



# 2023 BROKER DIGITAL MARKETING TOOLKIT

[www.visiolending.com](http://www.visiolending.com)

Get the Most Out of Your  
Digital Marketing Efforts to  
Attract Real Estate  
Investors in 2023





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At Visio Lending, we believe your success is our success. We strive to provide our brokers with the tools to be successful and grow with us. The Visio Lending Marketing Department put this Digital Marketing Tool Kit together to help Visio Brokers.



# GETTING STARTED WITH SOCIAL MEDIA MARKETING

*Social media platforms offer users the perfect places to connect with friends, follow celebrities, get news, and engage with business owners of all kinds — including brokers. In this day and age, being active on social media is a must for small business owners. Here's how to get started with social media to grow your real estate business.*

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## Research First

Before you make a business account on any social media site, search within the platform for connections within the real estate industry.

Search for terms such as real estate, landlord, flip, buy-and-hold, etc., to see which industry players are active on the top social sites (competitors, possible business contacts, partners, etc.). You will find that some social networks are more suited to your business than others.

## Create a Strategy

Once you have a sense of where you want to engage, the next step is to figure out what your goals are, the type of content you plan to post, and with whom you'd like to engage. When building your strategy, here are the best content types to share on each platform.

- **Blog Posts:** Blogs are fantastic to share on social media and build authority and presence on a topic. For more information on content marketing for brokers, see our [full guide here](#).
  - *Platforms to share on: Facebook, LinkedIn, Pinterest*
- **Surveys:** Encourage your audience to engage with your brand and give you instant feedback. [SurveyMonkey](#) is a great, free tool to collect survey data.
  - *Platforms to share on: Facebook, Instagram, Twitter, LinkedIn*
- **Reviews:** Share stories of happy customers that connect to your brand's message.
  - *Platforms to share on: Instagram, Twitter, LinkedIn, Facebook, Pinterest*

# GETTING STARTED WITH SOCIAL MEDIA MARKETING

## Create a Strategy

- **Aesthetic Visuals:** Social media is very visual. Draw attention with eye-catching graphics.
  - *Platforms to share on: Facebook, LinkedIn, Pinterest*
- **Industry News:** Share relevant news from reliable sources.
  - *Platforms to share on: LinkedIn, Twitter, Facebook, Instagram*
- **Video:** How-to's and educational videos do well on social media.
  - *Platforms to share on: LinkedIn, Twitter, Facebook, Instagram*
- **Branded Images:** Share your own images and infographics. Not sure where to get started on these? Check out [Easel.ly](https://easel.ly/).
  - *Platforms to share on: YouTube, Facebook, LinkedIn, Instagram*

## Talk with Your Customers

Posting is not the same as engaging. The most important thing to remember is that social media is a two-way conversation. Long gone are the days of traditional advertising where you can talk to your customers. Now you have to be able to talk with them and involve them.

## Be Consistent

One of the worst things you can do in social media is to start a profile and not keep it up. Before you enter into a social media space, make sure you have the time and resources to continue to post, follow, connect, and engage regularly (every day in many cases) so that you can reach your audience and become a source of information for them — which brings us to our last tip.

## Don't Oversell

Social media is not the place to bombard customers with advertising and "all about me" content. Businesses that have the most success using social media as a marketing platform do so by becoming the place to go for advice, information, and industry perspective, not by being a walking advertisement.



# BUILDING AN AUDIENCE ON SOCIAL MEDIA

*Social media marketing might feel like a slow push, but with consistency and habitual efforts, you will see the return. Follow these steps from [Instagram influencer Tiffany Yang](#) on how to grow your industry reach:*

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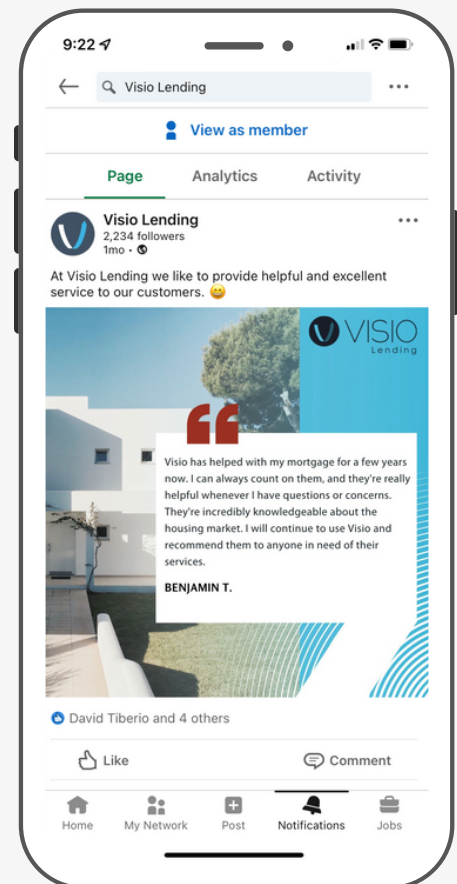


