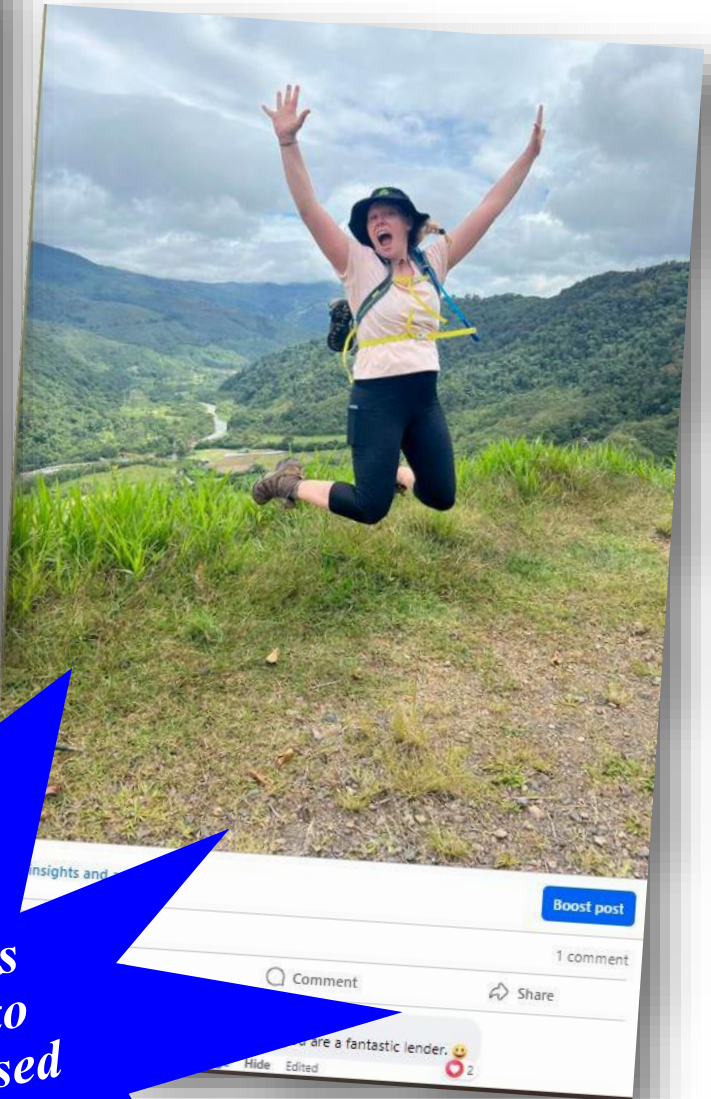
Then I graduated college from Siena Heights University in Adrian Michigan where I studied business administration with a focus in Spanish. I played varsity softball for the saints 🏆 and had the incredible opportunity to study abroad in Spain and Costa Rica. 🇪🇸 🇨🇷

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:**

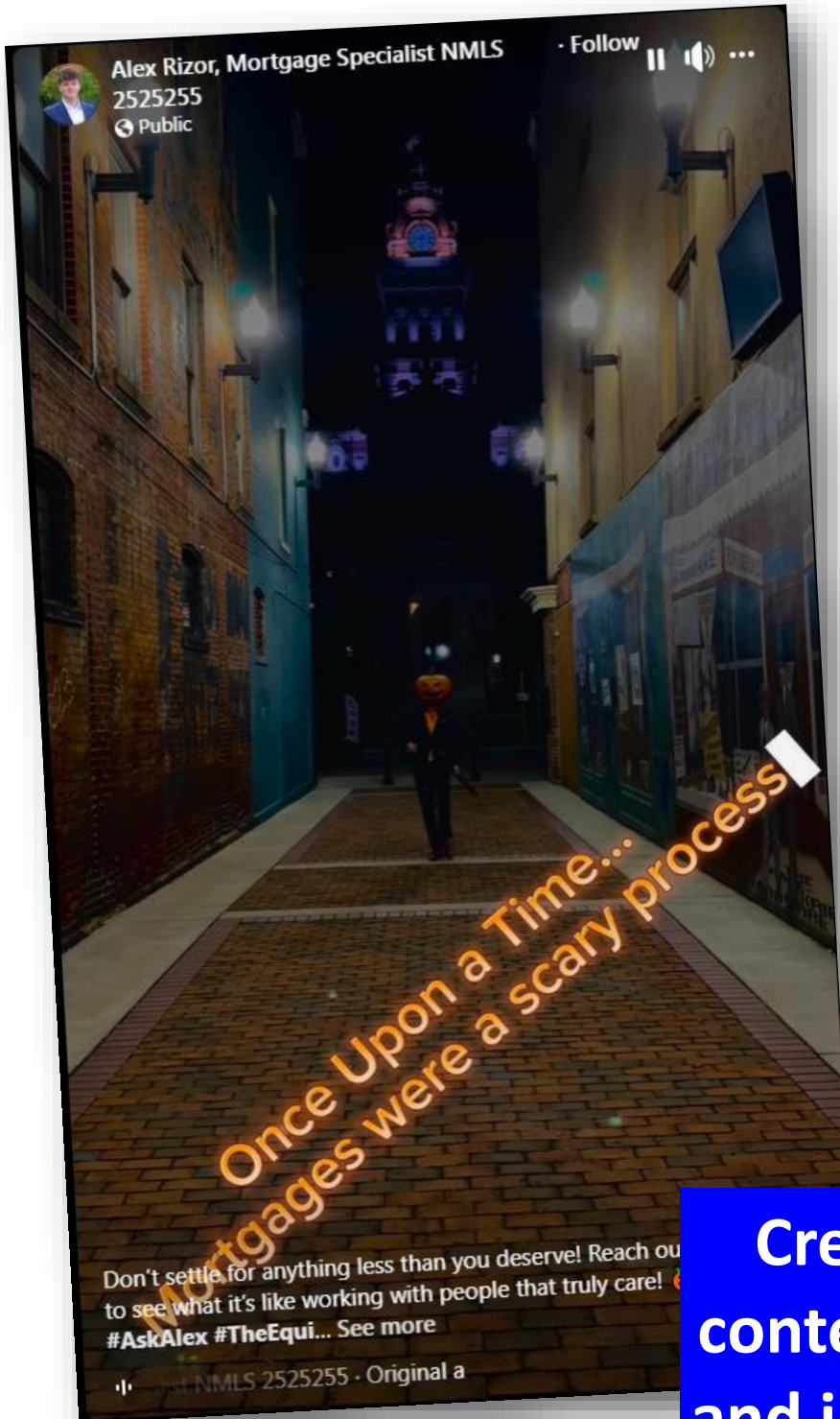
*Remember to post as a Reel to extend your reach to more people. Reels are always public and Facebook will push your content!*





# 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!**



Instagram



**thecarolinasmortgagelender** • Follow ...  
Nick Gallant • Nostalgia Road

**thecarolinasmortgagelender** 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!!

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!

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!

