



# THE REALTOR'S PACKAGE

More Support. Better Communication. Stronger Real Estate Partnerships.

# CLOSING IN 30 DAYS

A structured mortgage process designed to keep the transaction moving and your clients on schedule.

## Key Milestones:

- Clear milestones and deadlines established from day one to keep every party aligned and the transaction on track.
- Proactive file management ensuring documents are collected, reviewed, and submitted without unnecessary delays.
- Fast communication between all parties so realtors, clients, and lenders stay informed at every stage.

**Speed matters when your client's  
dream home is on the line.**



# ACCOUNTABILITY

## 24/7/365

A mortgage partner who takes responsibility for communication and follow-through — every day, every step of the transaction.

### Our Promise:

Your clients should never feel forgotten or uninformed. We are your dedicated mortgage partner every step of the way.

### Our Commitment:

- Reliable support throughout the entire transaction — from application to closing, we stay engaged and accountable.
- Quick responses when important questions arise — your clients and you will never be left waiting for critical answers.
- Every hour of the day, every day of the week, every week of the year!



# TUESDAY UPDATES

Start every week with a clear understanding of each active transaction. Proactive communication that keeps every deal on track from Tuesday morning forward.

## Weekly Highlights:

No guessing. No unnecessary follow-ups. Just clear information delivered every Tuesday morning.

## Key Updates:

- Current loan status — Know exactly where every active file stands at the start of each week.
- Completed milestones — Track every step that has been finished and confirmed in the process.
- Pending documents and next actions — Clear visibility into what is needed to keep the transaction moving forward.



# THURSDAY PA UPDATES

**Consistent updates create  
smoother transactions.**

Every Thursday, we conduct a structured PA review to ensure no one falls behind.

## Key Actions:

- Review progress since Tuesday and confirm completed milestones across all active files.
- Identify pending actions and outstanding documents before the weekend arrives.
- Prepare for upcoming deadlines and ensure all parties are aligned on next steps.



# CLIENT PA MEETING

A dedicated conversation to prepare the client for the mortgage process.

## Key Highlight:

Prepared clients make better decisions and create stronger transactions.

## What We Cover:

- Explain responsibilities and expectations so the client understands their role throughout the mortgage process.
- Review the next steps clearly, ensuring the client knows exactly what comes next and when to expect it.
- Answer important client questions before they become concerns, reducing stress and building confidence.



# Personalized Video Updates

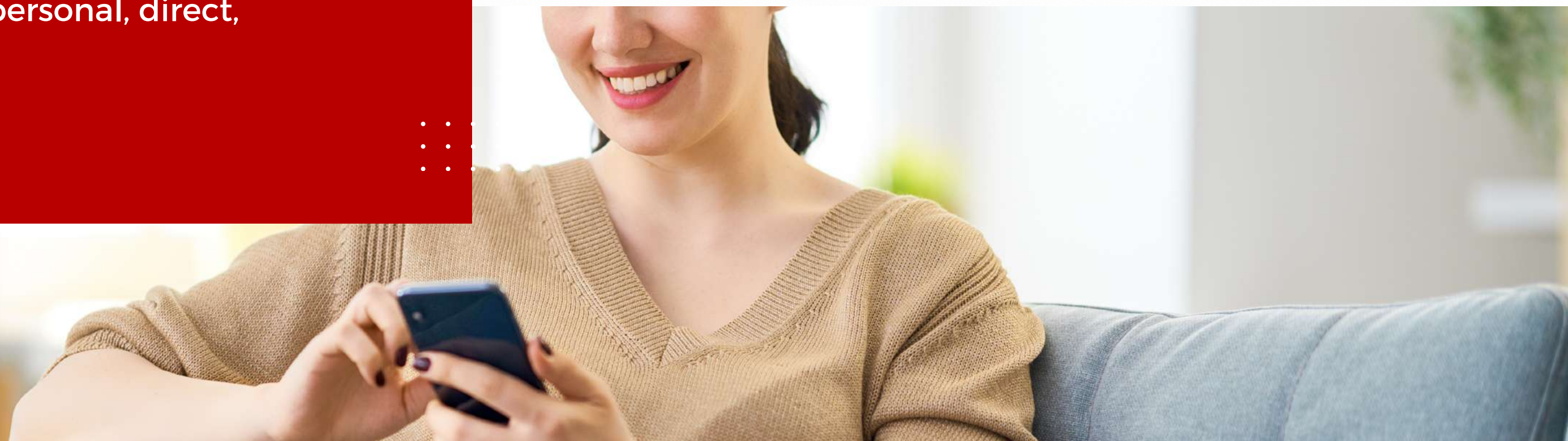
The buyer's agent receives clear and personal video updates throughout the process — keeping everyone informed at every stage.