## Polish Your LinkedIn or Facebook Page

Check your privacy settings on your profiles to make sure what you'd like to be visible to the public is actually visible to the public. This includes:

- Email address
- Contact phone number
- Title
- Links to your website

Ask yourself what you'd like to see on a mortgage professional's page within thirty seconds that would make you want to engage. Then, add it.



# Start Sharing Industry-Related News That Sparks Your Interest

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## Find an article worth sharing:

As an example, let's use "How to Spot a Good Real Estate Investment In a Tumultuous Market" from [Forbes](#). Since Visio Lending is the nation's premier rental loan lender, this article is highly relevant to our audience. Plus, it comes from a reliable source.

## Craft a short blurb as to why you're sharing this article on your feed:

Here's our example from the Forbes article: "In the midst of frequent rate increases and soaring inflation, Forbes contributor Adam Kaufman believes real estate is a way investors can stabilize their portfolios. 'Higher interest rates are making it more expensive to finance a home purchase, thus keeping would-be homebuyers in the rental market and supporting demand for single-family rental asset classes,' he says. Check out his full commentary."

## Share away:

Paste the link into the post box, and it will populate a featured image and link for you. Once it does, it is safe to delete the link to make it look cleaner (your viewers will still be able to click). Don't forget to add your hashtags for additional reach and searchability!



## Generate & Share Original Materials

Share personal updates with your audience such as:

- Industry experience
- Relevant loan scenarios
- Personal career updates
- Inspirational quotes and content

Key Tip: The formula for posting can bring in new clients and partners. Present the relatable concern/problem and how your services are a solution.

## Connect with Other Mortgage Industry Professionals

Having peers share your content will boost your engagement and reach more people. A great way to find industry leaders and professionals is to join groups.

Both LinkedIn and Facebook have dedicated groups, or spaces on the network for people with similar interests to connect and discuss topics.

Finding relevant groups is easy, too. Simply search both platforms for keywords you are looking for such as “mortgage broker,” and filter to groups.



**Engage**  
**Engage**  
**Engage**

Share and like other content on social media and engage in comments. Social media is about building and nurturing relationships. This is a foundational way to increase your reach to more potential clients and partners.

# Social Media Best Practices for Brokers

*The two most common platforms for professional marketing are LinkedIn and Facebook due to their wide use and focus on longer-form information (rather than images or short messages). Let's take a look at the best practices for using both.*



## LinkedIn:

LinkedIn is a professional platform, so you should always be cognizant of presenting your content in a professional manner. Some other key tips to keep in mind include:

- Make your posts more appealing by incorporating a question, or even a current event/topic.
- Use relevant and popular hashtags like:

**#interestrates**

**#financing**

**#investments**

**#realestate**

**#mortgagebrokers**

- Your goal is to always be perceived as a reputable and trusted expert in your industry.
- You may want to include your email address or prompt them to message you for more information regarding your posts (not necessary for every post because the goal of LinkedIn is to be trusted and reputable, not sales-y).
- Share success stories about your happy investors and borrowers.
- Share your positive reviews, thanking your clients for their kind words.
- Re-share content from industry leaders that is relevant and appealing to your clientele.
- Stay engaged with your feed. The more you stay engaged, the more people (and potential new clients) will engage back.
- Remember to tag people if you are mentioning them. You can do this by using the @ sign. Tagging people typically increases the visibility of your posts.



