

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:

ABC FEDERAL CREDIT UNION

Branch Locator ATMs Contact Us Login

Home Checking & Savings Credit Cards **Real Estate Center** Auto Loan Center Planning Insurance

Real Estate Center
Helping you find and finance your next home...*from start to finish.*

Search. Buy. Sell. Save. DONE!
Ready to buy or sell a home? ABC Credit Union is here to help! From finding the home of your dreams to financing it, we want to make every step in your home-buying experience as easy and as affordable as possible.

We can help you:

- Search for a House**
Find your next home by searching current MLS listings made available through HomeAdvantage™. Then save your favorite searches and get email alerts when new properties come up!
[More info.](#)
- Get an Agent Referral**
Need a real estate agent? The HomeAdvantage program has some of the best local agents to help you buy or sell!
[More info.](#)
- Earn a Rebate**
Buy or sell your home with a HomeAdvantage Realtor and get a rebate at closing – the average rebate is \$1,545!
[More info.](#)
- Find the Best Mortgage**
Check out our great home loan options offered at great rates and with great service!
[More info.](#)
- Get Pre-Approved**
Before you get serious about the home you want, find out now much house you can afford with a pre-approval!
[Apply now.](#)
- Get Home Insurance**
Let us customize a home insurance package that meets your unique needs!
[More info.](#)
- Get Title Services**
Let us help protect your investment with title insurance!
[More info.](#)

Learn More About HOMEAdvantage™
Powered by CU Realty Services

ABCFCU's free service gives you access to MLS listings, a network of experienced Realtors, and a rebate at closing. Click [here](#) for more info or to enroll today!

Watch This Video

Search. Buy. Sell. Save. Done!

Estimate Your Rebate

HOUSE/SALE PRICE	MEMBER REBATE*
\$100,000	\$500
\$200,000	\$1,200
\$300,000	\$1,800
\$400,000	\$2,400
\$500,000	\$3,000
\$600,000	\$3,600
\$700,000	\$4,200
\$800,000	\$4,800
\$900,000	\$5,400
\$1,000,000	\$6,000

*Program Disclaimer: The HomeAdvantage program, along with its features and benefits, is available to you through a joint relationship between ABC Federal Credit Union and CU Realty Services. In order to earn a rebate, buyers and sellers must use one of the real estate agents listed on the appropriate Agent Referral. Rebate amounts will vary depending on the price of the house and/or purchase, and the commission paid out to the agent. Rebates are available in many states. Please consult with ABC Federal Credit Union to get details that may affect you.

Get Your Free Guide

Enroll today in HomeAdvantage and receive a free Credit Union Member's Guide to Buying and Selling a Home!

[Enroll Now](#)

Get pre-approved today for the right mortgage
[Apply Now](#)
Great interest. Great service! A partner you can trust.
ABC FEDERAL CREDIT UNION

Checking & Savings Branch Locator
Credit Cards ATMs
Auto Loan Center Contact Us
Real Estate Center Login
Planning

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.