

# Customizable Marketing Materials



## Take control of your message and personalize your consumer outreach.

The Fannie Mae Marketing Center is a free online tool lenders and other housing professionals can use to access and customize a variety of marketing and informational materials.

Use the Marketing Center to support your purchase and refinance-related outreach to consumers and housing partners. You'll find compelling pieces promoting our HomeReady® mortgage along with other loan products such as HARP, HFA Preferred, and HomeStyle® Renovation.

### Benefits

- Simplifies and reduces the cost of outreach
- Offers professional quality design
- Promotes your brand and helps you grow your business
- Saves time in developing effective marketing materials
- Markets the most accurate and compelling information to your customers

Choose from a variety of print materials, such as flyers, brochures, and letters. Digital assets, like program logos and email templates, are available as well.

To learn more, visit [FannieMae.com/marketing](http://FannieMae.com/marketing)

### Take advantage of the Marketing Center and utilize helpful promotional materials for HomeReady mortgage.

See how much you can customize!

Choose your own product names and logos, if applicable

Customize colors to match your branding



Choose images from our photo gallery

Add your contact information

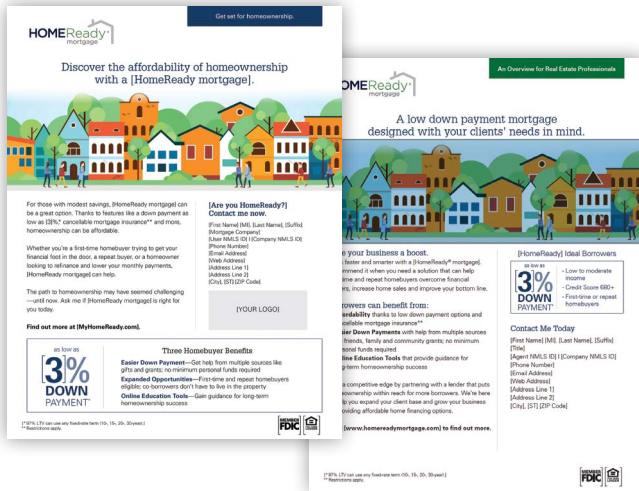
Showcase your logos

Customize offers and product terms

Add necessary compliance logos and disclaimers

**And many materials are available with Spanish-language translations!**

Take a closer look at the variety of informational HomeReady materials available to you today.



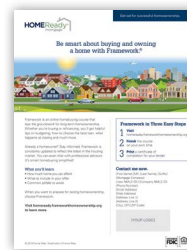
## HomeReady Flyers for Consumers and Real Estate Professionals

These flyers emphasize how HomeReady mortgage makes homeownership affordable for first-time and repeat buyers since it offers low down payment options, flexible down payment sources, and cancellable mortgage insurance.



## HomeReady FAQs for Consumers

This flyer provides answers to frequently asked questions about HomeReady. It's a great way to address any uncertainty about the program.



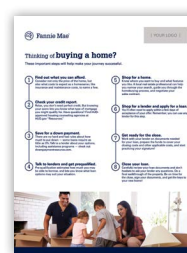
## HomeReady / Framework Fact Sheet

This piece is for lenders, brokers, and real estate professionals to use in explaining the benefits of the online Framework course to potential HomeReady mortgage borrowers.



## HomeReady Email Template

HTML email template and stand-alone image for use in marketing HomeReady mortgage to potential borrowers via digital communication.



## Home-buying Tips and Resources for Consumers

Flyer to use in explaining the home-buying process to potential homebuyers. This flyer outlines key steps, resources, and loan products that might be helpful to first-time buyers.

Check out our online catalog today, and start creating new opportunities for your business!

## Get started

It's easy to get started. Simply visit [fanniemae.com/marketing](https://fanniemae.com/marketing) and follow these easy steps:

- Step 1** Create your account by setting up a username and password
- Step 2** Search our catalog to find HomeReady materials and more
- Step 3** Make it your own using our flexible customization options
- Step 4** Preview and download your files for printing or digital outreach