# Social Media Best Practices for Brokers

## Facebook:

Facebook is a much more personable platform. This is where you can shed a bit of your professionalism (key words: a bit) and be more candid. Follow these best practices when posting:

- Don't use any hashtags.
- Don't oversell to your friends.
- Share your success stories and reviews, with gratitude — in hopes your friends can refer more to you.
- Use pet photos, share your family, and continue posting all your candid posts — the more people engage with you regularly, the more likely they will see your mortgage-centric posts.
- Make your posts funny, use memes about the crazy mortgage industry, and make light of all the hard work you do.
- Tag your location! If you are at an industry event, always tag your location.
- If you make a post in hopes of getting clients or sharing an industry event, consider making that post public. In other words, check your privacy settings to make sure people outside of your network can engage with your posts.



Visio Lending  
@visiolending



We've been spotted! Thanks for hosting such a great event [@originatorconnectnetwork!](#) Our Senior Account Executives loved meeting Colorado brokers and teaching them out our leading rental loans.



# Email Marketing

*Email marketing is an affordable way for brokers to establish themselves as industry authorities and to keep their clients in the loop with product offerings, rate drops, closed loans, etc. The data on the positive effects of email marketing is astounding. We pulled the latest statistics from [Constant Contact](#) to show the power of email marketing.*

## Why brokers Need Email Marketing

**61%** | 61 percent of consumers enjoy receiving weekly business emails.

**306B** | 306 billion emails are sent every day

**21%** | 21% of emails are opened within the first hour, making it a fast way to reach customers

**\$36** | Email generates \$36 for every dollar spent (3,600% ROI!).

**60%** | 60 percent of consumers say they've made a purchase as the result of a marketing email they received

**4B** | Email is used by 4 billion people- over half of the world population



80 percent of businesses say email marketing drives customer acquisition and retention

**In this guide, we are going to take a closer look at:**

[When Brokers Need Email Marketing](#)

[How to Get Started with Email Marketing](#)

[Explaining Email Marketing Metrics](#)

[Free Broker Email Templates](#)



# WHEN BROKERS NEED EMAIL MARKETING

*The data for using email marketing is powerful, but not necessarily ideal for every business communication. For instance, content marketing is best for examples of loan scenarios and FAQs, and social media marketing is best to share news articles and connect with other industry leaders. Here is when email marketing makes the most sense.*

## Nurture Leads

Lead nurturing emails are designed to build relationships with your contacts and database. These emails should be:

- **Customer-focused:** Rather than talking about yourself and your accomplishments, talk about how you can help your customers.
- **Personalized and targeted:** Marketing emails should only be sent to contacts they are relevant to. Owner occupiers do not want to hear about investor loans, and vice-versa.
- **Educational:** Only send emails that provide value to your clients. Otherwise, people will unsubscribe or ignore them.

For additional guidance, see our [relationship-building templates](#).

## Share Product Updates

Brokers should use email marketing to share a new loan product or feature, such as lower rates, new rate structures, etc. Here are some tips for product email marketing success:

- **Be consistent with your messaging and language:** If you talk about rental loans, do not switch the terminology to loans for buy and hold investors.
- **Add an image:** Emails with images tend to get higher engagement.
- **Keep the content short and sweet:** Focus on what is important and leave everything else out. Bullet points can be a great tool as well.

## Promote Your Content

For brokers with blogs, sharing your content provides industry authority and establishes credibility. The content you send in the emails should be:

- **Relevant:** Do not send tips on improving your credit score to contacts with 800+ credit scores.
- **Highly researched:** Make sure all your content is accurate and credible.
- **Grammatically correct:** Poor grammar and spelling will lower the authority you are trying to build as an industry expert.



# GETTING STARTED WITH EMAIL MARKETING

*Many brokers have large databases that they like to keep in touch with via email. However, it is hard to stay in touch with everyone regularly or bulk mail your clientele through an email account such as Gmail or Yahoo. That's where the concept of an email marketing platform comes into play. A good platform will store all your clients, let you create and send emails, and track data on how well your emails did. Let's take a closer look at the benefits of an email marketing platform and some of your options.*

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## Why Brokers Need Email Marketing Platforms

An email marketing platform has the features small businesses need to manage a contact list, create engaging email campaigns, and report on their performance.

In your basic mail group service, you have a contact list that you can email or organize into groups. With an email marketing platform, you can more thoroughly manage your contacts. One key feature of an email marketing platform is the ability to segment your lists. This is important because it enables you to target your emails to those most interested.

You can break down your emails potentially by:

- Age
- Geography
- Gender
- Past behaviors and engagement (for example, someone that opened or did not open your last email)

Another key benefit to a good contact management system is it will enable your contacts to opt-in or out of your emails without contacting you.





