

**Overview:** This campaign was a relaunch of the successful 2022 mortgage campaign that was paused at the end of 2022.

**Audience:** The campaign is targeted at existing credit union members.

**Offer:** The campaign focused on the improved \$2,500 closing credit offer.

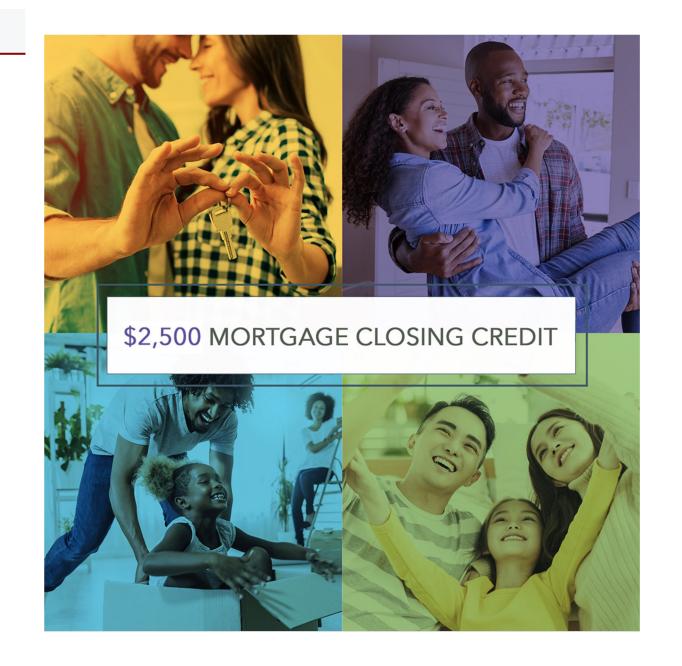
**Campaign Launch Date:** 4/10/23





Mortgage Rates Increased to Mortgage rates are surging fa Here's What Experts Forecast expected, prompting econom The Fed will raise interest rate **Mortgage Interest Rates** Forecast: How High Mar 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

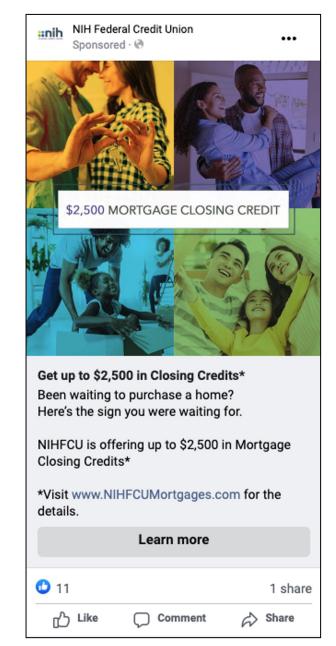
# Campaign Theme 2

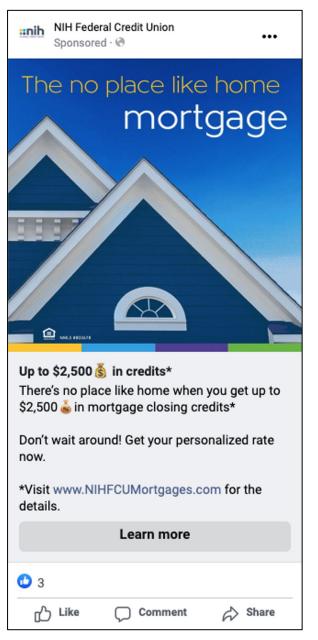














## Campaign Landing Page







1 What type of mortgage are you looking for? \*

A Home Refinance

**B** Home Purchase

### For a limited time, get up to \$2,500 in mortgage closing credits\*

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.

A pre-qualification 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 \$2,500 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, the application must be received by July 31, 2023 and then close and fund by September 30, 2023. If the mortgage does not close and fund by September 30, 2023 there will be no reward. All rewards will be provided in the form of a closing cost credit of 0.250% of the total loan amount to a maximum possible amount of \$2,500. Example: \$500,000 loan X 0.250% = \$1,520 closing credit. Offer subject to change or carcellation at any time.

HomeAdvantage Reward (20% of agent's commission) Terms and Conditions
HomeAdvantage reward information is provided for reference purposes only, please visit the www.nihfcu.org/HomeAdvantage for complete terms. Buyers and sellers who select and
use a real estate agent in the HomeAdvantage network can got to receive a HomeAdvantage reward as a closing credit or as cash after settlement. Homebuyers or sellers are not
use a real estate agent in the HomeAdvantage network can go to receive a HomeAdvantage retwork agent. The example reward amount of \$2,600 is based on receiving 20% of a realtor's 3% commission, and is calculated using the average home sale price
in the DC metro area (approximately \$43,200,01). Your agent commission or home sale price may differ. News are available in most states, however, are void where prohibited by
law. The HomeAdvantage program is administered by a third party that is unaffiliated with NIHFCU. NIHFCU members are not required to participate in the HomeAdvantage
program to obtain a loan from NIHFCU.

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

NMI S#803678





NCUA – Your savings are federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government.

EHO - We do business in accordance with the Fair Housing Act and Equal Credit Opportunity Act.

Visit Active Landing Page



edge