



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

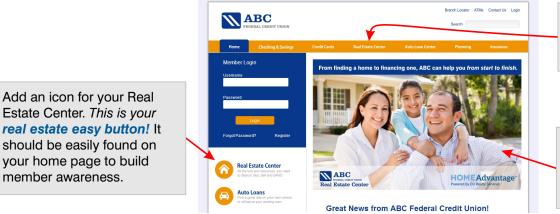
How HomeAdvantage is positioned on your credit union's website can make a huge impact on the program's overall success. Case in point: 40% of all HomeAdvantage users find out about the program by visiting their credit union's website.

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:



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:

