



## Fannie Mae Marketing Center Frequently Asked Questions

### Q1. What is the Marketing Center?

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. It's a resource to help you reach, educate, and influence those who can help you succeed and grow your business.

### Q2. Is there a charge for the Marketing Center?

No. There is no charge for using the Marketing Center. Just create an account and agree to the terms and conditions to begin using the Marketing Center and all its features.

### Q3. What type of materials are available?

The Marketing Center includes marketing collateral and informational materials to help you reach, inform, and influence customers and housing partners. It features purchase and refinance-related products and resources, with additional materials coming soon.

### Q4. How is the Marketing Center different from the marketing materials that are available on the FannieMae.com Single-Family or Multifamily websites?

The Marketing Center gives you more control in making our professionally designed marketing materials your own. In general, you'll find the ability to customize pieces in a whole new way, branding pieces with your logo, product name, and company colors. You'll still have the ability to add your contact information and any necessary legal disclosures, but now you can choose from our photo gallery to tailor each piece to suit your marketing style.

Once you have customized our templates to your specifications, you can download the files and print your creations at home, at the office, or if you need a large quantity printed you can email the files to a printer you work with and trust. It's that simple.

### Q5. What are the customization options?

You can generally add company and product logos and names, contact information, customize the background colors, or choose from different photo options in our gallery.

### Q6. How do I upload my logo?

After choosing the materials you want to customize, just click on the "Upload" button to browse and select a logo from your computer or network. Acceptable logo formats include: .eps, .jpg, .tiff, .png. *Please only upload high resolution logos of 300 dpi or more.*

### Q7. Can I upload my own imagery for the pieces I am customizing in the Marketing Center?

No. For most of our pieces, we provide a variety of options you can choose from in our image gallery.



**Q8. Can I download the images in the photo gallery for use in other marketing materials I create outside of the Marketing Center?**

No. The photographs in the photo gallery may not be used for any purpose other than the materials in the Marketing Center. The photo images may not be altered or placed into other documents.

**Q9. Are printing services available?**

Currently the Marketing Center only offers its customizable materials for download. However, the high-resolution files are print-ready and can be emailed to the printer of your choice.

**Q10. Are there any limitations to the use of materials in social media?**

Social media is an outreach channel that can effectively drive your audience to the promotional and informational materials you create.

**Q11. Will you provide more marketing materials in the future?**

Yes. The selection will grow over time, so check back often to see our latest creative resources. You will also receive an email notification when new materials have been added or updated.

**Q12. Is help available for the Marketing Center?**

Yes. On the Marketing Center's help page you will find our comprehensive Reference Guide that provides detailed information for using the tool. If you still require assistance, please email [marketing\\_center@fanniemae.com](mailto:marketing_center@fanniemae.com). You can also access this link on the Marketing Center Help page. Typical response time is within 24 hours.