## Email Campaign Optimization

Most email marketing services offer branded templates and tools to create interactive emails. This could include:

- **Calls-to-Action (CTAs):** CTAs are buttons or links in your email telling your contacts what to do next. It could be “Learn more,” “Call Now,” “Contact Us,” etc.
- **Landing Pages:** Good email marketing platforms enable you to link your email CTAs to a landing page or a page with a form your contacts can fill out to show interest. This will keep you organized and looking professional.

**A/B Testing Abilities:** If you are wondering what time of day is best to send out an email or which subject line will perform better, an email marketing platform can help you find out. You can simply use A/B testing functionalities to split your email into two groups and see which one is most effective.

## Reporting & Email Metrics

Since you have all the optimization features, you need a way to measure your success. While many mail groups allow you to send a read receipt to see if your contacts opened your email, an email marketing platform will actually tell you who opened the email, how much time they spent reading it, and where they clicked. Here are some of the key metrics to look for:

- **Open Rate:** The percentage of recipients who opened your email.
- **Click-through Rate:** The percentage of recipients who opened your email & clicked.
- **Unsubscribes:** The percentage of people who received your email and opted out.

These metrics can help you gauge audience interest and improve upon your emails. While it may seem complicated, with a solid marketing platform it will only take you minutes instead of hours on a mail group. We'll take a closer look at metrics later in this toolkit.



# Email Marketing Platforms

*There are countless email marketing platforms available, and more seem to pop up every day. If you have one you like — that's fantastic, and you are ahead of the curve. If you have no idea where to start, we evaluated platforms and narrowed them down to our top two that we think are very user-friendly and easy to quickly get started on.*

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## Constant Contact

- **Features:** User-friendly and customizable email templates, contact management, tracking tools on email marketing statistics, triggered emails such as a welcome to email new subscribers, image library, pop-up forms, and ability to send unlimited emails.
- **Pricing:** Varied based on the features and number of contacts; starts at \$9.99 per month for the Core Plan.
- **What it's best for:** Beginner email marketers looking for a simple, user-friendly, and reliable platform.

[Click here for a 60-day free trial of Constant Contact.](#)

## Mailchimp

- **Features:** User-friendly and customizable email templates, contact management, tracking tools on email marketing statistics, email campaign organization, pop-up forms, landing pages, and automated emails.
- **Pricing:** Varied based on the features and number of contacts; start FREE with the ability to send 10,000 emails per month.
- **What it's best for:** Comprehensive marketing all-in-one solution at incredibly affordable pricing.

# EMAIL MARKETING METRICS FOR BROKERS

*As we discussed, one of the key differentiating factors between an email marketing platform and a mail group like Gmail is the access to comprehensive marketing metrics. Email metrics can be a powerful tool to help businesses gauge audience interest in their emails and help identify opportunities for improvement.*

*We know these metrics can seem complicated at first, but we're here to guide you and make them easily digestible. We believe that with consistent efforts and just 30 minutes per week, you can improve your email metrics, and therefore drive business and improve your ROI. Stick with us as we dive into some of the key email marketing benchmarks, what they mean, and how they can help you acquire more business.*

