

Rich Garcia Email Marketing Samples – Fannie Mae

As part of the Business Marketing & Communications team, I coded, edited and delivered email communications to thousands of subscribers in the housing industry.

Examples are shown below; working within the limits of the Experian email CMS, I re-coded the existing HTML to improve the visual appearance of the emails, e.g. updating the header graphics, incorporating Social Media buttons and making the text formatting consistent.

(Sorry, I do not have examples of the emails as they appeared previously.)

From Richard Garcia <richard_garcia@fanniema.com> ★
Subject [TEST SEND]: (Version 1 TEST) Helpful Hints for Completing the Homeowner Packet
To Me ★

Reply Forward Archive Junk Delete More

6/29/2012, 11:32 AM

To view this email as a web page, go [here](#).

Fannie Mae
Mortgage Help Center

Helpful Hints for Completing the Homeowner Packet

Dear %%First Name%%:

We Haven't Heard Back from You

We recently sent you a Homeowner Packet with several items you must complete and return. If you are having trouble completing these forms, reply to this email or call the Center (contact information is below).

If you need a replacement packet, you can find it [here](#).

Helpful Hints:

- Getting Started:
The Homeowner Checklist (Page 2 of the packet) is the best place to start.
 - Step 1 details the documents you need to complete and return to our Center right away. These items (Form 710, IRS Form 4506T-EZ, and the Privacy Policy/Disclosure) are at the back of the packet.
 - Step 2 lists the items that may be needed for your counseling session. Depending on your circumstance, some lenders may require additional documents. We can determine these needs, if any, during your counseling session.
- Sending Documents:
You'll find our email, fax number, and street address for returning documents on page 1. Remember, the sooner we receive these items, the sooner we begin to provide assistance.

More Resources Are Available.

You can also visit KnowYourOptions.com, Fannie Mae's educational consumer website, for more information on avoiding foreclosure and helpful homeowner resources.

Sincerely,

Fannie Mae Philadelphia Mortgage Help Center
399 Franklin Mills Circle
Philadelphia, PA 19154
Toll-Free: 1-866-442-8570 • Fax: 1-866-442-6291
philly_mhc@fanniema.com

KNOWYOUROPTIONS.com
by Fannie Mae



From Richard Garcia <richard_garcia@fanniemae.com> ★

Subject **[TEST SEND]: (KYO Template Test) Know Your Options for Preventing Foreclosure**

6/29/2012, 11:31 AM

To Me ★

To view this email as a web page, go [here](#).

KNOWYOUROPTIONS.COM
by Fannie Mae

July 1, 2012

Dear %%First Name%%:

Many homeowners struggle with their mortgage payments and fall behind - putting themselves at risk of losing their home to foreclosure. As the investor backing many of these mortgages, Fannie Mae provides resources to promote successful homeownership at KnowYourOptions.com/FM.

The site includes our Options Finder, mortgage calculators, videos, events schedule, and information about working with housing counselors, gathering financial information, and more.

For additional help, homeowners with a Fannie Mae-backed mortgage can request an in-person or telephone appointment with an experienced housing advisor at one of our Mortgage Help Centers. The locations of these centers and online appointment request forms are available on our [Mortgage Help Center](#) page.

Fannie Mae continues to work with our industry partners, lenders, and families to build a sustainable housing market for the future. Please visit our website for more information.



From Rich Garcia <richard_garcia@fanniemae.com> ★

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Subject [TEST SEND]: Short Sales Workshops for Real Estate Professionals in Sacramento and Los Angeles

4/6/2012, 2:59 PM

To Me ★

Having trouble viewing this email? [Click here.](#)
To ensure proper delivery of future emails, please [click here.](#)

HomePath
by Fannie Mae

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Workshops on Short Sales for Real Estate Professionals in Sacramento and Los Angeles

The U.S. Department of the Treasury -- with Fannie Mae's partners at HOPE NOW, HUD, and NeighborWorks America -- will host "Help for Homeowners" Community Events on **Tuesday, March 20** in Sacramento, and **Thursday, March 22** in Los Angeles.

Realizing that staying in the home is not always an option, real estate professionals and housing counselors are encouraged to attend a free Short Sales Workshop to learn more about the option as a foreclosure prevention strategy. If you work with homeowners on short sales, you can't afford to miss these events.

Short Sales Workshop Details

The Workshop explores just about everything you need to know about executing short sales in today's marketplace. You'll hear directly from servicers about the most effective ways to get your short sale offer approved, navigate the process more smoothly, get help with difficult cases, and close the deal faster. Also, hear from Treasury about Making Home Affordable's HAFA program. Don't miss this opportunity to get all of your questions answered. *Please note this session is not open to homeowners.*

Homeowner Events

Homeowners experiencing difficulties paying their mortgages can meet with servicers and housing counselors to get help at the sessions. Please note: Solicitation to homeowners at this event is strictly prohibited.

For More Information

For more information on all these events, please visit the [Making Home Affordable](#) website.

Join Us in Person
Sacramento and Los Angeles [event details.](#)

Attend a Live Webinar
Sacramento
Tuesday, March 20
[Register.](#)

Los Angeles
Thursday, March 22
[Register.](#)

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This electronic message has been sent to %%emailaddr%%

This email was sent by:

Fannie Mae 3900 Wisconsin Ave. NW Washington, DC 20016

Please do not reply to this message, as this is a "send only" message.

From Rich Garcia <richard_garcia@fanniemae.com> ★

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Subject **[TEST SEND]: Action Required: Download HomePath Flyers and Logos by Dec. 31**

4/6/2012, 2:59 PM

To Me ★

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To ensure proper delivery of future emails, please [click here.](#)

 FannieMae	
<p>Follow us on Twitter for instant updates on HomePath news and information!</p>	<h2>New HomePath Storefront Coming Soon -- Download Materials by Dec. 31</h2>
<p>HomePath Twitter Page</p>	<p>In 2012, we're introducing a new HomePath Marketing Storefront! Stay tuned for details in the coming weeks.</p>
	<p>To get ready for this launch, you'll need to download HomePath marketing flyers and logos by Dec. 31. You will not have access to the site in January.</p> <p>Here's a quick reminder on how to access Storefront:</p> <ul style="list-style-type: none">• Go to the HomePath Marketing Storefront.• If you already have an account, log in. If you don't have an account, create one using the initial password homepath.• For more information, refer to the Marketing and Brand Guidelines (which can also be found on the HomePath Resources page). <p>Questions? If you have any issues with your order or registration, contact the HomePath Marketing Storefront Customer Service line at 1-800-211-5637, ext. 108.</p>

[HomePath.com](#) | [Privacy Policy](#)

This electronic message has been sent to %%emailaddr%%

This e-mail was sent by:

Fannie Mae 3900 Wisconsin Ave. NW Washington, DC 20016

Please do not reply to this message, as this is a "send only" message.