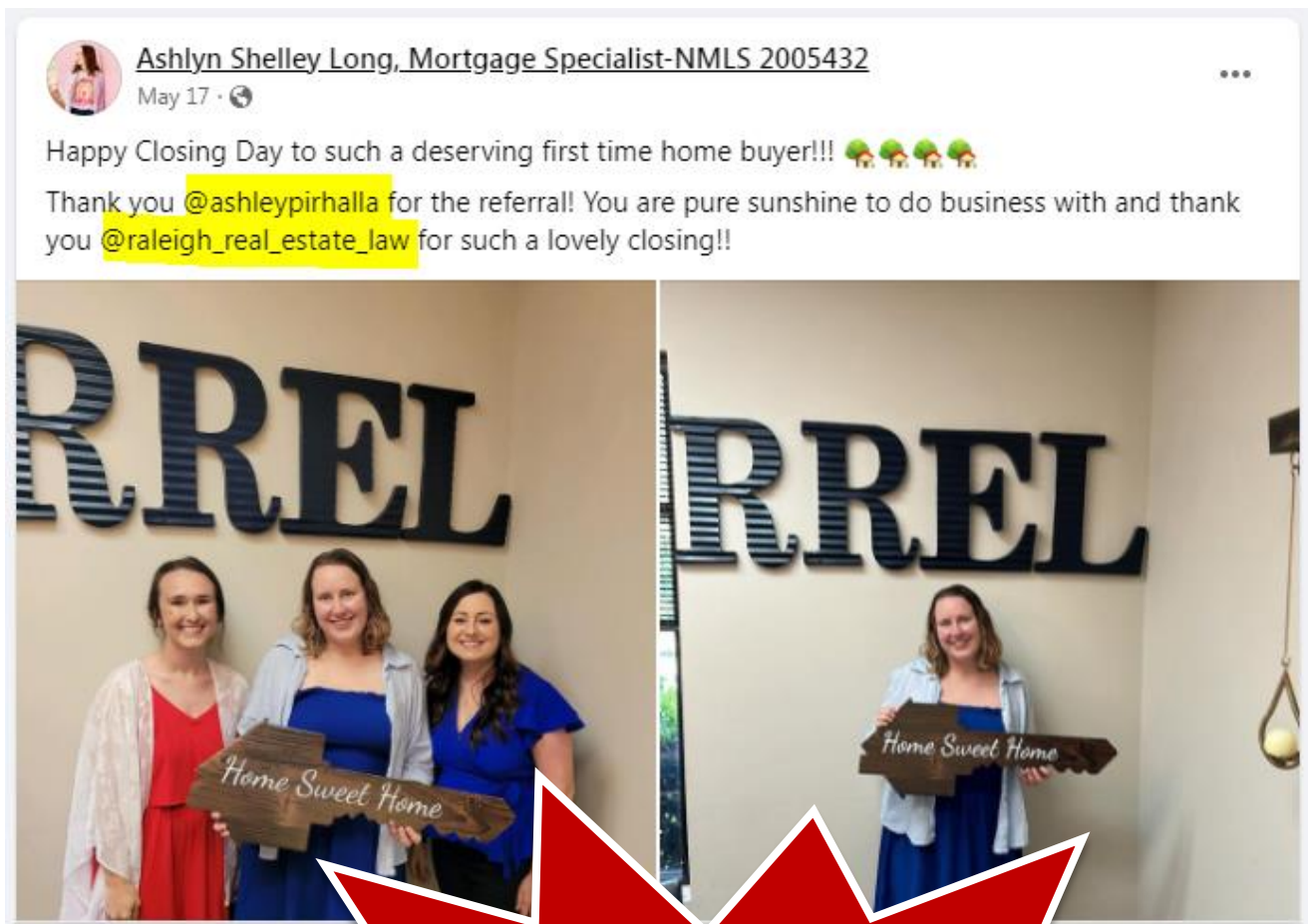


*Don't sleep on using Reels! They are always public, stand out in a newsfeed and Facebook will push to extend your reach.*

## 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!*

Tony Guinta is at Tony Guinta, Mortgage Specialist-NMLS 2221486.  
May 25 at 3:45 PM · Worthington, OH · 🌐

Ice cream + Home dreams = Perfect Saturday! Join us at the Ice Cream Parade this weekend and let's make your homeownership dreams a reality 🍦🏡👉

Parade starts at 11am in Downtown Utica. Look for the Equity Resources & Coldwell Banker Jeep...we will be throwing out goodies to all the friendly people that wave at us! 🍪👉

Jennifer Holtz, Realtor, Coldwell Banker Realty  
#LoanOfficer #Realtor #Parade #IceCreamFestival #VelvetIceCream



Every Memorial Day Weekend, Since 1975!


Tony Guinta EQUITY RESOURCES, INC. mortgages COLDWELL BANKER REALTY Jennifer Holtz

Tony Guinta is at Newark Station.  
June 6 at 10:25 AM · Newark, OH · 🌐

The monthly [Downtown Newark Association](#) meeting was held at Newark Station this morning. Special thanks to Seth Stout and Todd Alexander for speaking about the vision and the phases that went into this beautiful piece of property. I appreciated the private tour of the rooftop lounge too 🍷

Their grand opening is set for June 17th. I encourage everyone to come out and see the transformation and take in the amazing views 🌆

P.S. the food menu sounds phenomenal and the prices so... See more



Jeff Harris is with Tony Guinta and 3 others at The Buckeye Lake Yacht Club.  
June 6 at 6:58 PM · Buckeye Lake, OH · 🌐


Equity Resources representing at the Licking County Board of Realtors RPAC auction...beautiful evening on the lake!  
#homeloans #localender #EquityResources #celebrating30years



You, Cathy Maltby Zeno, Kelly Maltby Welch and 81 others  
4 comments

Josh Abbott, Mortgage Specialist-NMLS 1835476  
13h · 🌐

Had such a great time at the Young Leaders of Licking County 6th Annual Putt Putt Challenge!! Thank you Kristen, Tony, and my son Joshua for teaming up with me! We didn't win but it was awesome to meet so many great people!  
#morethanjustmortgages #ImprovingTheLivesOfFamilies



+2  
+8

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!*

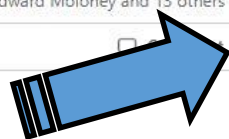
**WOW!**  
*Amazing results within  
the 1st 24 hours  
of her LIVE!*

