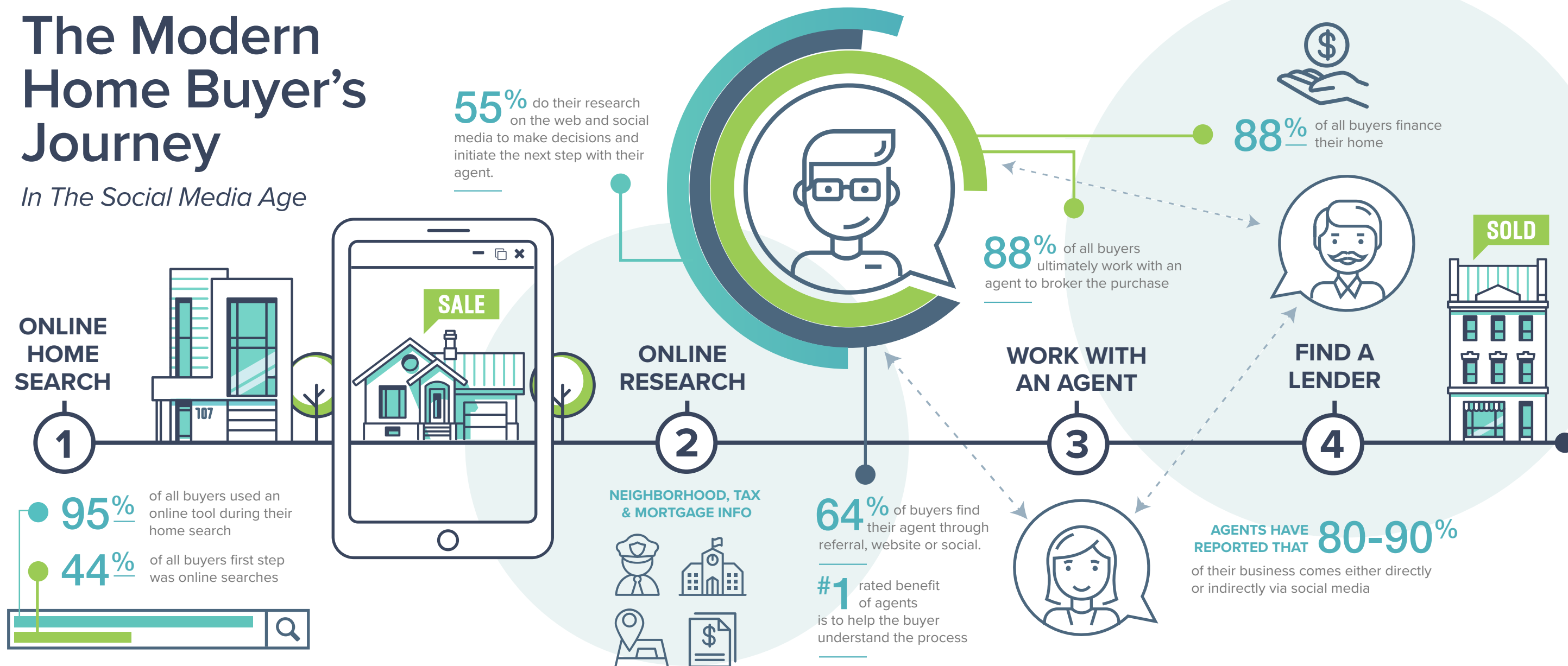


# The Modern Home Buyer's Journey

In The Social Media Age



## Social Selling 101: How Lenders Can Boost Their Social Media Presence to Close More Loans



### PROVIDE VALUE ADDS TO YOUR NETWORK

in the form of quality content including info, guidance, tips or anything that can help solve a problem.



### PUBLISH WITH THE RIGHT CADENCE (4-1-1):

4 relevant industry articles, 1 company update or product insight, 1 personal update. Content Libraries make it easy to store and share pre-approved content.



### PUBLISH AT THE RIGHT TIME

Use a scheduling tool to create posts at your convenience and schedule them to go out when your audience is most engaged.



### BE COMPLIANT

Content must adhere to agency and internal regulations. Use a tool to manage social media compliance processes