

Overview: The 2022 Mortgage campaign was created to test a variety of new strategies and ad themes to establish an ongoing campaign targeting home purchasers and refinancers.

Audience: The campaign targeted members exclusively focusing on the established trust relationship that they had with the credit union.

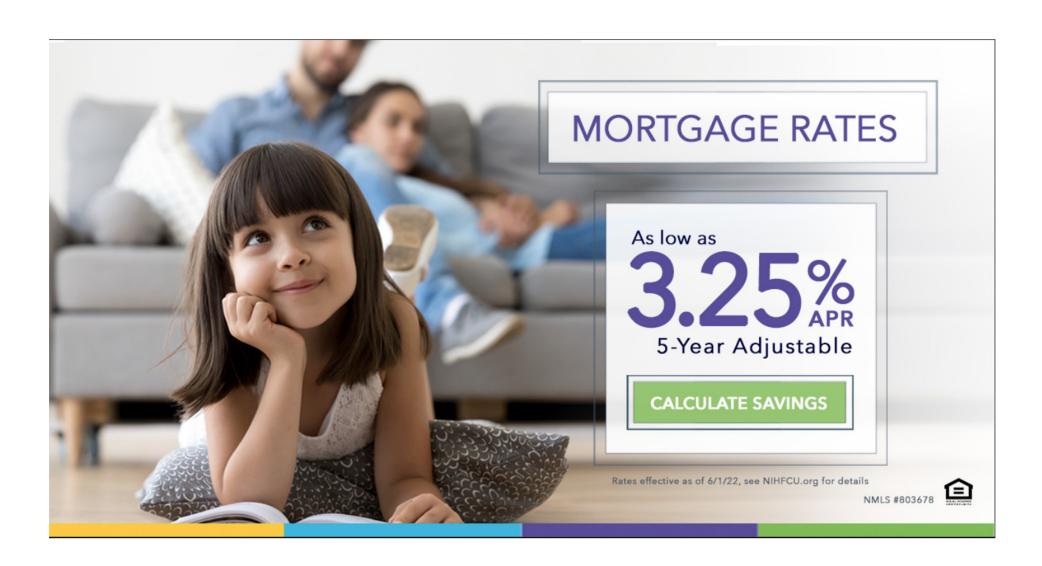
Offer: The campaign tested a variety of offers from specific rates to alternative promotions.