## Key Highlight:

Communication that feels personal, direct, and professional.

## Why It Matters:

- Easy-to-understand file updates delivered directly to the buyer's agent at every key milestone.
- More personal than a standard email — a real face, a real voice, and a clear message every time.
- Information that can be reviewed at any time, giving agents flexibility and confidence throughout the transaction.



# Strengthen The Offer

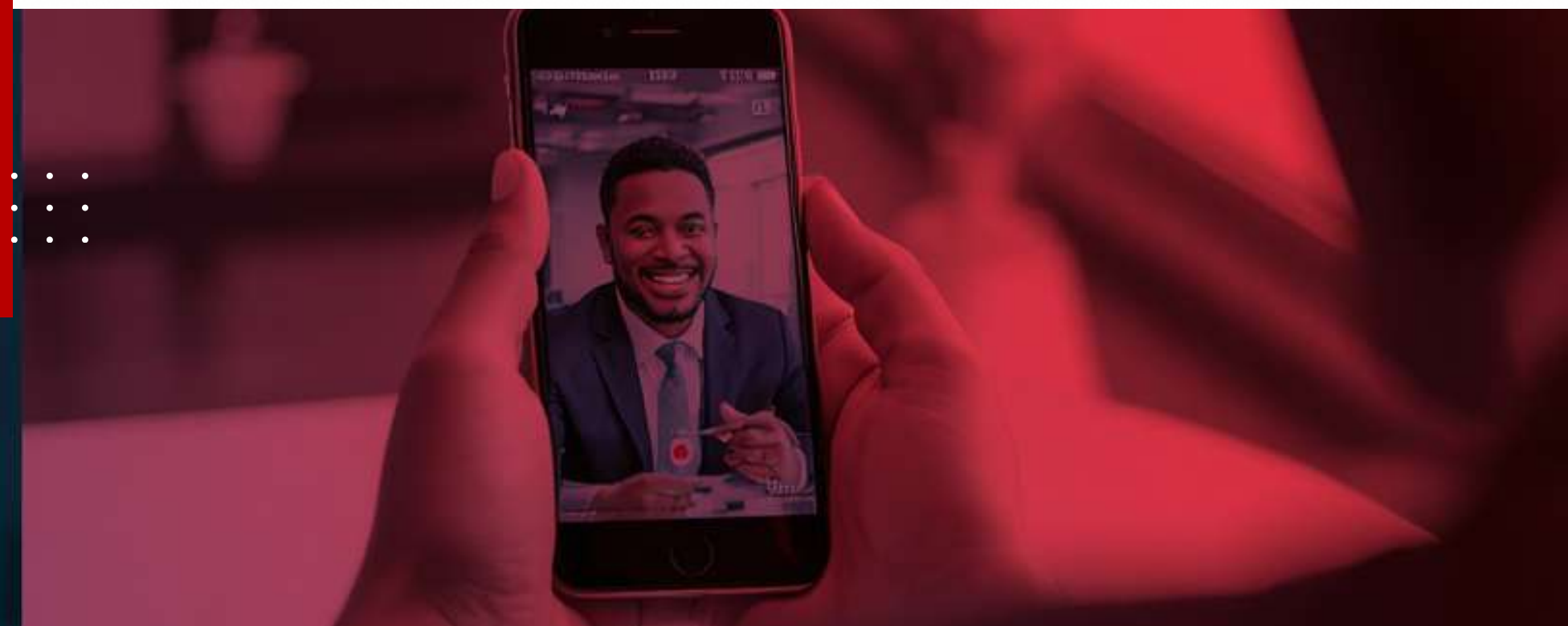
A personalized introduction video created for the seller's agent — designed to build confidence in the financing and demonstrate that your client is backed by a professional, prepared mortgage team.

## Highlighted:

Help your client's offer stand out before the transaction begins.

## What's Included:

- Introduce the mortgage team and establish credibility with the seller's agent from the very start.
- Reinforce the financing process and demonstrate that the buyer's loan is on track and professionally managed.
- Demonstrate professionalism and preparedness to strengthen the buyer's offer in a competitive market.



# LE MEETING

A focused meeting where the mortgage broker walks the client through the Loan Estimate, explaining the estimated loan terms, monthly payment, closing costs, and cash needed to close.

## Key Takeaway:

The Loan Estimate gives the client a clear picture of the expected costs, payments, and terms before moving forward.

## Meeting Objectives:

- Explain the interest rate, loan amount, loan program, monthly payment, and whether any points or credits are included.
- Go through lender fees, third-party fees, prepaid items, escrows, and other estimated charges listed on the Loan Estimate.
- Help the client understand the estimated amount they may need to bring to closing and what factors could still change before final approval.



# FIRST-TIME HOMEBUYER SEMINARS

Educational events that help realtors attract, educate, and convert future homebuyers. Co-hosted FTHB Seminars (First-Time Homebuyer) designed to grow your pipeline and establish your authority.

## Why It Matters:

Educate future buyers while positioning yourself as their trusted real estate advisor.

## Key Benefits:

- Co-hosted with the realtor — shared effort, shared brand visibility, and a stronger presence in the community.
- Practical homebuying education — real guidance on mortgages, timelines, and what buyers need to know before they start.
- New lead-generation opportunities — connect with motivated future buyers before they enter the market.

