

# SOCIAL MEDIA & PROMOTIONAL TOOLKIT

## **PURPOSE OF THIS TOOLKIT**

This toolkit is designed to inform partner organizations and media outlets about the upcoming nomination period for the prestigious "Top 250 Latino Mortgage Originators" and "Top 250 Agents" rankings. We aim to encourage a wide range of nominations to celebrate excellence in the real estate and mortgage industries.

## **Nominations Opening Announcement**

We are excited to announce that nominations for the "Top 250 Latino Mortgage Originators" and "Top 250 Agents" will open in January 2024. This is a unique opportunity to recognize the exceptional achievements of professionals in these fields.

## **Nomination Period Details**

**Start Date:** January 1, 2024

**End Date:** February 29, 2024

**Eligibility:** Open to all qualifying professionals, including self-nominations

## **About the Rankings**

These rankings are a testament to the dedication and success of professionals within the real estate and mortgage sectors. They serve not only as a benchmark of excellence but also as an inspiration for the Hispanic community and the industry at large.

## **ABOUT NAHREP**

The **National Association of Hispanic Real Estate Professionals®** (NAHREP®), a nonprofit 501(c)6 trade association, is dedicated to advancing sustainable homeownership for the Hispanic community in America. NAHREP has a network of over 40,000 real estate professionals and 100 local chapters nationwide, hosting several **national events** per year and publishing multiple industry cornerstone **reports** annually. Join us in advocating for policies that grow sustainable Latino homeownership, read our **2023 policy priorities here**. Also, see the **NAHREP Hispanic Homeownership by Congressional District Tool**, which measures Hispanic homeownership by U.S. congressional district, allowing constituents, advocates, policymakers, and lending and housing professionals to evaluate district performance at a glance.

## **HANDLES TO TAG**

- Facebook: **@nahrep**
- Twitter: **@nahrep**
- Instagram: **@nahrep**
- LinkedIn: **@nahrep**

## **HASHTAGS**

Use the following hashtags to join the conversation and help spread the word about the nominations:



**#Top250Nominations # RealEstateExcellence # MortgageIndustryLeaders**

### **SAMPLE SOCIAL MEDIA POSTS**

- Nominations for the Top 250 Latino Mortgage Originators and Agents are now open! Recognize a deserving professional today. Visit [nahrep.org/top250](https://nahrep.org/top250) for details.

#Top250Nominations #RealEstateExcellence

- Be a part of honoring the best in the industry. Nominate for the Top 250 now! Self-nominations are welcome. Find out more at [nahrep.org/top250](https://nahrep.org/top250)

#MortgageIndustryLeaders #Top250Nominations

### **VISUAL ASSETS**

The accompanying zip file contains visual assets to include in your social media posts, showcasing the achievements of the top 250 Latino mortgage originators.

### **CONTACT INFORMATION**

- For questions, contact | [communications@nahrep.org](mailto:communications@nahrep.org)