Campaign Launch Date: 7/1/22





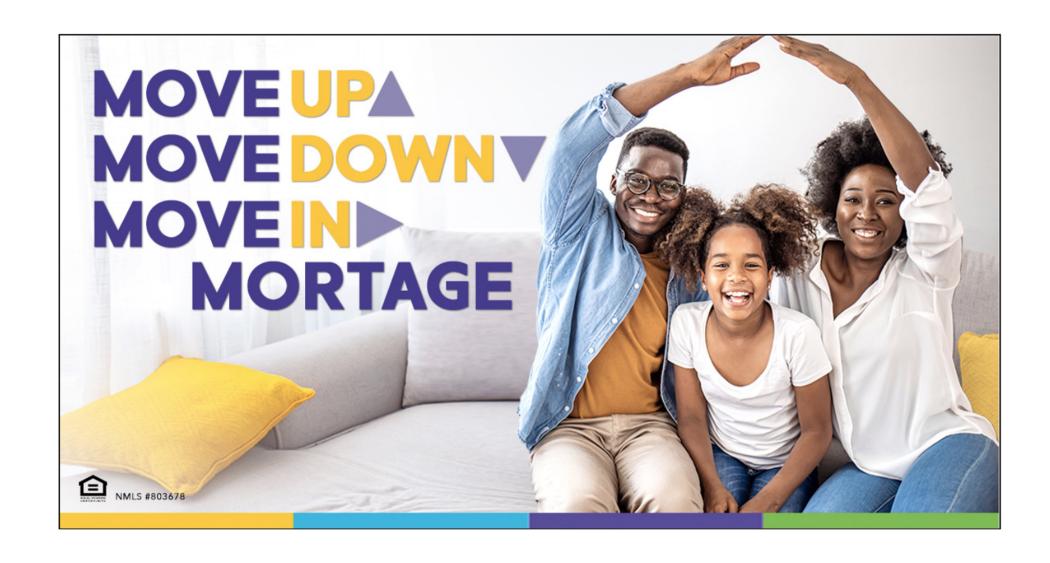






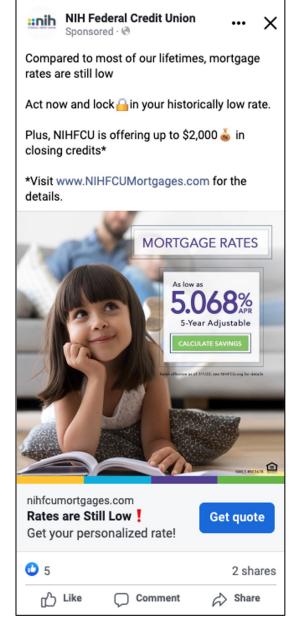
Mortgage Rates Increased to Mortgage rates are surging fa Here's What Experts Forecast expected, prompting econom The Fod will raise interest rate **Mortgage Interest Rates** Forecast: How High The Fed Raises Rates Again! Mortgage Rates Soon to Follow new economic ... Fed issues biggest rate hike in 22 years Mortgage rates rise share! weeks of easing





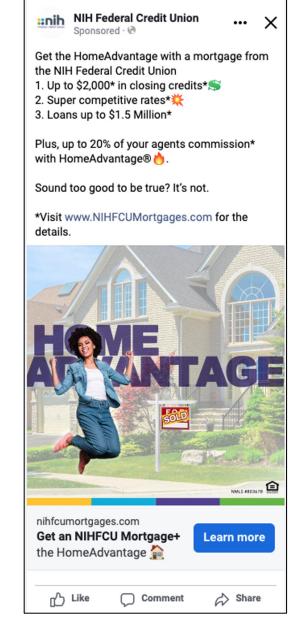


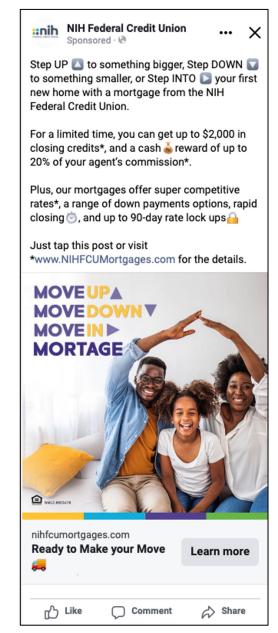














Landing Page

Note: Landing page no longer available online





1 What type of mortgage are you looking for? *

A Home Refinance

B Home Purchase

Rates as low as 5.068%APR* Discover your rate today.

The no place like home mortgage

This Mortgage questionnaire is for informational purposes only, and is not a loan application, an offer of credit, and it will not affect your credit score.

'APR = Annual Percentage Rate. Interest Rates, APRs, and other offers in effect as of June 21, 2022, are subject to change without notice and for new mortgage applications only. Other restrictions apply, A prequalification is an estimate of how much you can borrow to purchase a home and is not a commitment to lend. Before a commitment to lend will be issued, a loan application and a credit check must be completed. All lending decisions are subject to NIHFCU's underwriting guidelines. Equal opportunity lender

NIHFCU Up to \$2,000 Mortgage Credit Terms and Conditions
Offer applies to first lien mortgage loan purchases and refinances (home equity loans/lines are excluded) in NIHFCU's service area. In order to qualify for the NIHFCU Mortgage Credit, application must be received by August 31, 2022 and then close and fund by October 31, 2022. If the mortgage does not close and fund by October 31, 2022 there will be no reward. All rewards will be provided in the form of a closing cost credit of 0.125% of the total loan amount, to a maximum possible amount of \$2,000. Example: \$300,000 loan X 0.1250% = \$375 closing credit. Offer subject to change or cancellation at any time.

HomeAdvantage Reward (20% of agent's commission) Terms and Conditions
Buyers and sellers who select and use a real estate agent in the HomeAdvantage network can opt to receive a HomeAdvantage reward as a closing credit or as cash after settlement.
Homebuyers or sellers are not eligible for the HomeAdvantage reward if they use an agent outside of the HomeAdvantage network. Reward amounts are dependent on the
commissions paid to the HomeAdvantage network agent. An example reward amount of \$2,800 is based on receiving 20% of an agent's 3% commission and is calculated using the
average home sale price in the DC metro area (approximately \$42,200). Your agent commission or home sale price may differ. Rewards are available in most states, however, are void
where prohibited by law. The HomeAdvantage programs to obtain a loan from NIHFCU.

HomeAdvantage program to obtain a loan from NIHFCU.

Your information is confidential, safe, secure and adheres to our Privacy Policy

NMLS#803678