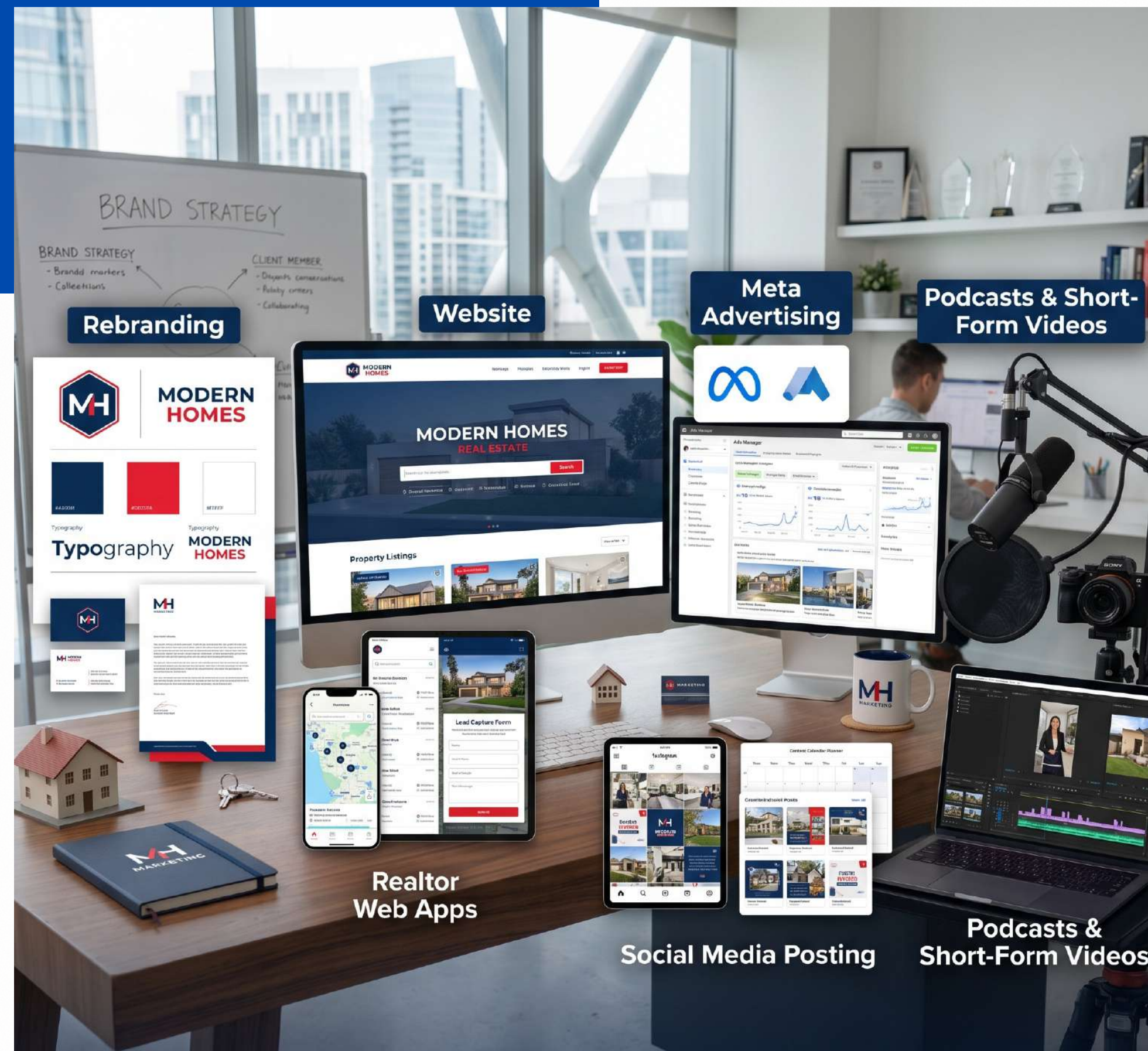




# MORE THAN MORTGAGE SUPPORT



- 01 Rebranding
- 02 Website
- 03 Realtor Web Apps
- 04 Meta Advertising
- 05 Content Creation
- 06 Social Media Posting
- 07 Podcasts and Short-Form Videos



# Build a Stronger Realtor Brand

Professional branding designed to make the realtor more recognizable, credible, and memorable.

## Your Brand Promise:

Your brand should communicate trust before the first conversation.

## Key Objectives:

- Visual identity refinement — create a cohesive and professional look that sets you apart in every market.
- Consistent colors, fonts, and messaging — build recognition and credibility across all platforms and materials.
- Professional brand positioning — communicate your value clearly so clients choose you with confidence.

### BEFORE



### AFTER



# YOUR PROFESSIONAL WEBSITE

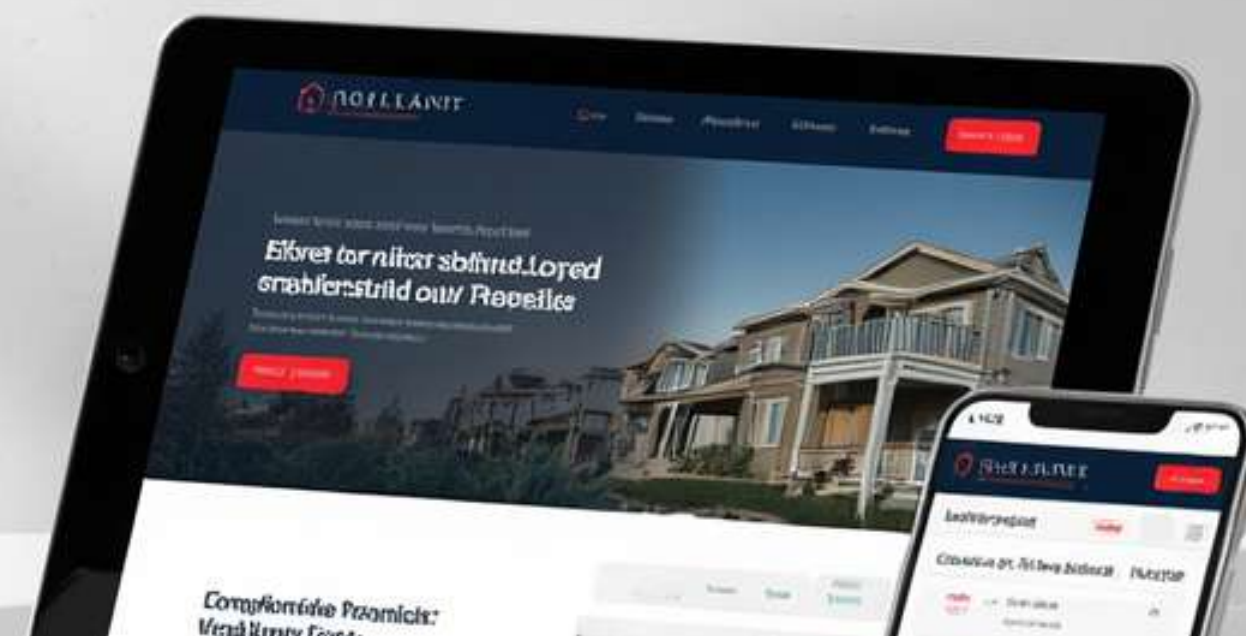
A modern digital presence that helps prospects understand your services and contact you easily. Built to reflect your brand and convert visitors into real conversations.

**Turn online visitors into real conversations.**

Your website works for you around the clock — capturing leads, showcasing your brand, and building trust with every visitor who lands on your page.

## Key Features:

- Mobile-friendly design that delivers a seamless experience on any device, ensuring prospects can reach you from anywhere at any time.
- Lead-capture opportunities built directly into the site to turn visitors into prospects and grow your pipeline consistently.
- Clear personal brand positioning that communicates your expertise, builds credibility, and sets you apart in your local market.



# TOOLS BUILT FOR REALTORS

Custom Realtor Web Apps created to simplify the realtor's work and improve the client experience every day.

**Practical digital tools  
developed around the realtor's  
daily needs.**

Realtor Web Apps put the right tools in your hands —  
built for how you actually work.

## Key Objectives:

- Buyer information and qualification tools to guide clients through the process with clarity.
- Property and transaction resources accessible in one streamlined digital platform.
- Lead-capture and appointment tools designed to grow your pipeline effortlessly.



# GENERATE MORE OPPORTUNITIES

Strategic advertising campaigns across Facebook and Instagram to help realtors reach the right buyers and sellers in their local markets.

## Reach Potential Buyers & Sellers:

Reach potential buyers and sellers in the markets that matter to you.

## Campaign Advantages:

- Local audience targeting — reach the right people in the neighborhoods and zip codes that matter most to your business.
- Lead-generation campaigns — structured Facebook and Instagram ads designed to attract motivated buyers and sellers.
- Campaign monitoring and optimization — ongoing performance tracking to maximize results and improve ad spend efficiency.



# Content That Builds Authority

Professional content that keeps the realtor visible, relevant, and trusted — positioning you as the go-to expert in your local market.

## Stay Visible:

Stay visible before your prospects are ready to make a move. Consistent, professional content builds authority over time.

## Content Examples:

- Educational real estate content that informs and builds credibility with future buyers and sellers in your market.
- Property and market-related posts that showcase your local expertise and keep your audience engaged and informed.
- Personal brand and lifestyle content that humanizes your profile and builds genuine trust with your community.



