



## The Fannie Mae Marketing Center

Get your message out with style



### Quick Facts

The Fannie Mae Marketing Center is a free online tool lenders and other housing professionals can use to access and customize a variety of marketing and informational materials.

Use the Marketing Center to support your purchase and refinance-related outreach to consumers and housing partners. You'll find compelling pieces promoting our HomeReady® mortgage, HARP, and more—with additional materials coming soon!

### Benefits

- Simplifies and reduces the cost of outreach
- Offers professional quality design
- Promotes your brand and helps you grow your business

### Features

- Showcase your logos
- Add your contact information
- Customize colors to match your branding
- Choose images from our photo library
- Use your own product names, if applicable

Reaching customers and partners with a clear and effective message is crucial in today's housing market, but creating outreach materials can be time-consuming and expensive.

With Fannie Mae's Marketing Center, get the benefits of professionally designed materials while saving the time and money required to develop them yourself. Our marketing materials are a great way to get your message out.

### Learn more

[fanniemae.com/marketing](http://fanniemae.com/marketing) ▶

**“The Fannie Mae Marketing Center is an easy and useful marketing tool. Marketing is essential to any business and the ease of making flyers was exceptional. I will continue to utilize the site every chance I get.”**

Sue Miller, Lake Mortgage

### Get started

It's easy to get started. Simply visit [fanniemae.com/marketing](http://fanniemae.com/marketing) and follow these easy steps

- Step 1:** Create your account by setting up a user name and password
- Step 2:** Access our catalog of materials to find the pieces that best suit your needs
- Step 3:** Make it your own using our flexible customization options
- Step 4:** Preview and download your files for printing or digital outreach

Check out our online catalog today, and start creating new opportunities for your business!