



2023 Mortgage Campaign Relaunch- Member



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

|| Campaign Theme



**The Fed Raises Rates Again!
Mortgage Rates Soon to Follow**

Mortgage Rates Increased to...
Here's What Experts Forecast
Mortgage Interest Rates
Forecast: How High Will...
Mortgage rates are surging far expected, prompting economic
The Fed will raise interest rates
MONEYWATCH
Rates Rise?
Mortgage rates rise sharply weeks of easing
new economic...
rates hit 5 percent
Fed issues biggest rate hike in 22 years

NMLS #803678 

Campaign Theme 2






The no place
like home
mortgage

NMLS #803678 



|| Campaign Ads




 NIH Federal Credit Union
 Sponsored · 🌐

Mortgage rates are surging faster than expected, prompting economists to predict that the Fed will raise interest rates again.

The Fed Raises Rates Again! Mortgage Rates Soon to Follow

Mortgage rates are going  **UP!**
 Don't get caught  on the wrong side of another Fed rate hike!




Secure a low mortgage rate from NIH Federal Credit Union.

Plus, NIHFCU is offering up to \$2,500  in closing credits*


*Visit www.NIHFCUMortgages.com for the details.


[Learn more](#)

3 likes · 1 share

 Like  Comment  Share

Campaign Ad 1

 NIH Federal Credit Union
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\$2,500 MORTGAGE CLOSING CREDIT




Get up to \$2,500 in Closing Credits*
 Been waiting to purchase a home? Here's the sign you were waiting for.

NIHFCU is offering up to \$2,500 in Mortgage Closing Credits*


*Visit www.NIHFCUMortgages.com for the details.

[Learn more](#)


11 likes · 1 share



 Like  Comment  Share

Campaign Ad 2

 NIH Federal Credit Union
 Sponsored · 🌐

The no place like home mortgage






Up to \$2,500  in credits*
 There's no place like home when you get up to \$2,500  in mortgage closing credits*

Don't wait around! Get your personalized rate now.

*Visit www.NIHFCUMortgages.com for the details.

[Learn more](#)

3 likes

 Like  Comment  Share

Campaign Ad 3

|| Campaign Landing Page



Campaign Landing Page

[Visit Active Landing Page](#)



1-855-203-4747



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% = \$1,250 closing credit. Offer subject to change or cancellation 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 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. 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 \$432,000). Your agent commission or home sale price may differ. Rewards 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.

NMLS#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.



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