



More Than Just a %

Refinance Toolkit Guide

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Committed to Helping Borrowers Understand and Take Advantage of Refinance Options

With support of partners, lenders and housing professionals like you, Freddie Mac is better able to generate awareness and education about refinance opportunities for low-income borrowers. We're here to help cut through the noise of interest rate headlines and bring forward the benefits refinancing can deliver to your clients.

This toolkit is designed to provide tools and resources to support your efforts in reaching low-income borrowers and position you as a trusted advisor.



How This Toolkit Can Help

The following pages provide guidance on how to use customizable, ready-made assets to help you elevate the benefits of refinancing for your low-income clients. The toolkit includes:

- Email Templates
- Social Media Messaging
- Website Banners
- Promotional Flyer
- Postcard
- Additional Resources

We encourage you to use this toolkit and share it within your community network. You may enhance the assets by adding a customized call-to-action to bring readers directly to your organization.

Housing Professionals Resources

Share this toolkit with your community partners to deepen your reach to low-income borrowers who may not understand available refinance options.

Borrower Resources

Engage directly with your low-income borrowers as a trusted advisor to grow your portfolio and book of business.





Housing Professional Resources

Use the following customizable assets to introduce and provide valuable resources about refinancing opportunities for low-income borrowers with your community network of housing professionals.

Email Template

[Download Email Template](#)

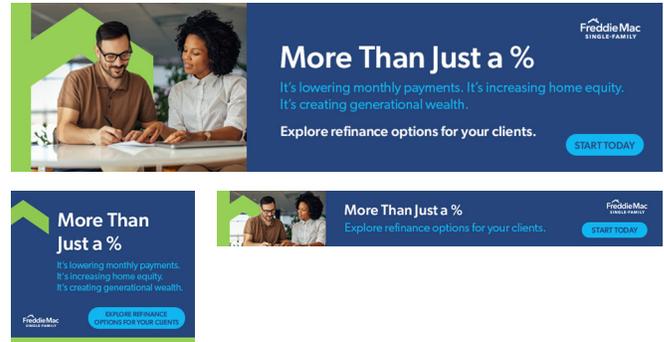
Email messaging offers a quick and effective way to engage directly with your network. The template includes an attention-grabbing subject line and suggested copy.



Website Banner Advertising

[Download Website Banners](#)

Website banner advertising is an effective way to get targeted traffic and build brand awareness with your community network.



Social Media Messaging

[Download Social Media Messaging](#)

Social media platforms offer one of the easiest and fastest ways to share information.





Borrower Resources

Use the following customizable assets to introduce refinance options to your clients.

Email Template

[Download Email Template](#)

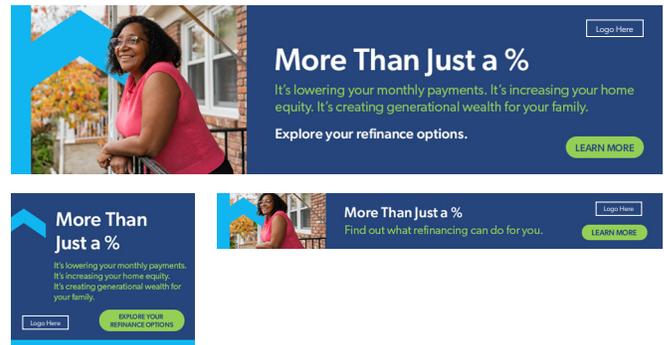
Use the power of email to connect directly with your clients. The template includes an attention-grabbing subject line and suggested copy.



Website Banner Advertising

[Download Website Banners](#)

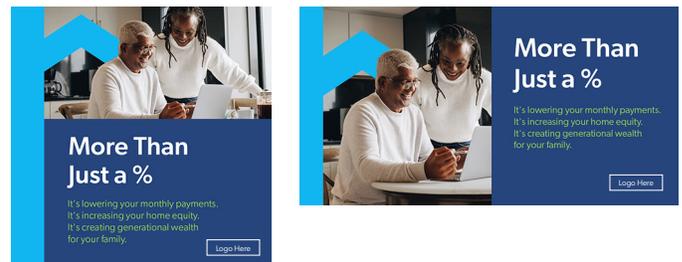
Website banner advertising is an effective way to get targeted traffic and build brand awareness to your clients.



Social Media Messaging

[Download Social Media Messaging](#)

Social media platforms offer one of the easiest and fastest ways to share information.





Promotional Flyer

➔ [Download Flyer](#)

Promotional flyers are an effective tool that can be part of an email or social media campaign, posted to your website or printed and distributed at events or community locations where you wish to drive awareness.



Postcard

➔ [Download Postcard](#)

Postcards are an easy way to mail directly to your target audience or use as a leave-behind at events.



Additional Resources

Visit our Freddie Mac Single-Family Refinance [webpage](#) for more information and resources to help your low-income borrowers start saving money, build home equity and create generational wealth.

