

## B2C Social Media Templates – CU Version

### EVERYTHING A MEMBER NEEDS TO KNOW ABOUT MI

**LI:** When you're ready to buy a home, deciding how to finance your purchase may be challenging. MI is the best choice for many members. Find out why it might make sense for you, then contact me/us **(this is the LO's choice)** to discuss.  
<https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B0014CU-What-is-MI-Flyer.pdf>

**FB:** Wondering if there's a way to get a mortgage when you don't have 20% of the purchase price for a down payment? MI could be the answer. This easy guide covers the basics and explains how mortgage insurance works.  
<https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B0014CU-What-is-MI-Flyer.pdf>

**TW:** Mortgage insurance could make a real difference to your homebuying prospects.

This quick reference covers the basics and explains why MI might make sense for you.

<https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B0014CU-What-is-MI-Flyer.pdf>

### WHAT IS MORTGAGE INSURANCE?

**LI:** Home prices are sky-high in many markets. Did you know that MI makes it possible for you to buy, even if you have only a small down payment? Check out this video and contact me/us **(LO's choice)**: <https://vimeo.com/342374610>.

**FB:** Want to buy a home but worried about coming up with the 20% #downpayment? MI means you can still qualify for a mortgage, even with a down payment as low as 5 or even 3%. Watch our video and contact me/us **(LO's choice)**:  
<https://vimeo.com/342374610>

**TW:** Saving for a down payment is usually the hardest part of buying a home.

Did you know that you can qualify for a home loan with as little as 5 or even 3% of the purchase price?

Check out this video to see how MI could be the right solution for you: <https://vimeo.com/34237461>

### HOW DOES MORTGAGE INSURANCE INCREASE MY BUYING POWER?

**LI:** Did you know that MI can help you buy "more home?" Check out the link, then contact me/us **(LO's choice)** to discuss your situation and how MI could work for you. <https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B0660CU-The-Buying-Power-of-MI-Flyer.pdf>

**FB:** A low down payment allows many members to buy a bigger home than they might otherwise afford. How? MI makes all the difference. Check out the link, then contact me/us **(LO's choice)**.  
<https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B0660CU-The-Buying-Power-of-MI-Flyer.pdf>

**TW:** Even if you don't have 20% for a #downpayment, you can still purchase the home of your dreams.

#MortgageInsurance can help: <https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B0660CU-The-Buying-Power-of-MI-Flyer.pdf>.

## **IS MORTGAGE INSURANCE TAX-DEDUCTIBLE?**

**LI/FB:** Did you know that your mortgage insurance is tax-deductible in 2021? Every situation is different, so check with your tax advisor. Read more: <https://mortgage.archcapgroup.com/us-credit-union/resources/mi-tax-deductibility/>.

**TW:** #DYK: #MortgageInsurance is tax-deductible this year for eligible homeowners.

Every situation is different, so be sure to consult your tax advisor.

Read more about it here: <https://mortgage.archcapgroup.com/us-credit-union/resources/mi-tax-deductibility/>.

## **HOW DO YOU CANCEL MORTGAGE INSURANCE?**

**LI/FB:** Did you know you can cancel the mortgage insurance on your loan when certain conditions are met? It's one more reason MI is often the best mortgage finance solution for many homebuyers. Learn more: <https://mortgage.archcapgroup.com/us-credit-union/resources/mi-cancellation/>.

**TW:** Did you know you can cancel the mortgage insurance on your loan when certain conditions are met?

It's one more reason MI is often the best mortgage finance solution for many homebuyers.

Learn more: <https://mortgage.archcapgroup.com/us-credit-union/resources/mi-cancellation/>.

## **HOMEBUYING CHECKLIST, BE PREPARED**

**LI/FB:** Since house-hunting can be confusing for many first-time buyers, here's a handy checklist to help you handle "Shopping for a Home." Once you find the right place, contact me/us (LO's choice) to discuss financing. [https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/RtHO\\_CU\\_Addendum.pdf](https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/RtHO_CU_Addendum.pdf)

**TW:** Stay organized during the hunt for your dream home.

Here's a handy checklist covering all the key points when it comes to "Shopping for a Home."

Contact me/us (LO's choice) when you're ready to talk.

[https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/RtHO\\_CU\\_Addendum.pdf](https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/RtHO_CU_Addendum.pdf)

## **DOES BUYING A HOME MAKE FINANCIAL SENSE?**

**LI/FB:** Home prices are way up in many markets, but rates are still at record lows. So, is it better to rent or own? The numbers may challenge your assumptions. Contact me/us (LO's choice) to discuss. <https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B1263CU-Rent-vs-Own-Flyer-CU.pdf>

**TW:** Is it better to rent or own?

It depends — but buying a home could be your best financial decision.

Check out some key facts and figures that may persuade you, then contact me/us (LO's choice):

<https://mortgage.archcapgroup.com/wp-content/uploads/sites/4/MCUS-B1263CU-Rent-vs-Own-Flyer-CU.pdf>

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