0:40 / 6:16

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

# Share Awesome Reviews!

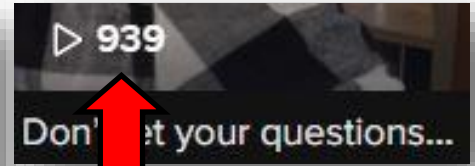
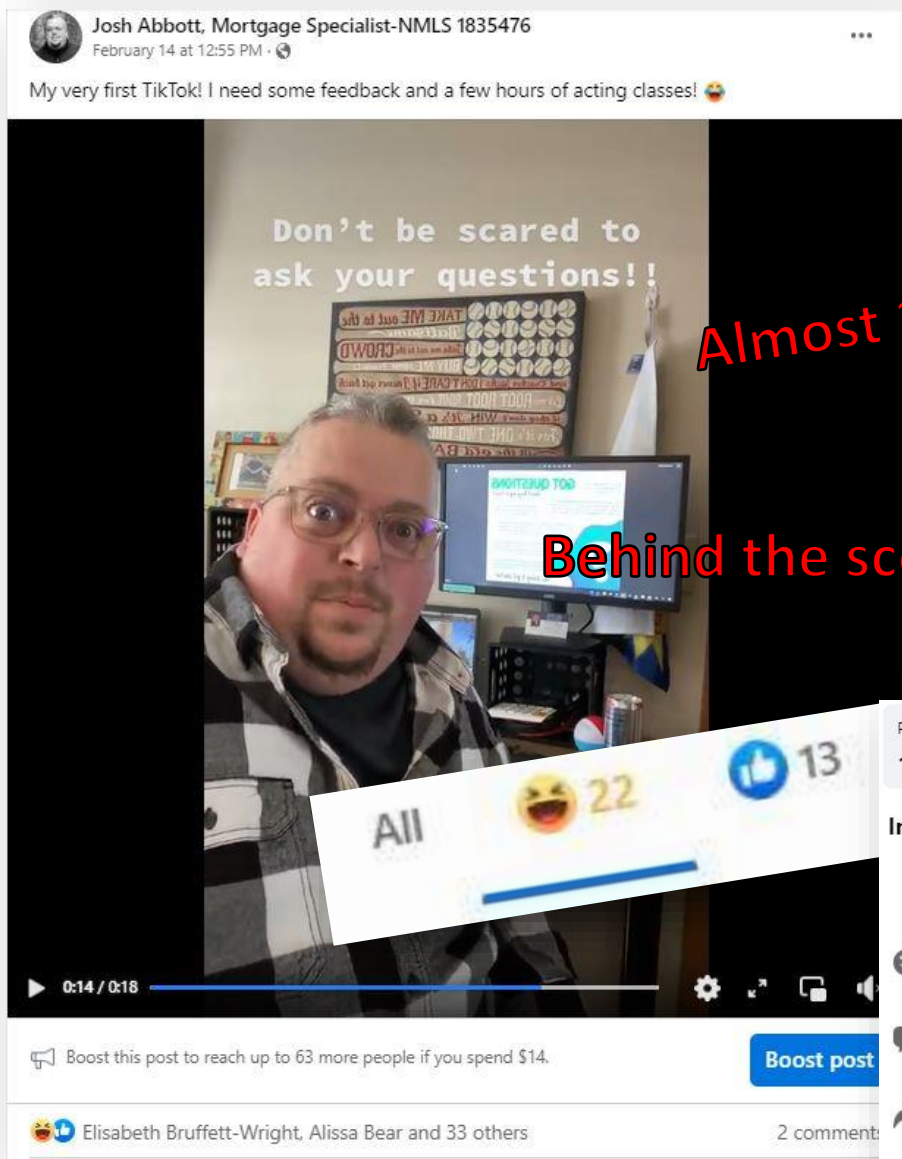
When you get an awesome review, share it! Ed also tagged his team so his post would reach more. In doing this, it opened up social proof to let others do the talking for him...and about his great service!





# 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 :)



Almost 1k views on TikTok!

Behind the scenes on Facebook

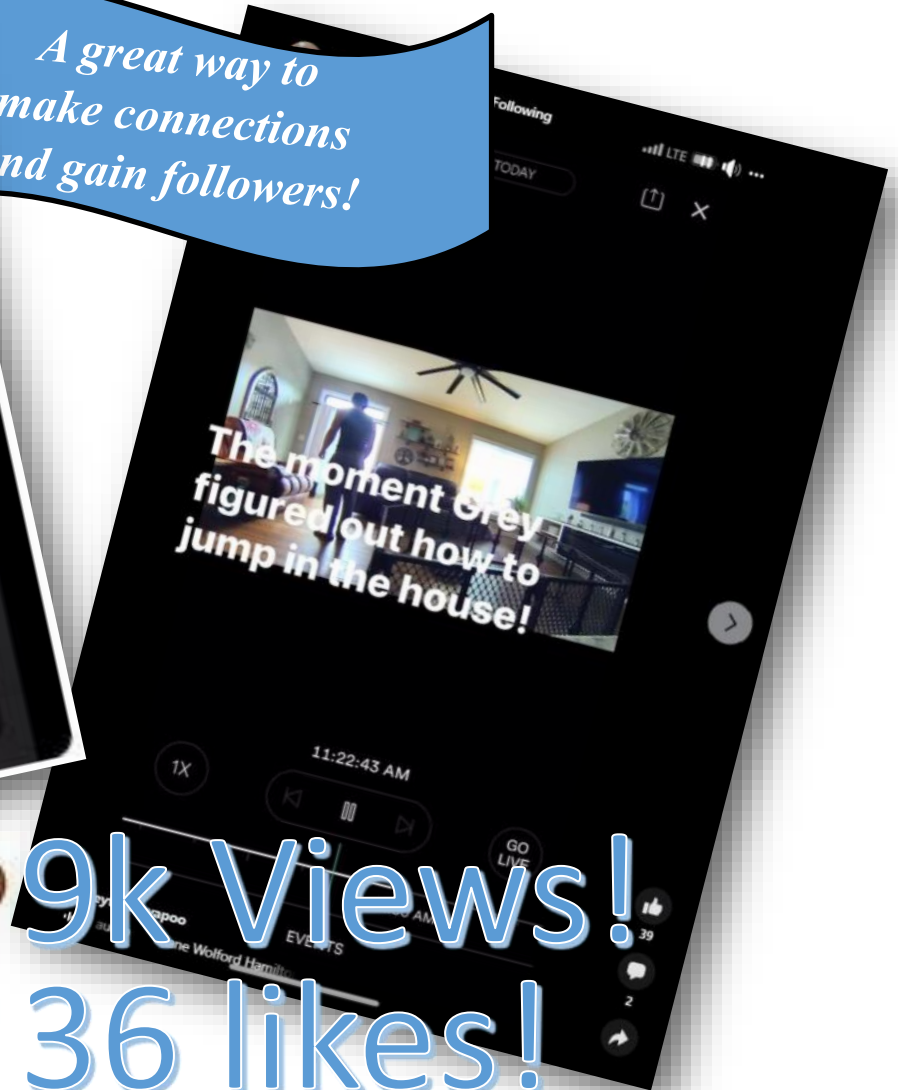
Post Impressions	Post reach	Post Engagement				
192	183	112				
Interactions						
15	1	22	0	0	0	
Reactions						37
Comments						2
Shares						0
Other Clicks						64

# 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!*



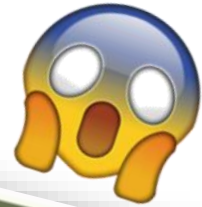
**9k Views!**  
**36 likes!**

DEC 2022 SPOTLIGHT

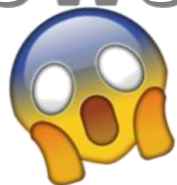
# Facebook and Instagram Reels!

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!

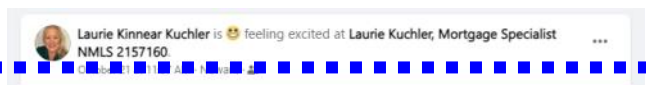
Is it okay to celebrate your own victory on social media? Yes! It confirms you are the expert, you are experienced, plus creates tons of response & awareness.



# 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*



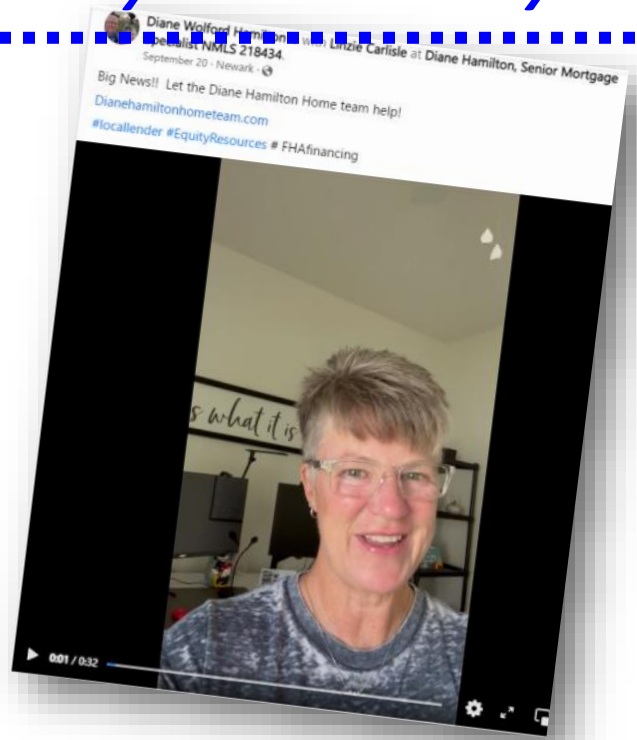
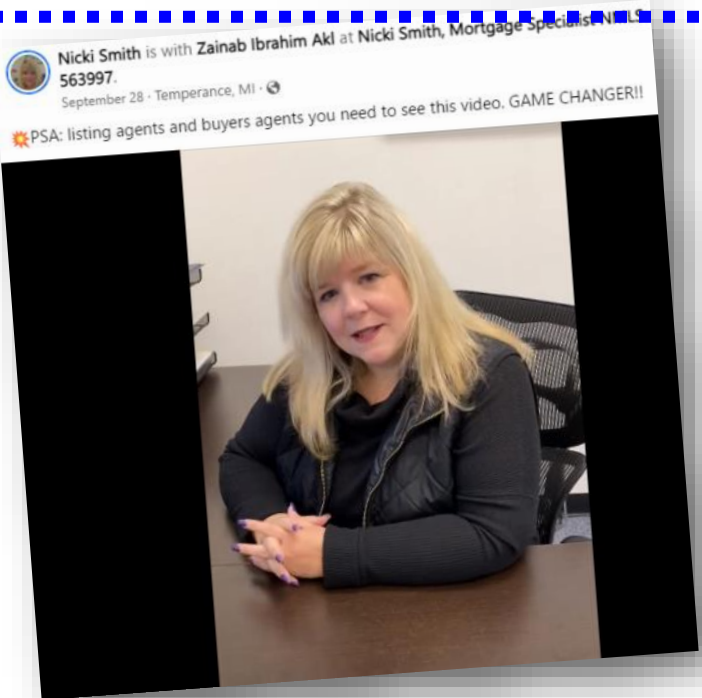
**TODAY:**  
 1 preapproval, 2 closings & 1 offer accepted.  
 BOOM!!! It's been a great week!  
 #mortgagegenie #marketisalive

# SEPT 2022 SPOTLIGHT

# Educate!



*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!