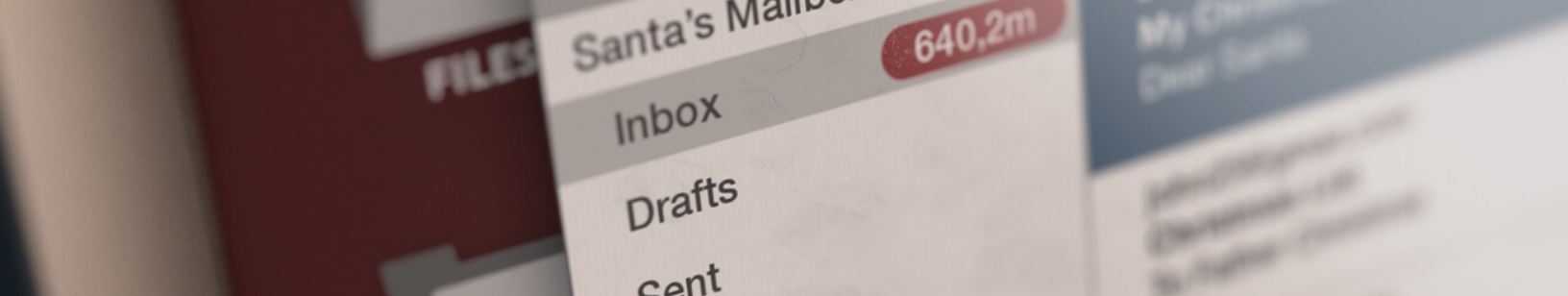
## Open Rate

Let's start with open rate, which indicates how many people are opening your emails. An open rate is the percentage of recipients who open a given email. For instance, if you send an email to **200** recipients, and **50** people open the email, your email has a **25%** open rate. As a standard benchmark, Constant Contact recommends aiming for a **16%** open rate. Some of the factors that contribute to your email being opened are:

- **Subject line:** Which would you rather open — “Here is my June Newsletter,” or “Unlock positive cash flow this June”? The more enticing the subject line, the more likely people are to open it.
- **Time of day:** Are you more likely to open an email at midnight or at lunchtime? Timing can have an impact on the number of people who open your business emails.
- **Quality of your list:** If your list is purchased, the contacts will not be expecting to hear from you or necessarily find your emails relevant. If your list is clients you have established relationships with, they will be more likely to engage with your content.

When improving your open rate, keep it simple and test one variable at a time. This will help you better gauge the effects. Also, note that email marketing is a process. It is unlikely that you will have your target open rate on your first email or even by your fifth email. However, do not be discouraged. If you put 30 minutes a week into improving your open rate through different factors like the ones we mentioned, you will reach the industry average open rate in no time. Plus, we're here to guide you and provide you with the tools to build a successful email marketing strategy.





## Click-Through Rate

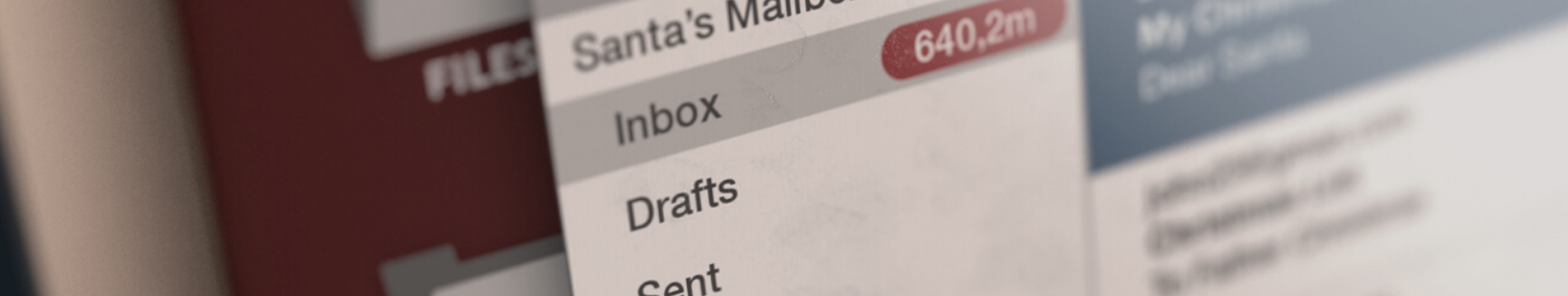
Once you've mastered open rate, you can move on to click-through rate, which indicates the actual engagement of recipients who opened your email. The click-through rate, or CTR, is the percentage of people who clicked a link or button in the email from the total that opened it. So, in our previous example, if **200** people received the email, **50** people opened the email, and 10 people clicked on the email, your email has a **20%** CTR.

HubSpot Marketing Software says to use **7.8%** as a benchmark. While open rate is a reflection on your list and subject line, CTR is a reflection on the actual body of the email. Here are some factors that can impact your click-through rate:

- **Inclusion of an image in your email:** Email marketing platform Mailchimp found that email campaigns with pictures had **42%** higher CTRs than email campaigns without images. However, if your email has over ten images, it will negatively impact your CTR.
- **Inclusion and placement of CTAs:** CTAs or Calls-to-Action are buttons that tell the reader what to do next, such as *"Read More," "Contact Us,"* or *"Get Started."* Including a CTA and placing it visibly and strategically within your email will improve your click-through rate.
- **Quality of your email:** This is the biggest factor and the hardest to fix. We will include more guides on creating high-quality emails, but for now, a key thing to keep in mind is the relevance of content to your audience.

Like open rate, improving your click-through rates requires consistent efforts. However, we think you can spend less than half an hour per week on improving your click-through rate and see substantial results within one month.





## Unsubscribe Rate

The unsubscribe rate indicates how many email recipients do not want to receive your emails. This is calculated as the percentage of email recipients who receive your email and indicate they do not wish to receive further communications from you. So, if one person out of your **200** recipients unsubscribes, you have a **0.5%** unsubscribe rate. As a benchmark, HubSpot Marketing Software says to aim for **0.48%** or less. The unsubscribe rate is a tool to keep your email list healthy (this is important to make sure email service providers do not block your emails from going through), and make sure you are targeting the right audience. Do not worry if your unsubscribe rate is high. There are many reasons people unsubscribe from emails including:

- **The provider sent too many emails:** This is okay if the majority of your email list is engaged with your emails, but can become annoying if they aren't.
- **The content is no longer relevant:** This is to be expected if a client no longer needs information regarding loans or financing.
- **The recipient never signed up for your email in the first place:** This is why we always recommend organically engaging your contacts, instead of purchasing lists.

The more you whittle out your email list to the people who want to hear from you, the higher your open rates and CTRs will be.

Essentially, open rate, CTR, and unsubscribe rate work together to give you a clear picture of how your emails are performing. The more you improve all three, the better your emails will become, and the more business you will draw.

# Proven Broker Email Templates

*As we said, we're here to guide you, and we happen to have a lot of experience engaging real estate investors via email. Here are some tried and true templates for you to use.*

## The Buy-and-Hold Rental Email Template

**Preview Text (the short summary text that follows the subject line):** I've partnered with the nation's leader in rental loans to offer you 30-yr terms, no balloons, & simple pricing based on property cash flow.

New message

To

Subject **Grow Your Rental Portfolio with 30-Yr Loans**

Hi XXX,

As a broker, I strive to provide you with the best deals and the most reliable lenders. If you are looking to grow your rental portfolio, I would love to help you get financing that includes:



- Full 30-year terms
- No DTI or personal income qualification
- No tax return or 4506 requirements
- Cash-outs to buy more properties



Want to learn more and get started with your loan? Contact me anytime via phone XXX-XXX-XXXX or via email [insert your email address]. Looking forward to working with you and helping you achieve your investment goals.

Sincerely,

[Insert Your Name and Email Signature]

Send

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 | 



# Proven Broker Email Templates

*As we said, we're here to guide you, and we happen to have a lot of experience engaging real estate investors via email. Here are some tried and true templates for you to use.*

## The Vacation Rental Email Template

**Preview Text (the short summary text that follows the subject line):** I've partnered with the nation's leader in vacation rental loans to make sense of short-term rents and help you grow your vacation portfolio.

New message

To

Subject **Did you know I help finance short-term rentals?**

Hi XXX,

As a broker, I strive to provide you with the best deals and the most reliable lenders. If you are looking for a vacation rental loan (short-term rental), I would love to help you get financing that includes:



- Common sense underwriting of your short-term rents
- Full 30-year term (no balloons) for your peace of mind
- No tax return requirements
- The ability to finance in an LLC



Want to learn more and get started with your loan? Contact me anytime via phone XXX-XXX-XXXX or via email [insert your email address]. Looking forward to working with you and helping you achieve your vacation rental investment goals.

Sincerely,

[Insert Your Name and Email Signature]

Send

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# CONTENT MARKETING

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Mailchimp defines content marketing as a marketing strategy used to “attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.”

They further explain that this approach “establishes expertise, promotes brand awareness, and keeps your business top of mind when it’s time to buy what you sell.”

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Convinced you need to start on your content strategy? We’re here to help.

**Clearly, content marketing is a powerful tool. In fact, Codeless Interactive found that:**

- Content marketing costs 62% less than other forms of marketing and generates 3x the amount of leads
- Businesses with a content marketing strategy see 6x higher conversions than those without one
- 86% of successful businesses use content marketing

# Forms of Content Marketing for Brokers

*Content marketing comes in many shapes and sizes. When deciding which one to pick, we recommend playing to your strengths and tapping into your resources. Are you a writer or work with a writer? Try a blog! Do you have a booming radio voice? Consider a podcast. Here is a brief overview of the different forms of content marketing to consider.*

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**Case Studies:** Tell clients about unique loan scenarios you were able to help with. It will boost your credibility and they'll love it.

