



For lenders who have opted to participate in EPMI

The following guidelines apply to a limited set of lender customers who have elected to participate in Fannie Mae’s Enterprise Paid Mortgage Insurance (EPMI).

Follow these guidelines for all EPMI marketing, communications, and borrower education.

Program name

- Refer to this optional offering as “Enterprise Paid Mortgage Insurance” or “EPMI.”
- Should you decide to brand or name other than “EPMI” for marketing purposes, then the following applies:
 - Do not include Fannie Mae or any variation (e.g. FNMA, Fannie, FM, logo treatment, etc.) when referencing EPMI.

How to describe the offering

- You may use the following statements when describing EPMI to borrowers:
 - Enterprise Paid Mortgage Insurance (EPMI) is an alternative to Borrower Paid Mortgage Insurance (BPMI) and Lender Paid Mortgage Insurance (LPMI) for loans with loans-to-value (LTV) over 80% ratio.
 - EPMI is simply another option to obtain mortgage insurance (MI), which may offer a less expensive mortgage insurance payment when compared to LPMI or BPMI.
 - The initial monthly payment for an EPMI loan may be less expensive compared to BPMI or standard LPMI loan.
- Do not position or describe EPMI as a “no MI option” when communicating benefits.

When to use

- EPMI is optional and, based on lender offerings and borrower circumstances, may be a more efficient, simplified form of mortgage insurance.
- It may garner efficiencies in day-to-day management and simplify processes associated with recurring reporting and other practices.

Pricing and comparisons

- Lenders may share EPMI pricing structure and other cost comparisons with LPMI and/or BPMI with borrowers.
- EPMI may offer many lenders a competitive execution to standard MI pricing, and, with the simplification of the MI purchase process, may improve overall economics for lenders.



Where to use

Mandatory

EPMI Variance

You may reference EPMI in the following communications:

Type of communication:

- Social media
- Website
- Blog / news article
- Email / direct mail
- Marketing collateral

To include:

- Tweets, posts, articles, images, video, etc.
- On own site only
- On own site only
- Communications to borrowers
- Flyers, FAQs, letters, statement inserts, brochures, video

Media releases

All releases must be approved by Fannie Mae and FHFA prior to release. Releases will be reviewed within 2 business days.

Do not use the Fannie Mae name, logo, or brand identity in any consumer-facing marketing, education, and communication.

Lenders must follow the terms related to consumer disclosures in the Fannie Mae variance and provide the borrower(s)/consumer disclosures relating to lender-purchase mortgage insurance.

Reference the variance for all eligibility requirements.

Frequently Asked Questions

Is Fannie Mae encouraging lenders to develop branding and marketing for EPMI?

Developing branding and marketing materials for EPMI is at the lender's discretion.

Can lenders market EPMI pricing?

Lenders may market pricing for EPMI.

Are lenders required to label the mortgage insurance as EPMI?

Lenders are not required to label the product as EPMI.

Can a lender acknowledge Fannie Mae's role in EPMI?

In conversations with borrowers, lenders may discuss Fannie Mae's involvement. In marketing materials, please do not reference Fannie Mae in descriptions or product name.

What are the consumer features and benefits?

Lenders may decide how to position EPMI borrower features and benefits.