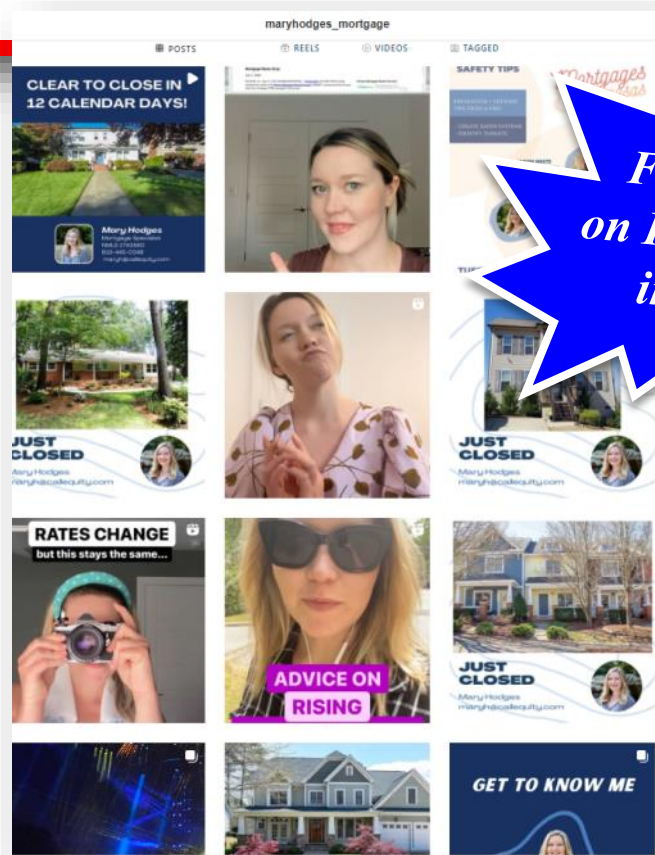
## GOAL SETTING

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!**



***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.

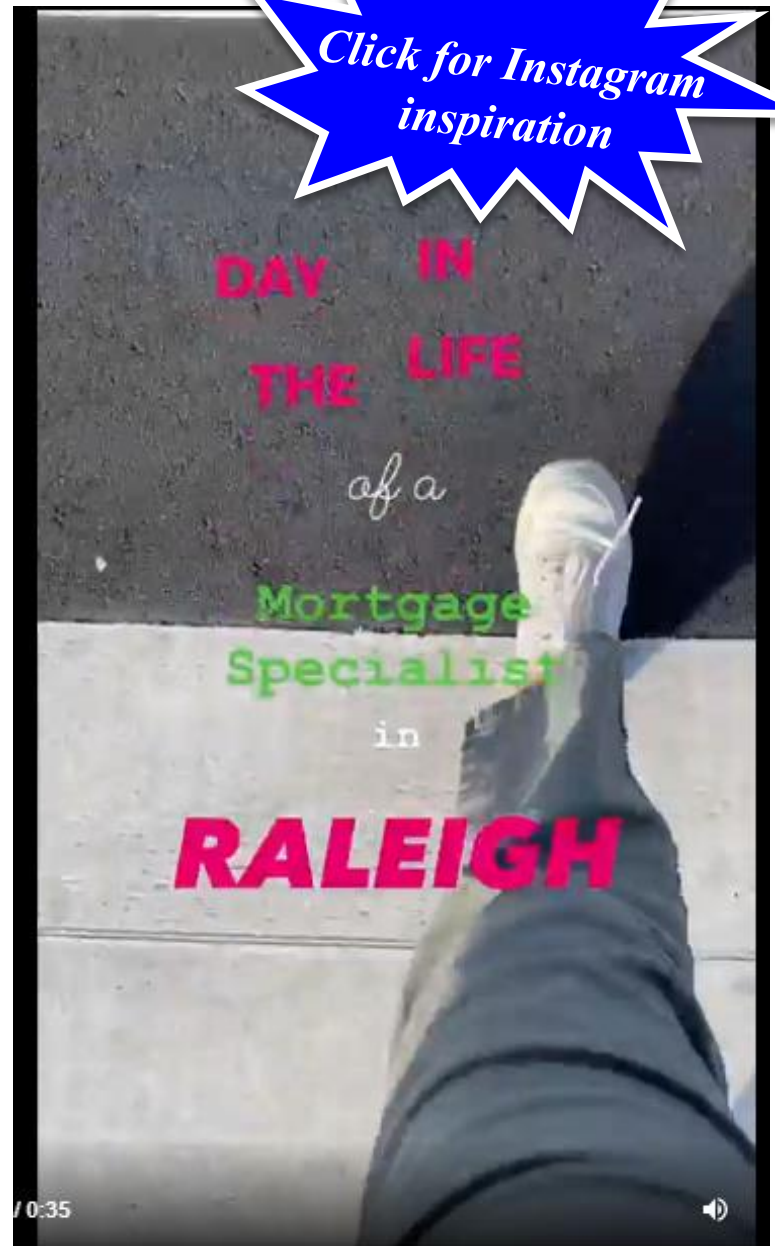


*When someone feels a connection with you, they will keep you top of mind.*



## 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.***

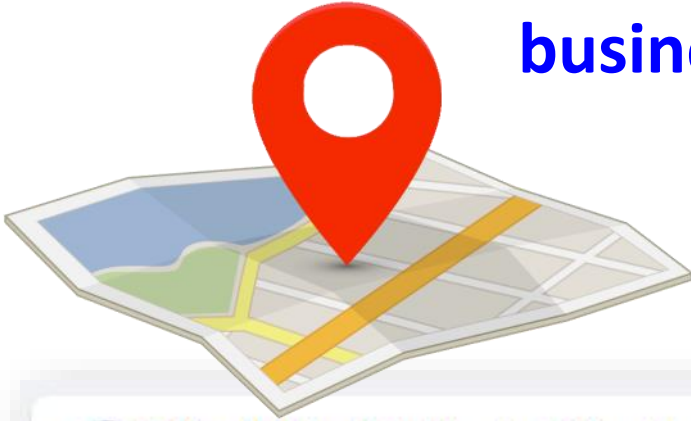
***The message is clear and short.***

***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

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

57 Comments 24 Shares



# 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](http://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.***

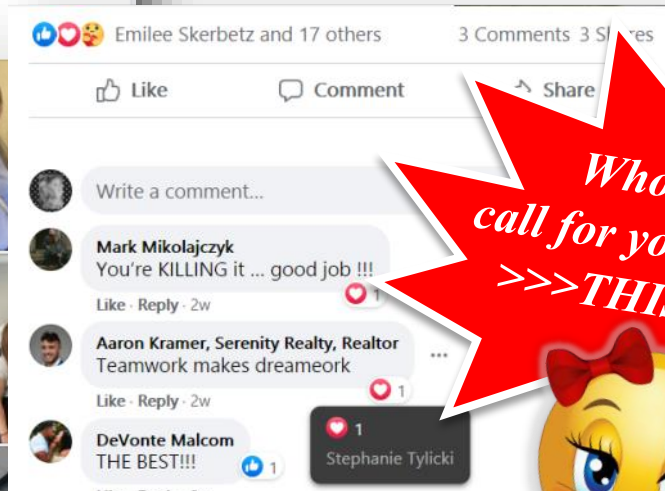


- Angeline Morocco**  
Very nice and inviting!  
Like · Reply · 19h 1
- Kirk Sieg The Mortgage Guy NMLS 862184 - Equity Resources, Inc 1579**  
Angeline Morocco thank you Angie!  
Like · Reply · 2h 1
- Victoria Scott**  
Looks so good!!! 1  
Like · Reply · 15h
- Kirk Sieg The Mortgage Guy NMLS 862184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

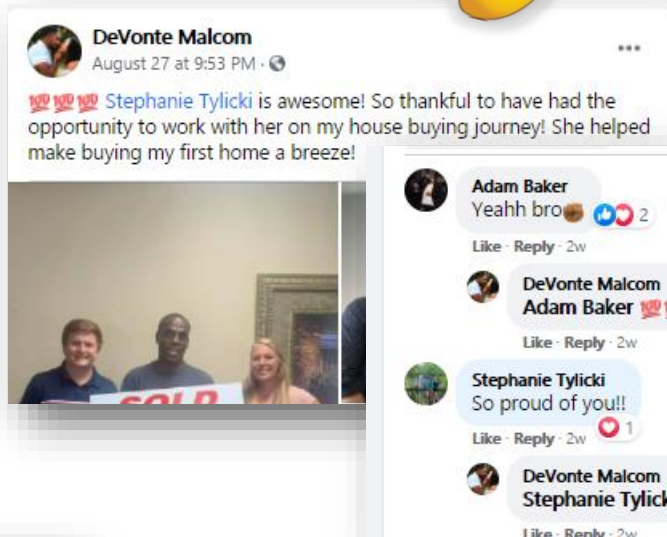
# AUGUST 2021 SPOTLIGHT

## TAKE FULL ADVANTAGE of opportunities!

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

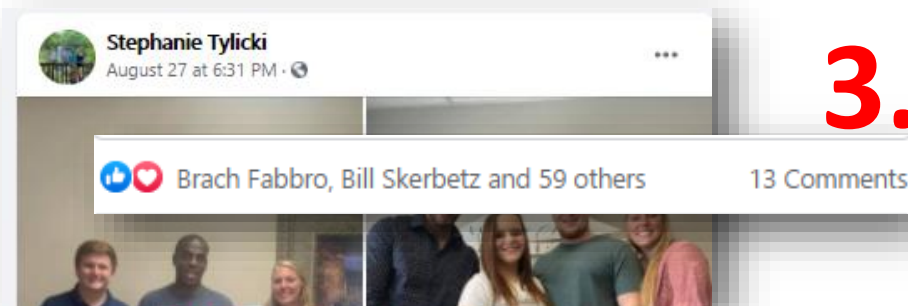


**2.** *The Borrower shared Stephanie's post thanking her, praising her and her service and RECOMMENDS her! Stephanie made sure to LIKE and comment on their post.*



