



Buying a Home

Marketing Kit



banzai.org



BEFORE YOU GET STARTED

Do you know your subdomain?

The first portion of the URL you share must include your subdomain; otherwise, the link may redirect users to another partner's Wellness Center. See below:

[\[YOUR DOMAIN\].banzai.org/wellness/](#)



If you're unsure about your subdomain, you can find it in two ways:

1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

Marketing Kit Overview

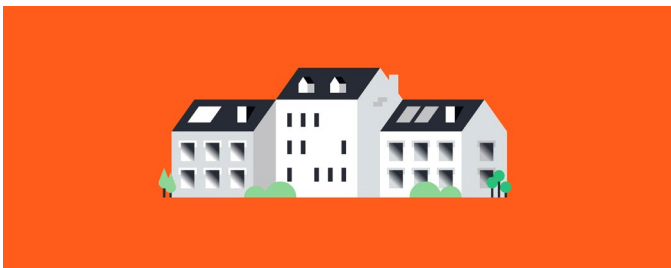
Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



[Article: Mortgage Application Checklist](#)



[Article: Buying a Home](#)



[Article: To Buy or Not to Buy?](#)



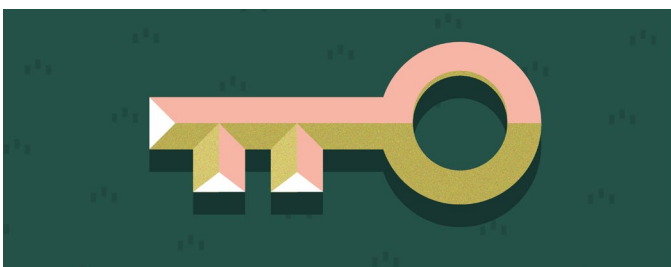
[Coach: What Mortgage Can I Afford?](#)



[Article: Making a Down Payment on a House](#)



[Article: Insuring Your Home](#)



[Article: Working with a Mortgage Lender](#)



[Calculator: Mortgage Affordability Calculator](#)

Social Media

Build brand recognition by posting consistent, high-quality content to social media—without spending hours creating content and writing captions. This kit includes hashtags, captions, and customized images for Facebook, Instagram, and Twitter.

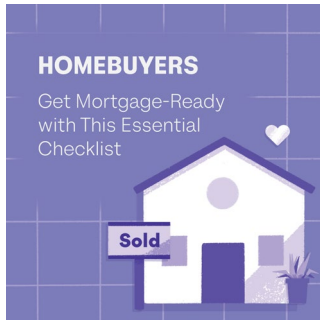
INSTRUCTIONS

1. Click “download” on the platform image
2. Copy and paste the provided caption and hashtags
3. Recommended: link to the correlating Wellness Center resource
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](#))
 - a. **ON FACEBOOK:** paste the URL in a post
 - b. **ON TWITTER:** paste the URL in a tweet or post a Bitly link if the URL is too long
 - c. **ON INSTAGRAM:** post the URL in your bio or use a link-in-bio resource to post multiple links

Posting Frequency

- For a shorter campaign: post daily
- For a longer campaign: post every 2-3 days
- Vary your posting times to see what results in the best audience engagement

Social Media Post #1 - [Mortgage Application Checklist](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Check out this Mortgage Application Checklist on our website for a smooth and successful home buying process.
Twitter (X)	Download	Searching for your dream home? Make sure you're prepared with this Mortgage Application Checklist on our website!
Instagram	Download	Don't let paperwork overwhelm you. Stay organized when buying a home with this Mortgage Application Checklist on our site.

HASHTAGS

#MortgageApplication #HomeBuyingTips #NewHomeowners #RealEstateAdvice #HomeBuying #HomeOwnership

Social Media Post #2 - [Buying a Home](#)

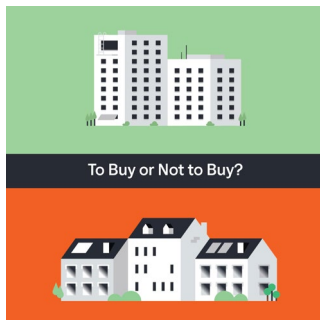


PLATFORM	IMAGE	CAPTION
Facebook	Download	Discover our comprehensive "Buying a Home" article and start the exciting journey of finding your dream home.
Twitter (X)	Download	Gain valuable insights on the home buying process with this "Buying a Home" article on our website.
Instagram	Download	Ready to make your dream of owning a home a reality? Don't miss out on this essential guide—Buying a Home—on our site!

