



Service Deserves
Its Rewards®

UPDATED BRAND COMMUNICATION

August 9th, 2018

Increase In Hero Savings Potential

We use a 12-month rolling average savings estimate to provide an accurate depiction of savings based on industry metrics. The average savings potential for heroes has increased to accurately reflect the increase in home prices. In addition, we have incorporated our Business Affiliate Partners into the hero potential savings amount.

Break Down of Average Hero Savings Potential:

\$1,700 avg. home buy/sell savings estimate (based on home price)

\$500 avg. mortgage savings estimate

\$150 avg. title savings estimate

\$50 avg. inspection savings estimate

\$2,400 = avg. hero savings

How We Communicate Hero Rewards

Buy a home - Has not changed, but: When you work with our real estate specialist to buy a home, you can save 0.7% of the home purchase price, or \$700 on every \$100,000 of the purchase price. After closing on your new home, Homes for Heroes will mail you a check so you may purchase what you need for your new home! Plus, if you work with our mortgage, title and inspection specialists, you can save an average of \$500 on lender fees, \$150 on title service, and \$50 on a home inspection.

Sell a home - When you work with our real estate specialist to sell a home, you will receive a 25% credit on the specialist's gross commission at closing. Plus, if you work with our title specialist, you can save an average of \$150 on title services.

Affiliate Partners

We have started referring to our affiliate loan officers as mortgage specialists instead of lending specialists. The rationale is our loan officers are specifically providing mortgages, not car loans. Plus, "mortgage" is a strong keyword for SEO Google rankings.

Affiliate real estate specialists **OR** Real estate specialists

Affiliate mortgage specialists **OR** Mortgage specialists

Hero Groups

- Firefighters and EMS (they are back together)
- Law Enforcement
- Military (Active, Reserves and Veterans)
- Healthcare Professionals (NEW)
- Teachers

We have called out some specific types of heroes within each group on the hero pages of the new website. For example: "registered nurses, LPNs, CNAs, doctors and other healthcare professionals like you." Noting these heroes on our website makes it more relevant to Google and heroes.

General Homes for Heroes/Hero Rewards Disclaimer

*Homes for Heroes, Inc. is a licensed real estate company in the state of Minnesota. Hero Rewards not available in all states. Hero Rewards offers are limited and/or restricted in Alaska, Kansas, Louisiana, and Mississippi. All savings amounts are estimates. The actual Hero Rewards amount may vary based on the services used, sale price of the home (less appropriate credits), and in special circumstances including, but not limited to, new construction and For Sale By Owner sales. You must be enrolled with Homes for Heroes and be represented at closing by a Homes for Heroes agent affiliate to be eligible for home price savings. You must work with loan officer and business affiliates to receive additional service-related savings. Contact Homes for Heroes for further details.



Circle of Giving

This new graphic brings our Circle of Giving to life and highlights our impact on the hero community each month.

At the beginning of each month, we will update our Circle of Giving graphic and make it available for you to use in your social media marketing.

1. LOGIN to your Affiliate Toolbox
2. Click on Marketing Material & Templates
3. Click on Social Media - Images
4. Click on 2018
5. Click on "Month"