**3.**

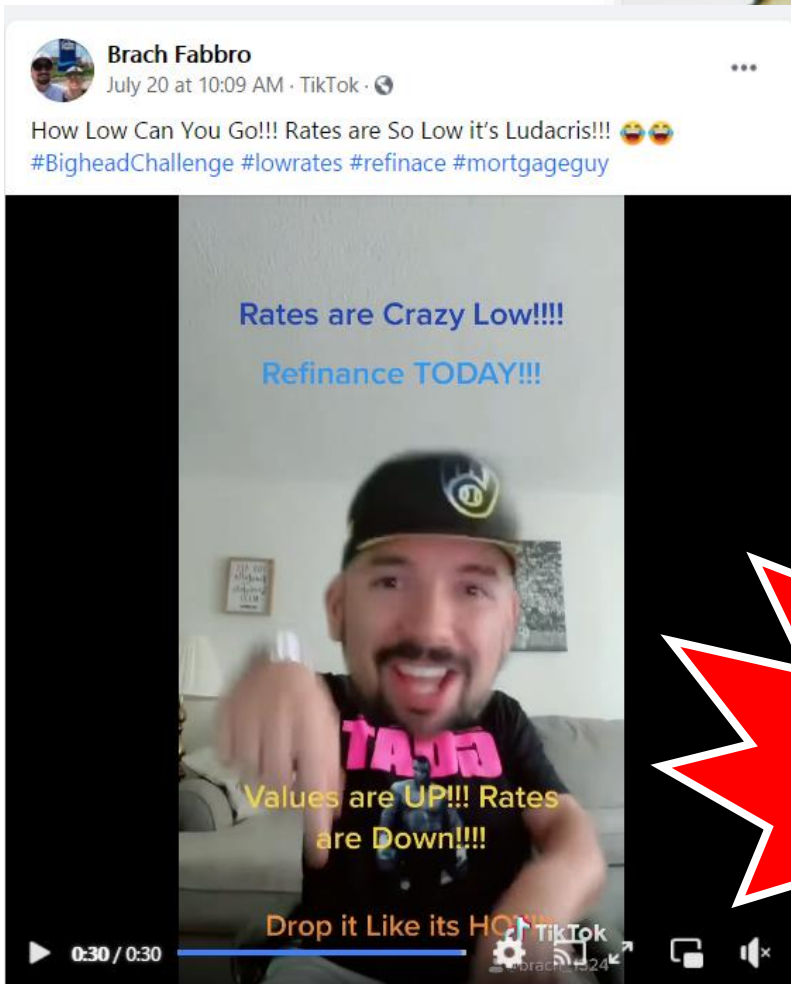
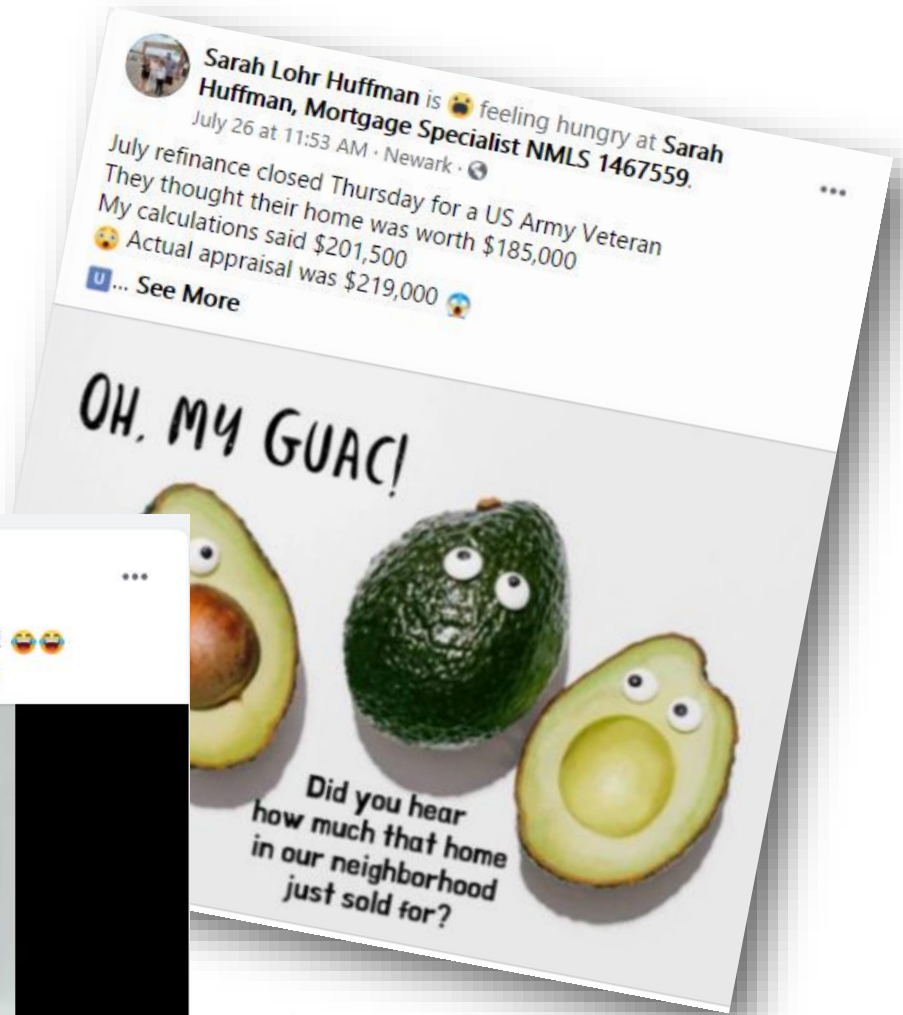
*Stephanie then shares post to her personal page. She receives 61 LIKES and 13 comments...WOW!*



# 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: 614-270-1902

**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!*



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



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

DETAILS	OPPORTUNITIES
<ul style="list-style-type: none"><li>Cannot own or have ownership interest in a principal residence in the last 3 years</li><li>Income and purchase price limits apply</li><li>Grants available for both Government and Conventional loan programs</li><li>Other qualifications apply, call for details</li></ul>	<ul style="list-style-type: none"><li>30 Year Fixed Rate Mortgage</li><li>2.5%* or 5%** Down Payment Assistance Grant*</li><li>Buy with NO money down!</li><li>HERO Program for full-time teachers, police officers, medical and military personnel</li><li>Recent college graduate grant programs</li></ul>

Excludes: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th



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

**EQUITY**  
RESOURCES, INC.  
*mortgages*

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



## 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

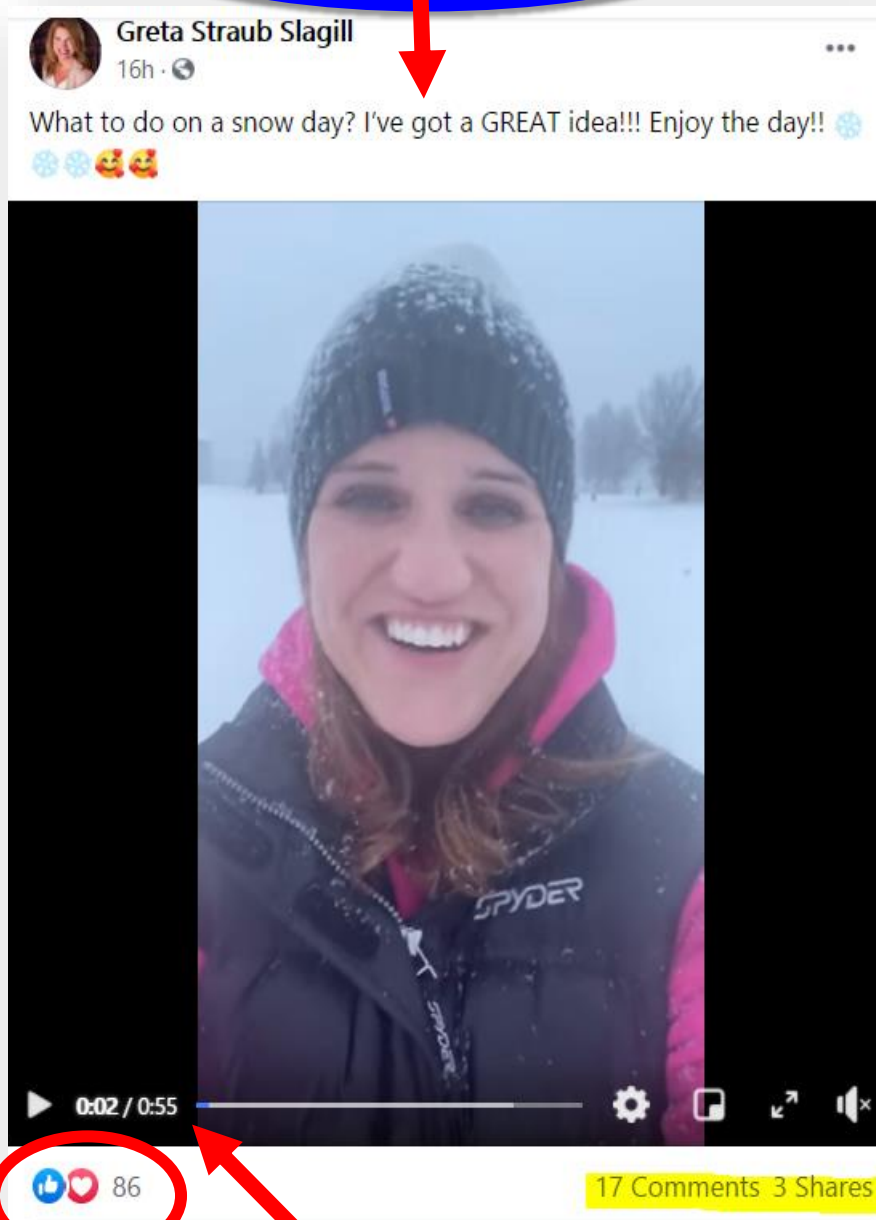
*Quick, easy status...no fuss. Makes you want to watch to find out her idea!*