**Checklists:** These are very popular and really build authority. Brokers could create ones such as "5 Things to Consider When Getting a Loan" or "Loan Document Checklist."

**Original Research:** What have you learned as a broker? Share your unique insight and experience from working in the industry!

**Polls:** Create and share your own polls on social media or via [email](#). This could range from "What's your credit score range?" to "Which loan program interests you most?"

**Flyers:** These are a marketing classic and have been around for so long for a reason. Check out our [Broker Page](#) for free downloadable flyers.

**Infographics:** Visualizing data or trends is a great way to break down or share information. These could be the "Ten Hottest Neighborhoods in Philadelphia" or "Three Easy Ways to Raise Your Credit Score."

**Webinars:** Host a Webinar on the loan process or other areas of expertise. This again builds your credibility and authority in the space.

**Blogs:** Blogs are increasingly popular and can act as a wider funnel to bring people to your business. If you are unsure of what to blog about, check out our [15 Blog Post Ideas for Brokers](#).





# Getting Started with Content Marketing

*So you've decided that you want to dive into content marketing. We are going to guide you through it, but let's start with the visual elements. Blogging is its own full medium, which we'll dive into more in-depth later on. For your infographics, flyers, checklists, case studies, etc., here are two very useful and free platforms.*

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## [Canva](#)

- What it's best for: Presentations, social posts and graphics, flyers, one-pagers, letterheads, invitations, social ads, and announcements.
- Why we like it: Canva is extremely user-friendly with access to over 8,000 templates and millions of free photos. Plus, it gives you the exact size you need for each kind of social graphic (you'll need different image sizes for a Facebook post than you will for Instagram, etc.).
- How to use: Simply select the kind of image you need to generate and either work off a free template, or design from scratch with access to photos, shapes, clipart, text, and more.

## [Easel.ly](#)

- What it's best for: Infographics, timelines, charts, and reports.
- Why we like it: Easel.ly makes it simple to use a template to customize your own information into a pre-existing design. It also enables you to add links to all your images (eg. so you can link users to more information on a topic).
- How to use: Search through the hundreds of free templates and find one you like. Then, make it your own with your data, style, and information.

# The Power of Blogging

*There are many ways to utilize content marketing. Yet blogging, in particular, is taking over the internet. In fact, OptinMonster found that there were over 500 million worldwide blogs. Here are some other compelling reasons to start a blog:*

## Why Brokers Need Blogs

**2X** | Businesses that blog experience twice as much as email traffic as businesses who don't

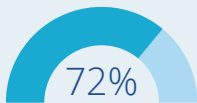
**409M** | Each month, approximately 409 million people view more than 20 billion pages

**13X** | Marketers who prioritize blogging are 13x more likely to have a positive ROI on their efforts

**77%** | 77% of internet users read blogs

**67%** | B2B marketers who have blogs get 67% more leads than those who don't

**97%** | Companies who blog get 97% more links to their websites



72% of online marketers describe content creation as their most effective SEO tactic.

**If you think that blogging can grow your business but are unsure where to start, we've got you covered.**

# Getting Started with Blogging

*In order to have a blog, you are going to need a hosting platform, which is a space for your blog to live online and be shared out. There are two free providers we recommend that are user-friendly and easy for brokers to quickly get set up on.*

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## WordPress

- What it's best for: Brokers looking for a website and blog hosting platform all in one.
- Why we like it: WordPress is extremely user-friendly (no coding required,) and it comes with ample free design templates you can pick from to customize your look with ease.

## Blogger

- What it's best for: Brokers looking for a simple, stand-alone blogging solution.
- Why we like it: Blogger is a Google partner with seamless integration into your Google accounts and fantastic analytics.



