

Real Estate Center

Unlocking the power of HomeAdvantage™

You can view the accompanying version of this demonstration as a live website at: www.mycuhomeadvantage.com/abcfcu

How HomeAdvantage is positioned on your credit union’s website can make a huge impact on the program’s overall success. *Case in point:* 40% of all HomeAdvantage users find out about the program by visiting their credit union’s website.

Your credit union can achieve the same results by following our simple online best practices.

1. **Positioning:** Instead of promoting the HomeAdvantage program on your website as a stand-alone product with its own stand-alone page, position it instead as part of a more comprehensive online Real Estate Center. By doing this, your credit union can supply members with a one-stop shop for all their real estate needs – or what we like to refer to as a *real estate easy button*. Be sure to include links to all your credit union’s real estate-related services (i.e. financing, insurance, title, etc.) in addition to the features powered by HomeAdvantage to maximize its time- and money-savings value.
2. **Messaging:** Remember to promote key messages that create a paradigm shift within your members mindset that you are no longer just a lender. Through the HomeAdvantage program, you can now help them “from finding a home to financing one” – and your Real Estate Center is the place to start!
3. **Accessibility:** Engaging members in the earliest phases of the home buying process is critical to success. Make sure your Real Estate Center is easy to find. We suggest adding a fixed graphic on your home page that quickly connects your members to their new Real Estate Center. Many of our partners use a simple icon or symbol of a house with the name of your Real Estate Center, others use a permanent banner image.

NOTE: You don’t have to call it Real Estate Center! *Home Buying Center* and *Home Buying Services* have been used and are completely appropriate. Your credit union should determine how best to name yours based on how you already promote similar services. For example, if you offer *Auto Buying Services*, then *Home Buying Services* would be a natural fit.

On your credit union’s **home** page, consider the following:

Add an icon for your Real Estate Center. *This is your real estate easy button!* It should be easily found on your home page to build member awareness.



Switch your Mortgage Center to Real Estate Center.

Promote your Real Estate Center and HomeAdvantage front and center.

Example Real Estate Center *(continued)*

On your credit union's Real Estate Center page, consider the following:

Adopt our best practices messaging: Search. Buy. Sell. SAVE!

Use an introductory paragraph that promotes your full-service approach to your members real estate needs.

Dedicate space to introduce more details about your HomeAdvantage program, including a rebate chart and a video tutorial (video is available by emailing marketing@curealty.com).

Make the decision to enroll in HomeAdvantage an easy one by giving your members an additional call-to-action: *Enroll today and get a FREE Credit Union Member's Guide to Buying and Selling a Home.*

Promote all your real estate services—not just those powered by HomeAdvantage—in chronological order so that your members can come to this one page and find all the information and links they need.