## **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.

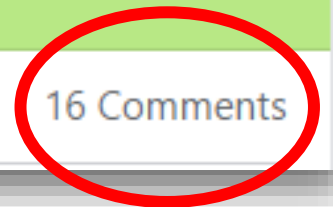
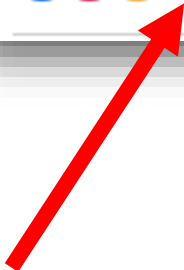
December 23, 2020 · 🌐




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



Nicki Simons Smith  
3d · 🌐

**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.



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 💜💜



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! 😊

## EASY & SIMPLE!

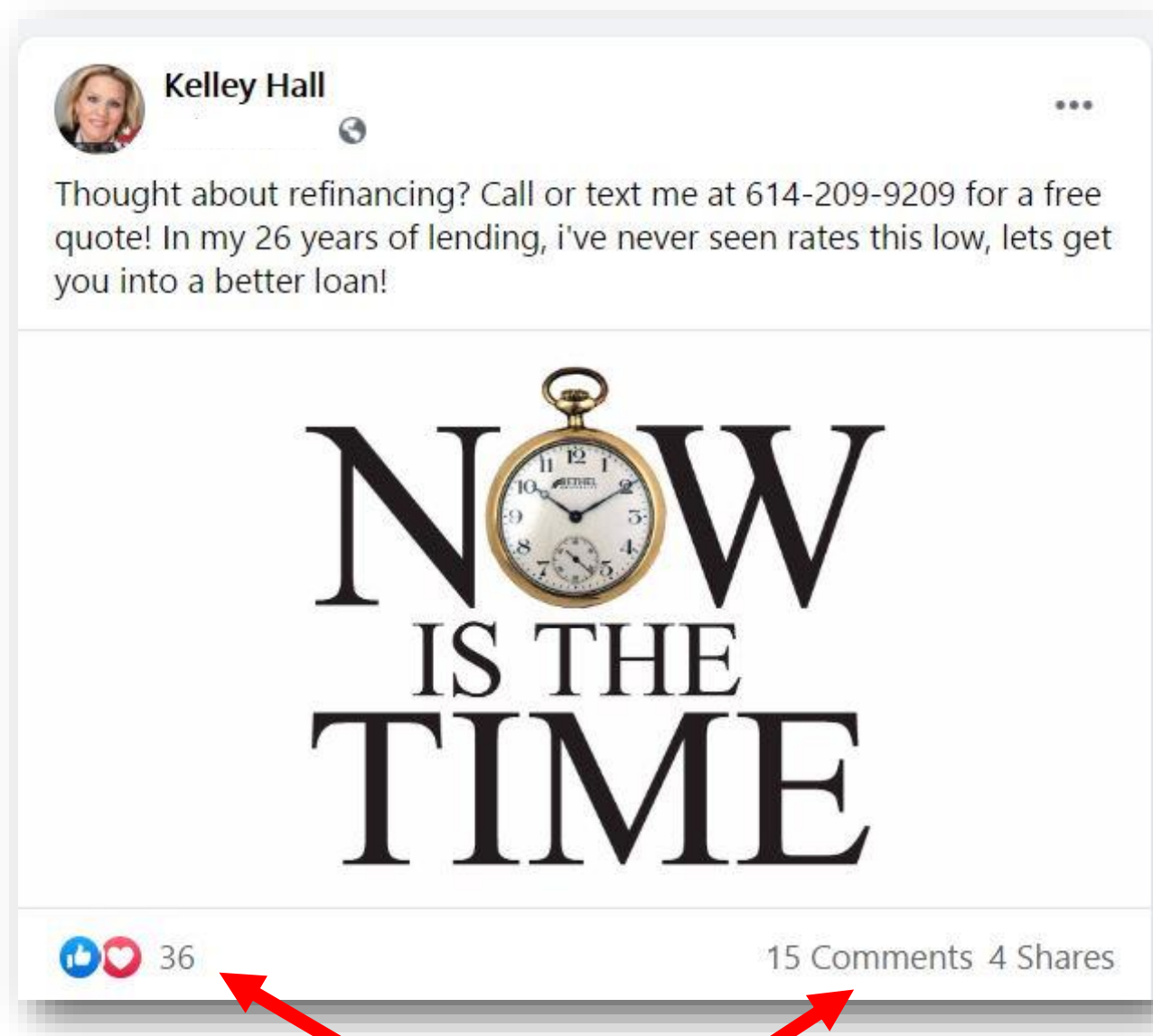
Remind everyone of what you do...**Just tell them!** Also use a 'Call-to-action' along with a clear way of how to contact you! It probably only took Nicki a couple of minutes to make this post and...**WOW** look at the results/feedback it created! She received praise, mention of our quick service and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

*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 a pocket watch in the center, and the words "NOW IS THE TIME" in a serif font. The watch face shows the time as approximately 10:10. At the bottom of the post, there are 36 likes and 15 comments, 4 shares.

**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](http://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](mailto: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](http://apply.callequity.net/GretaSlagill)

Find more of my reviews on Zillow at [www.zillow.com/lender-profile/GSlagill/](http://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 HWY, 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 Stoye ...  
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