HASHTAGS

#BuyingAHome #DreamHome #HomeOwnership #RealEstateTips #HomebuyingTips #RealEstateGoals

Social Media Post #3 - [To Buy or Not to Buy?](#)

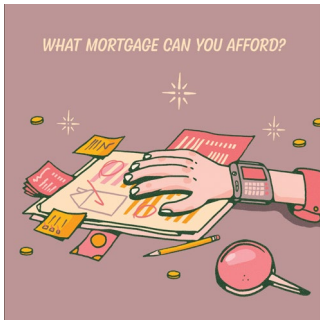


PLATFORM	IMAGE	CAPTION
Facebook	Download	Unsure if homeownership is right for you? Our article, "To Buy or Not to Buy," dives deep into what factors you should consider.
Twitter (X)	Download	Renting or buying? This article, "To Buy or Not to Buy," on our site weighs the pros and cons to help you explore the financial, lifestyle, and long-term implications of buying or renting.
Instagram	Download	Searching for the perfect home? This "Buying a Home" article is here to guide you through that process! Check it out on our website.

HASHTAGS

#Homeownership #RentingVsBuying #RealEstateDecisions #FinancialPlanning #Homeownership #PersonalFinance

Social Media Post #4 - [What Mortgage Can I Afford?](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Before you lock it in, check out the “What Mortgage Can I Afford?” Coach on our website.
Twitter (X)	Download	Considering a mortgage? The Banzai Coach on our website can help!
Instagram	Download	Pursuing a home loan? The Banzai Coach on our site will help you learn what you can afford and what costs you should be aware of.

HASHTAGS

#MortgageCoach #MortgageAffordability #HomeBuying #RealEstateFinance #FinancialPlanning #HomeOwnership

Social Media Post #5 - [Making a Down Payment on a House](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Ready to make your homeownership dreams a reality? This article on our site is here to guide you through each crucial step toward making a downpayment.
Twitter (X)	Download	From budgeting to assistance programs, this article on our website is packed with strategies and tips to help you plan for making a downpayment.
Instagram	Download	Saving for a downpayment? Discover practical tips to save, budget, and explore downpayment planning strategies.

HASHTAGS

#Downpayment #Homeownership #SaveForAHome #RealEstateInvesting #RealEstateTips #SavingsGoals

Social Media Post #6 - [Insuring Your Home](#)






PLATFORM	IMAGE	CAPTION
Facebook	Download	Learn how home insurance works and why it's important with this article on our website.
Twitter (X)	Download	Is your home insured? This article on our site is ready to help you understand the ins and outs of insuring your home. Check it out today!
Instagram	Download	Overwhelmed with the idea of insuring a home? Understand important home insurance basics with this article on our site.

HASHTAGS

#HomeInsurance #PropertyInsurance #InsuranceCoverage #HomeProtection #Insurance101 #HomeownersInsurance

Social Media Post #7 - [Working with a Mortgage Lender](#)

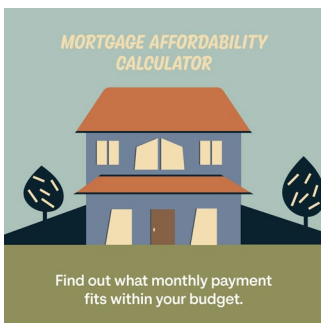





PLATFORM	IMAGE	CAPTION
 Facebook	Download	Read this article on our site to learn how to find the right mortgage lender for you.
 Twitter (X)	Download	Pursuing a home loan? This article on our site will help you understand what a lender will require, what a loan application asks, and more.
 Instagram	Download	Don't let the market get you down. Read this article on our site to learn what to expect when you start talking with a mortgage lender today.

HASHTAGS

##MortgageLenders #HomeLoans #RealEstateFinance #MortgageTips #HomebuyingAdvice #HomeLoanJourney

Social Media Post #8 - [Mortgage Affordability](#)



PLATFORM	IMAGE	CAPTION
 Facebook	Download	Take control of your home buying journey with our Mortgage Affordability Calculator!
 Twitter (X)	Download	Wondering how much house you can afford? Check out this mortgage affordability calculator on our site.
 Instagram	Download	It's time to find the home that fits your financial goals. Learn what you can afford with this calculator on our site.

HASHTAGS

#MortgageCalculator #HomeAffordability #HouseHunting #RealEstateFinance #FinancialPlanning

Email Templates

This informational email template showcases the content you offer your community through your Banzai sponsorship. Copy and paste the provided email template, add images, and hit Send.

INSTRUCTIONS

1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](#))

Sample Email Template

SUBJECT LINE: Discover what you can do today to become a homeowner

BODY TEXT:

Whether you've built a business already or are looking to, odds are you'll need a little help along the way. It's a good thing [\[YOUR ORGANIZATION NAME\]](#) has the resources you need to improve or build a business.



Buying a Home

This Banzai article helps you define your home-buying goals, consider where you want to live, the features you're looking for, what you can afford, and a realistic date to have the money you'll need. Then it teaches you how to apply the concepts you learned into making key home-buying decisions [here](#).



What Mortgage Can I Afford?

This Coach session guides you through setting a monthly mortgage payment goal and finding a house you can afford based on that. It also explains the main factors that affect mortgage costs [here](#).



Mortgage Affordability Calculator

Can you afford a mortgage based on your income and budget? This Banzai calculator helps you figure that out [here](#).

Visit [\[YOUR DOMAIN\].banzai.org](#) to check out our huge library of articles, calculators, and Coach sessions designed to help you with all of your financial questions.



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