

NAMB SUCCESS BUILDER SESSION

June is Homeownership Month

How NAMB Members Can Make the Most of This Month

Presented by Valerie Saunders | Chief Executive Strategist, NAMB

WHY JUNE MATTERS

June is National Homeownership Month -- a time dedicated to celebrating the value of homeownership and educating consumers about its many benefits. For NAMB members, it is one of the most powerful marketing and advocacy moments of the year.

NAMB is providing mortgage brokers with FREE educational resources, marketing materials, social media content, video assets, and consumer education tools designed to promote homeownership in local communities.

HOMEOWNERSHIP BY THE NUMBERS

Use these data points in conversations with buyers, on social media, in presentations, and with Realtor partners.

65.3%**National Homeownership Rate**

Q1 2026, U.S. Census Bureau

36.8%**Homeownership Rate Among Householders Under Age 35**

Significant first-time buyer opportunity for loan originators

78.4%**Homeownership Rate for Householders Age 65+**

Illustrates the long-term payoff of ownership

43x**Homeowner Net Worth vs. Average Renter**

NAR analysis of Federal Reserve data

THE NAMB HOMEOWNERSHIP TOOLKIT

NAMB has created a complete June Homeownership Month marketing toolkit -- professionally designed and FREE for members. Download it at:

namb.sharefile.com/d-s4e11a8c44eb847dfbeb3f59942693fe6

What's in the Toolkit

Educational Graphics

- "Why National Homeownership Month Is Important" graphic
- "5 Facts About Homeownership" infographic
- "Did You Know?" homeownership graphics series
- Home equity educational graphics
- Kitchen/home improvement value graphics
- Wealth-building and financial stability graphics

Social Media Content

- Step-by-step instructions: download graphics, copy captions, post on Facebook and LinkedIn
- "30 Instagram Posts for June Homeownership Month" guide -- a full month of ready-to-customize content prompts

Mortgage Guide for Homebuyers

- Downloadable education guide covering the mortgage process from application to closing
- Covers pre-approval, underwriting, appraisals, closing, and mortgage tips for buyers
- Share with prospects, past clients, and Realtor partners

How to Use ChatGPT for June Homeownership Month

- Complete AI marketing guide: create social posts, graphics, email campaigns, video scripts, blogs
- Includes ready-to-use ChatGPT prompts -- no AI experience required

SOCIAL MEDIA: HOW TO POST IN 3 STEPS

1	Download the Graphics Access all graphics from the NAMB Toolkit download link above
2	Copy the Captions Use the provided captions or customize them with the ChatGPT guide
3	Post Consistently Share on Facebook and LinkedIn throughout June -- consistency is key

Platforms to use: Facebook (@NAMBPros) | LinkedIn (National Association of Mortgage Brokers) | Instagram (@namb_stagram)

KNOW YOUR NUMBERS: CREDIBILITY RESOURCES

These resources are featured on the NAMB June Homeownership Month page and provide current data to strengthen your buyer conversations.

HUD User <i>huduser.gov</i>	Fair housing data, FHA statistics, and housing affordability studies
Down Payment Resource <i>downpaymentresource.com</i>	Searchable database of down payment assistance programs by state
Cotality <i>cotality.com/insights</i>	Home price index, equity trends, and foreclosure data
Freddie Mac CreditSmart <i>creditsmart.freddiemac.com</i>	Free financial literacy and homebuyer education resources

YOUR JUNE ACTION PLAN: 5 THINGS TO DO THIS WEEK

- 1 Download the Toolkit**
namb.sharefile.com/d-s4e11a8c44eb847dfbeb3f59942693fe6
- 2 Visit and Bookmark the Hub Page**
namb.org/june-is-homeownership-month -- share with your team
- 3 Post Your First Graphic**
Use a "Did You Know?" graphic on Facebook or LinkedIn this week
- 4 Share the Buyer Guide**
Send the Mortgage Guide for Homebuyers to one prospect or past client today
- 5 Plan Your Month**
Use the 30 Instagram post guide to schedule content for the rest of June

KEY LINKS

June Homeownership Month Hub	namb.org/june-is-homeownership-month
Toolkit Download	namb.sharefile.com/d-s4e11a8c44eb847dfbeb3f59942693fe6
NAMB Website	namb.org
Facebook	facebook.com/NAMBPros
Instagram	@namb_stagram
LinkedIn	National Association of Mortgage Brokers

NOTES