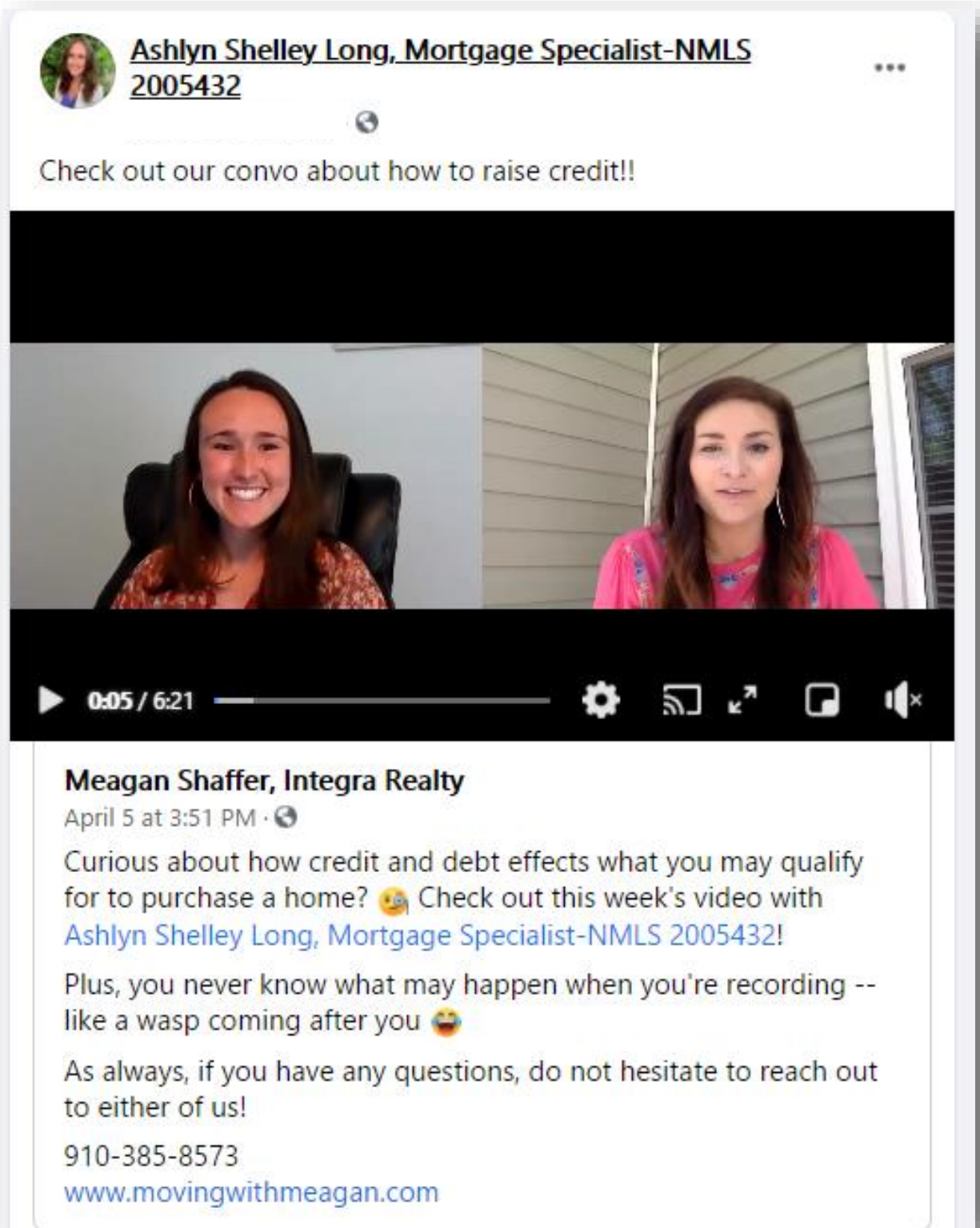


40 Comments

## 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". Below the name is a globe icon indicating the post is public. The text of the post 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 caption 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!](#)

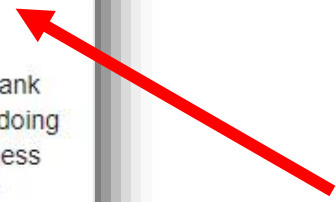
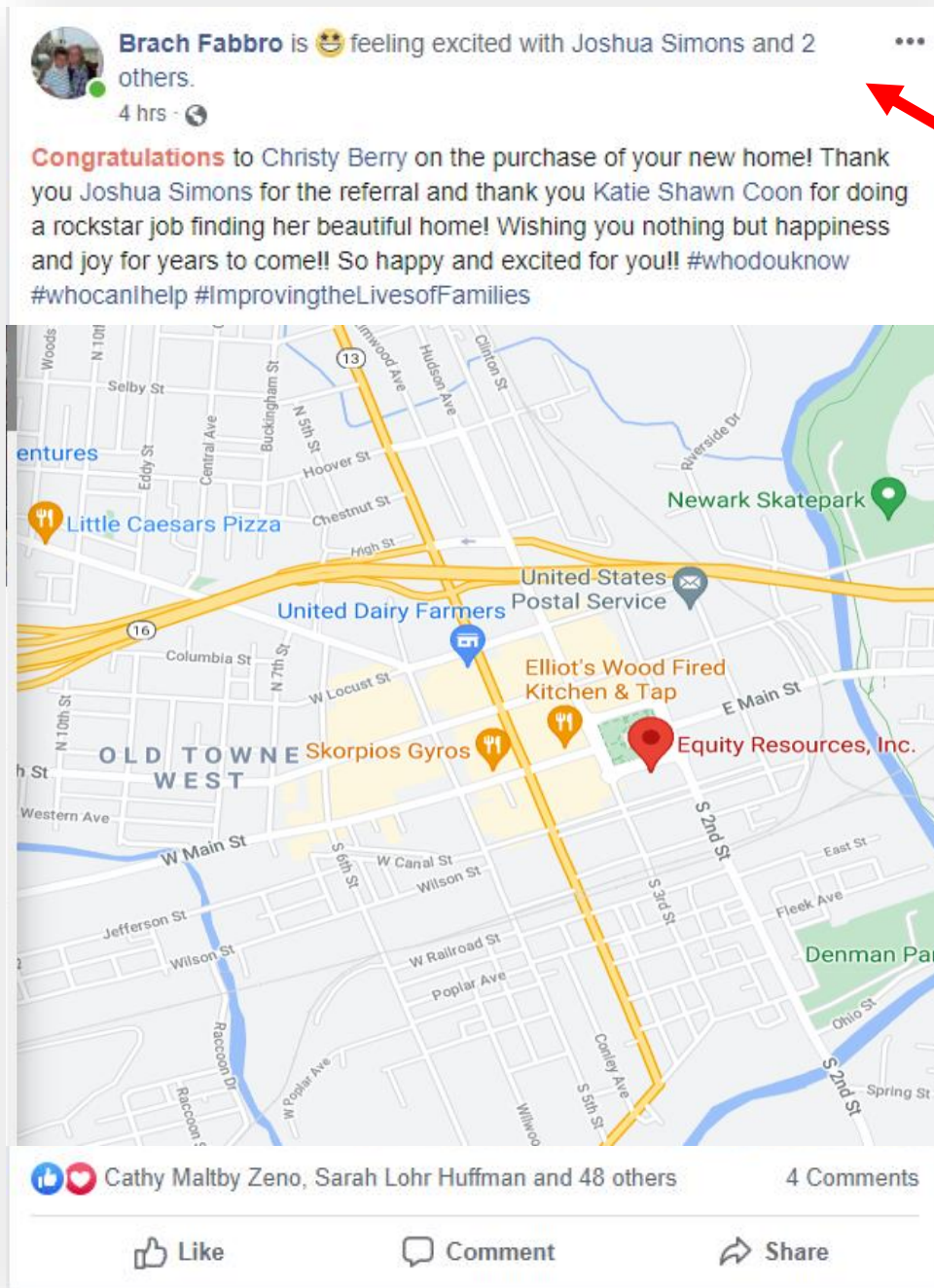
Plus, you never know what may happen when you're recording -- like a wasp coming after you 🐝

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

910-385-8573  
[www.movingwithmeagan.com](http://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