April Recurring Campaigns

|  |  |
| --- | --- |
| [A person and person with a bat and a plate of food  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/MonthlyDigest-April2024-preview.html) | **Monthly Digest** |
| [Your Guide to April (New Look!)](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/MonthlyDigest-April2024-preview.html)  Kick off April with our redesigned Monthly Digest campaign! Let your customers know you’re here for them with this overview of key dates, plus some interesting facts about historical mortgage rates. |
| A blue and white graph with white text  Description automatically generated | **Economic Observer\*** |
| **Latest Financial News**  Tracks how economic influences impact the housing market and mortgage interest rates. Created the same day it sends to ensure the most current information. |
| [A person and person looking at a book  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/VibrantLiving-April2024-preview.html) | **Vibrant Living** |
| [Ideas and Inspiration for Life at Home](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/VibrantLiving-April2024-preview.html)  Provide value to your customers by helping them get ahead in the spring housing market. Plus, they’ll savor the flavor of this month’s dish and enjoy the easy cleanup! |
| A person standing in a room  Description automatically generated | **Market Perspective\*** |
| **Fast Facts About the Housing Market**  Share a quick rundown of housing facts and figures in this eye-catching infographic. Created the same day it sends to ensure the most current information. |
| **[A person holding a touch screen  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/Spark-April2024-preview.html)** | **Spark** |
| [**What Is Your Unique Value Proposition?**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/Spark-April2024-preview.html)  Define what makes a strong Unique Value Proposition (UVP) and give your partners the tools to create their own engaging script that sets them apart from their competition. |
| [A screenshot of a mortgage snap shot  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/QMS-Apr2024-preview.html) | **Quarterly Mortgage Snapshot** |
| [**Q2 2024**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/QMS-Apr2024-preview.html)  The Quarterly Mortgage Snapshot provides a summary of the client’s current loan details and offers ideas for paying off their loan faster. |

Recurring Campaigns Calendar

Click the links below to preview each email.

April 2024

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sunday** | | **Monday** | | **Tuesday** | | **Wednesday** | | **Thursday** | | **Friday** | | **Saturday** | |
|  |  | **1** |  | **2** |  | **3** |  | **4** |  | **5** |  | **6** |  |
|  | |  | | [**Monthly Digest**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/MonthlyDigest-April2024-preview.html) | | **Economic Observer\*** | |  | | [**Vibrant Living**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/VibrantLiving-April2024-preview.html) | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **7** |  | **8** |  | **9** |  | **10** |  | **11** |  | **12** |  | **13** |  |
|  | |  | |  | |  | | **Market Perspective\*** | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **14** |  | **15** |  | **16** |  | **17** |  | **18** |  | **19** |  | **20** |  |
|  | |  | |  | |  | | [**Spark**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/Spark-April2024-preview.html) | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **21** |  | **22** |  | **23** |  | **24** |  | **25** |  | **26** |  | **27** |  |
|  | |  | |  | | **Economic Observer\*** | |  | | [**Quarterly Mortgage**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/QMS-Apr2024-preview.html) | |  | |
|  | |  | |  | |  | |  | | [**Snapshot**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/April2024/QMS-Apr2024-preview.html) | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **28** |  | **29** |  | **30** |  |  |  |  |  |  |  |  |  |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |

May Recurring Campaigns

|  |  |  |  |
| --- | --- | --- | --- |
| [A person and a child hugging each other  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MonthlyDigest-May2024-preview.html) | **Monthly Digest** | [A living room with a table and chairs  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/VibrantLiving-May2024-preview.html) | **Vibrant Living** |
| [Your Guide to May](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MonthlyDigest-May2024-preview.html)  May kicks off celebrations for moms, military members, pets, and more. It’s also National Moving Month, so stay top of mind with your prospects through this fun touchpoint. | [Ideas and Inspiration for Life at Home](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/VibrantLiving-May2024-preview.html)  Sellers will love this guide to making their homes the hot properties for summer, and all your customers will enjoy an easy take on a classic French breakfast … just in time for Mother’s Day! |
| A group of people standing in front of a window  Description automatically generated | **Market Perspective\*** | A blue and white graph with white text  Description automatically generated | **Economic Observer\*** |
| **Fast Facts About the Housing Market**  Share a quick rundown of housing facts and figures in this eye-catching infographic. Created the same day it sends to ensure the most current information. | **Latest Financial News**  Tracks how economic influences impact the housing market and mortgage interest rates. Created the same day it sends to ensure the most current information. |
| [A white background with blue and pink circles and white text  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/Spark-May2024-preview.html) | **Spark** | [A close-up of a table  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/waypoints-may2024-preview.html) | **Waypoints** |
| [Are You Leveraging Your Professional Network?](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/Spark-May2024-preview.html)  Your referral partners may be underusing their greatest asset: their connections. Show them how to get more from their network (and maybe learn some business-building tips for yourself!). | [Moving Edition](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/waypoints-may2024-preview.html)  Kick off the homebuying season by sharing some financial and moving know-how with your customers, as well as a snapshot of recent relocation trends. |
| [A blue house with white text  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/HomeMaintenance-Summer2024-preview.html) | **Home Maintenance Tips: Summer** | [A close-up of a flag  Description automatically generated](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MemorialDay-May2024-preview.html) | **Patriotic Holidays: Memorial Day** |
| [5 Home Maintenance Myths to Bust This Summer](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/HomeMaintenance-Summer2024-preview.html)  Are your customers falling for bad advice when it comes to caring for their home? Set them straight while reminding them that you’re always there to lend a helping (financing) hand. | [In Remembrance](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MemorialDay-May2024-preview.html)  Join your customers in commemorating our nation’s fallen troops on this solemn day. |

Recurring Campaigns Calendar

Click the links below to preview each email.

May 2024

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sunday** | | **Monday** | | **Tuesday** | | **Wednesday** | | **Thursday** | | **Friday** | | **Saturday** | |
|  |  |  |  |  |  | **1** |  | **2** |  | **3** |  | **4** |  |
|  | |  | |  | |  | |  | | [**Monthly Digest**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MonthlyDigest-May2024-preview.html) | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **5** |  | **6** |  | **7** |  | **8** |  | **9** |  | **10** |  | **11** |  |
|  | |  | | [**Vibrant Living**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/VibrantLiving-May2024-preview.html) | |  | | **Market Perspective\*** | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **12** |  | **13** |  | **14** |  | **15** |  | **16** |  | **17** |  | **18** |  |
|  | |  | |  | | **Economic Observer\*** | | [**Spark**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/Spark-May2024-preview.html) | | [**Waypoints**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/waypoints-may2024-preview.html) | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **19** |  | **20** |  | **21** |  | **22** |  | **23** |  | **24** |  | **25** |  |
|  | |  | |  | |  | | [**Home Maintenance**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/HomeMaintenance-Summer2024-preview.html)  [**Tips Summer**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/HomeMaintenance-Summer2024-preview.html) | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
| **26** |  | **27** |  | **28** |  | **29** |  | **30** |  | **31** |  |  |  |
|  | | [**Patriotic Holidays:**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MemorialDay-May2024-preview.html)  [**Memorial Day**](https://www.mortgagereturns.com/EmailImages/RecurringCampaignCalendar/May2024/MemorialDay-May2024-preview.html) | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | |  | |  | |