

Creators Club

Content Pack: May 2026- FULL GUIDE

Theme: Local Ecosystem Builder

Become the most connected, visible, and trusted mortgage expert in your city

The **goal** of this content pack:

1. This isn't just about posting and following prompts. This is about being the connector and building an ecosystem around you of:
 - Buyers
 - Realtors
 - Local businesses
 - Community recognition

When someone thinks they want to move to [your city] or resides in [your city] but wants to move houses, they won't just stumble across you. They'll have top-of-mind recognition and feel like they already know you.

This month your **objective** is to:

- Show up consistently in your local market
- Create content people search for
- Build relationships and showcase to grow visibility online
- Turn content into conversations and turn those conversations into applications

This content pack is going to include four concept ideas that we'll refer to as pillars:

Pillar 1: Get found with searchable local content

What this means: You're creating content that works within in-app search:

- Instagram
- TikTok
- Google

Why this works: You're aligning with how people search in the platforms, not just doom-scrolling.

Beginner-friendly content ideas:

- “Moving to [City]? Here’s what you need to know”
- “What \$500K gets you in [City]”
- “Cost of living in [City] for homebuyers”
- “Best areas in [City] for first-time buyers”
- “Is now a good time to buy in [City]?”

Prompts:

- “Thinking about moving to [City]? Here are 3 things my buyers are surprised by...”
- “If you’re buying in [City] with a \$[X] budget, here’s what that actually looks like...”
- “The biggest mistake I see buyers make in [City] right now...”
- “Here’s what no one tells you about buying in [City]...”

Pillar 2: Build trust locally with relationship-based content

What this means: You’re showing connection publicly and entering into collaborations.

Why this works: Builds credibility because you’re working with real people and real situations, not just hearsay. This also will make agents more likely to work with you because they’ll love it!

Beginner-friendly content ideas:

- Shoutout a realtor you worked with
- Share a “recent client story” (no private info)
- Post a photo/video from a closing

Prompts:

- “Just helped a buyer in [City] do this. Here’s what we learned (This specific case would be great if you specialize in a niche program like Bridge Loans)...”
- “A question I got from a local agent this week...”
- “If you’re working with a realtor in [City], here’s something you should know...”
- “Behind the scenes of getting a buyer pre-qualified...”

Pillar 3: Be the connector by showcasing local lifestyle and mixing with biz content

What this means: You're not just a salesperson; you're a part of the community too.

Why this works: This is where social strategy really comes into play. This is genuine but allows you to win in multiple ways!

- Re-share opportunities with local businesses and residents
- Organic growth
- You are viewed as so much more than a loan officer

Beginner-friendly content ideas:

- Feature a local coffee shop, gym, restaurant
- Highlight a "perfect Saturday" in your city
- Share a local hidden gem
- Talk about what certain areas are known for

Prompts:

- "If you love [coffee shops / gyms / walkability], you'll love this part of [City]..."
- "One of my favorite local spots in [City] (and what it says about the area)..."
- "This is why people love living in [Area]..."
- "Want to understand a neighborhood? Start here..."

Pillar 4: Financial education

What this means: You are positioning yourself as the financing expert, explaining the "money side" in a clear, simple way.

Why this works: You build trust by showing you know what you're talking about, and you've built likeability by showing you're an involved and knowledgeable member of your community.

Beginner-friendly ideas:

- "How much do you actually need to buy in [City]?"
- "What does pre-qualification really mean?"
- "3 costs buyers forget about"
- "Credit score myths"
- "What affects your monthly payment?"

Prompts:

- “If you’re buying in [City], here’s how much cash you actually need...”
- “Let’s talk about what your monthly payment depends on...”
- “Most buyers think they need 20% down, here’s the truth...(incorporating a mortgage coach total cost analysis!”
- “Here’s what happens after you get pre-qualified...(great way to go over your specific process, your unique client experience)”
- “The difference between being pre-qualified and pre-approved...(this would be an opportunity to highlight our 10-day close product)”

SEO Strategy:

1. Use Keywords EVERYWHERE
 - a. Lean on AI to find most popular searched keywords in your area
 - b. High level keywords to use:
 - i. City/state
 - ii. Mortgage
 - iii. Buying a home
 - c. Mid level keywords to use:
 - i. First time buyer
 - ii. [City] homes under \$x
 - iii. Best places to buy a home in [City]
 - d. Hyperlocal keywords to use
 - i. Neighborhood names
 - ii. School districts
 - iii. Landmarks
 - iv. Local businesses
2. Use keywords HERE
 - a. In the written caption
 - b. Tagged in the post
 - c. Spoken with word or written on the screen with text
 - d. Hashtag

If you don’t speak it or write it, how will the algorithm know where to put it?

Cross-pollination strategy: Grow faster!

1. The ultimate goal is to be seen by new audiences by collaborating or working together with people you're currently connected with and work with.
 - a. Tag your realtor connections in your posts
 - b. Tag businesses you visit or are featuring
 - c. Comment on local pages consistently; think neighborhood or community groups, especially on Facebook
 - d. Share others' content to your stories or Facebook page or repost on Instagram & TikTok
2. Start simple:
 - a. Build a habit - do this five times a day
 - b. Leave thoughtful comments, not just emojis or copy/paste on everyone

Suggested posting plan:

Foundation Creator

3-4+ posts/month

Use 3-4 prompts from this pack

Goal: Build local presence

Spotlight Creator

8+ posts/month

Use all 8 prompts

Goal: Establish neighborhood expertise

Brand Ambassador

12+ posts/month

Use all 8 + create 4 originals

Goal: Own your zone

Challenge:

1. Use a video home tour from your Realtor partner, a professional videographer, or shoot one yourself and provide financing information on the screen or in text.
2. Create a white board style video talking/showing how to calculate debt-to-income
3. Showcase a visit to a local business, shoot b-roll content, and do a voice over