# Blogging Ideas for Brokers

*So you've set up your website and blog — what now? Before you begin writing, a good starting point for new bloggers is to consider the different types of blog posts.*

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## Broker Blog Topic Ideas with Resources

For further guidance on your blogging, we have put together some topic ideas with resources:

- **How to Finance a Rental Property:** Write about the types of financing available for residential rental properties, including bank loans, alternative lenders, and conventional financing. Explain why private lenders are ideal for experienced investors and the kinds of offerings investors should look for, such as low doc. Refer to our [\*"Guide to SFR Real Estate & Types of Loans"\*](#) and our [\*"Guide to Buy and Hold Real Estate Investing"\*](#) for references.
- **Understanding Debt-Service Coverage Ratio:** Explain the concept of DSCR and how it helps determine interest rate. Also consider diving into ways to lower your DSCR such as increasing rent and paying more upfront. Check out our [\*"Guide to DSCR Ratio & PITIA in Real Estate"\*](#) for help.
- **Building Wealth with a Cash-Out Refinance:** Explain the concept of refinancing and the difference between a cash-out refinance and a rate and term refinance. Elaborate on how a cash-out refinance is a powerful tool to help real estate investors grow their rental portfolios. For guidance on this topic, [\*see our post on refinancing\*](#).

## Types of Blog Posts

Like content marketing, blog posts can come in a variety of styles with a range of different purposes. Here are a few of the main ones and some examples with each:

- **Listicles:** Everyone loves lists, and you can create them on just about anything. Some ideas for brokers include "10 Reasons You Need a Mortgage Broker" or "6 Questions to Ask Your Broker."
- **Interviews:** Interview colleagues and fellow industry experts, and format the post in a Q&A style. You could interview realtors, home inspectors, or title company representatives.
- **How-To Guides:** How-tos are great for brokers who have information to share that your clients are looking for, such as "How to Refinance Your Mortgage."



# Blogging Ideas for Brokers

*So you've set up your website and blog — what now? Before you begin writing, a good starting point for new bloggers is to consider the different types of blog posts.*

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## Broker Blog Topic Ideas with Resources

For further guidance on your blogging, we have put together some topic ideas with resources:

- **How to Finance a Rental Property:** Write about the types of financing available for residential rental properties, including bank loans, alternative lenders, and conventional financing. Explain why private lenders are ideal for experienced investors and the kinds of offerings investors should look for, such as low doc. Refer to our “Guide to SFR Real Estate & Types of Loans” and our “Guide to Buy and Hold Real Estate Investing” for references.
- **Understanding Debt-Service Coverage Ratio:** Explain the concept of DSCR and how it helps determine interest rate. Also consider diving into ways to lower your DSCR such as increasing rent and paying more upfront. Check out our “Guide to DSCR Ratio & PITIA in Real Estate” for help.
- **Building Wealth with a Cash-Out Refinance:** Explain the concept of refinancing and the difference between a cash-out refinance and a rate and term refinance. Elaborate on how a cash-out refinance is a powerful tool to help real estate investors grow their rental portfolios. For guidance on this topic, see our post on refinancing.

## Types of Blog Posts

Like content marketing, blog posts can come in a variety of styles with a range of different purposes. Here are a few of the main ones and some examples with each:

- **Listicles:** Everyone loves lists, and you can create them on just about anything. Some ideas for brokers include “10 Reasons You Need a Mortgage Broker” or “6 Questions to Ask Your Broker.”
- **Interviews:** Interview colleagues and fellow industry experts, and format the post in a Q&A style. You could interview realtors, home inspectors, or title company representatives.
- **How-To Guides:** How-tos are great for brokers who have information to share that your clients are looking for, such as “How to Refinance Your Mortgage.”

# How to Format a Successful Blog Post

*In order for a blog to be successful on Google, there are some key elements to include.*

## A Clear and Concise Headline

Appeal to search engines (Google!) and people with a straightforward headline that gives your audience a clear picture of what you are writing about. The reader should be able to tell what they are about to read about from the title alone.

## A Keyword URL

Careful with this one! You don't want to be too keyword-heavy, but having a keyword in the URL is critical for search engines to follow. For example, on a post about DSCR, it would be overkill to use "mortgageblog.com/debt-service-coverage-ratio-dscr-understand-dscr." Simply, indicate what the key topic is in the URL while staying readable and user-friendly.

## Section Headers

Make your blog post easy-to-follow, and let readers jump to the section that particularly interests them.

## Call-to-Action (CTA)

Keep your audience engaged and offer them a next step with a call-to-action button. It could be "Contact Me" or "Call Us," or it could also be an action to keep them engaged with your site, such as "Check Out this Other Post."

## Share Buttons

Make it easy for readers to share your blog post by including share buttons. One click, and they can share your article on all social platforms, or even email out the post (another incredibly valuable form of marketing for brokers), which will increase your website traction.

# White Label Materials

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