# CONSISTENT SOCIAL MEDIA PRESENCE

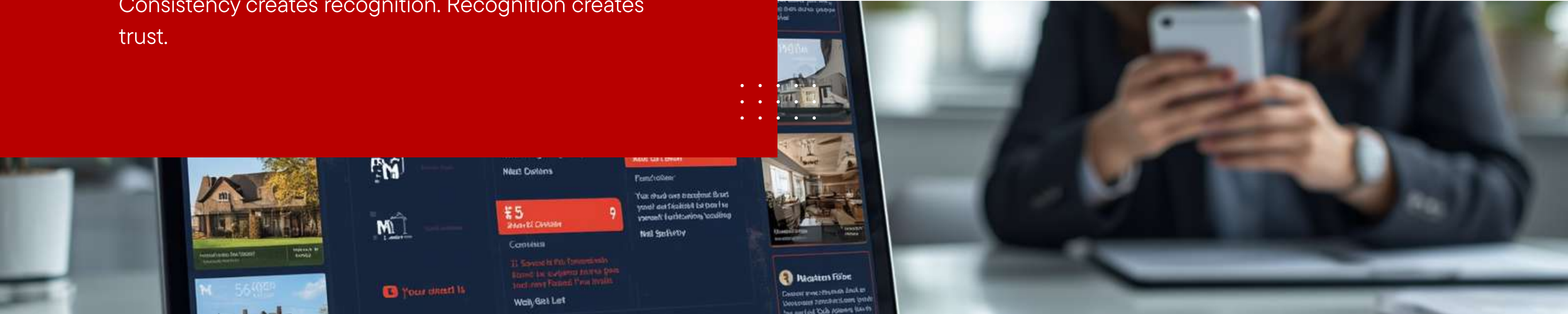
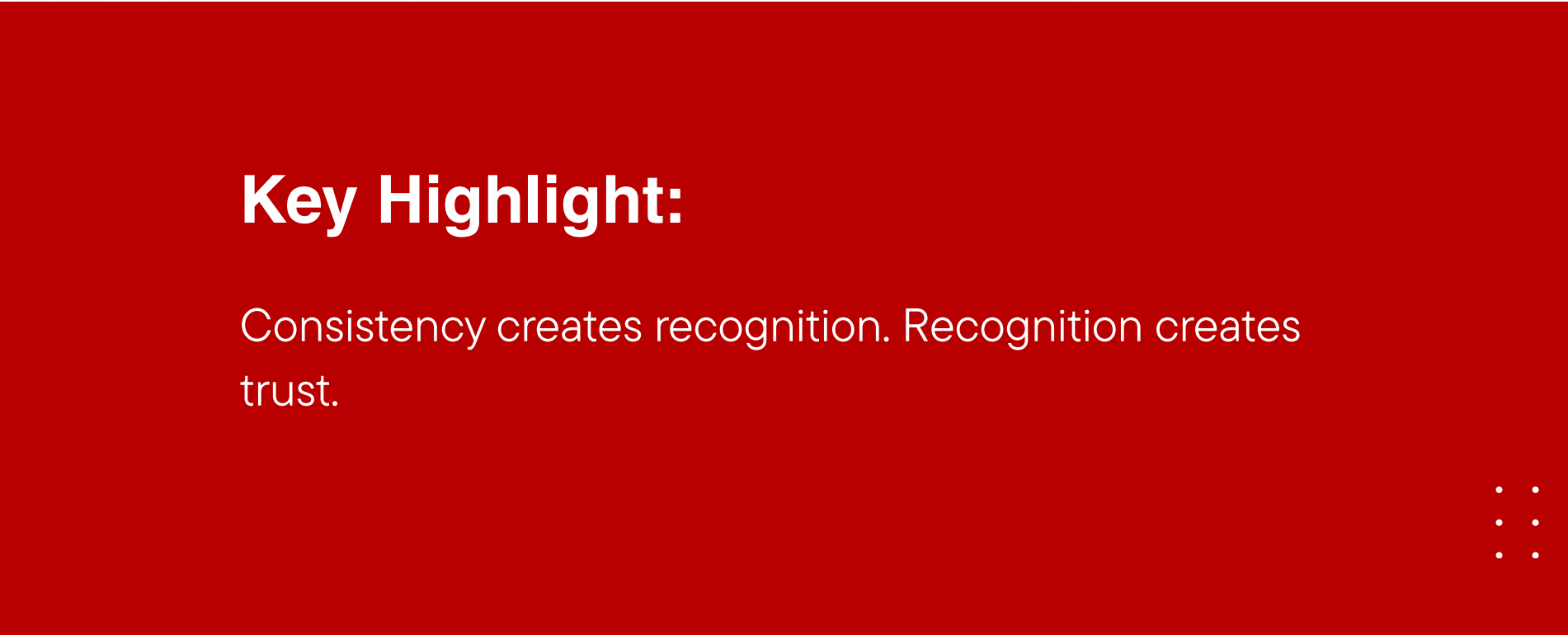
Three strategic posting days every week to keep the realtor's brand active and visible in front of the right audience.

## Key Objectives:

- Planned weekly content tailored to the realtor's brand voice and local market audience.
- Consistent visual identity across all platforms to reinforce brand recognition and professionalism.
- Balanced educational and promotional messaging that builds trust and drives engagement.

## Key Highlight:

Consistency creates recognition. Recognition creates trust.



# TURN YOUR EXPERTISE INTO CONTENT

Podcasts and short-form videos that position the realtor as a trusted local authority in their market and community.

## Key Takeaway:

One conversation can become weeks of valuable content. Stay visible, build authority, and grow your audience.

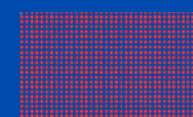
## Content Services:

- Podcast recording support — professional setup and production guidance to help you share your expertise consistently.
- Reels, Shorts, and vertical videos — short-form content optimized for social media platforms and maximum reach.
- Long-form content repurposed into multiple clips — one conversation can become weeks of valuable content.





# LET'S GROW TOGETHER



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BECOME A REALTOR PARTNER  
Schedule a Partnership Meeting

