



The Defining Difference  
BY CINDY ERTMAN

# 60 Engaging Video Content Ideas to Promote Your Mortgage Business



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There's no doubt that video marketing has become an essential tool to incorporate into your marketing plan in order to remain competitive. Connecting with your clients and referral partners via video helps to build trusted long-term relationships and can truly elevate the overall client experience. Video content is not only easy to share across multiple platforms, but it's easy to digest, entertaining and engaging, and it can result in huge ROI.

Below is a list of video content ideas to get you started on a successful video marketing strategy.

## 60 Engaging Video Content Ideas:

1. What Not to Do Before You Buy A Home
2. How to Prepare for Home Ownership
3. What is a Mortgage? Basics for Beginners
4. The 3 Myths About Getting a Mortgage
5. Benefits of Home Ownership
6. Why I'm Passionate About the Mortgage Industry
7. The 5 Steps to Secure Your Dream Home
8. What to Know When Applying for a Mortgage
9. What is Your Reason for Wanting to Own a Home?
10. 3 Tips to Simplify the Home Buying Process
11. What You Need to Know as a First-Time Home Buyer
12. What Does Your FICO Credit Score Truly Mean?
13. Think You Can't Qualify for a Mortgage? You May Be Wrong
14. The 3 Financial Benefits of Owning a Home
15. Why Invest in Real Estate
16. How Much Do You Need to Put Down for a Mortgage?
17. How to Help Your Children Secure Their First Home
18. Why You Should Work with Our Team as Your Mortgage Adviser
19. What to Look for in a Trusted Mortgage Adviser
20. How to Make an Educated Decision with Your Mortgage Options
21. When to Start Looking at Your Mortgage Options
22. How to Develop a Credit History
23. What's Holding You Back from Buying a Home?
24. How to Get a Mortgage with a Low Credit Score
25. How to Know When to Refinance

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26. Why Owning a Home is the Best Way to Build Long-Term Wealth
27. Why a Mortgage is an INVESTMENT, NOT a Debt
28. When You Should Get Pre-Approved
29. The 5 Questions You Should Ask Your Mortgage Lender
30. How to Choose the Best Mortgage for You
31. 10 First-Time Home Buyer Mistakes and How to Avoid Them
32. Where and How to Get a Mortgage
33. What Type of Loan is Right for You?
34. Financing Basics for Homebuyers
35. Avoid These Mortgage Mistakes When Selling Your Home
36. How to Buy and Sell a Home at the Same Time
37. This is What Happens to Your Mortgage When You Sell Your House
38. Can You Sell Your Home When You Still Have a Mortgage?
39. Everything You Need to Know About Being in Escrow
40. Should You Get a Mortgage from a Bank or a Mortgage Broker?
41. Top Mistakes People Make When Applying for a Mortgage
42. Interview a Local Business and Highlight Their Services to the Community
43. Client Testimonials or Compilation Videos
44. Client Home Purchase Anniversaries
45. Financial Document Checklist for Closings
46. Series: 5 Tips to Increase Your Chances of Getting a Mortgage
47. Success Story of How You Closed a Complicated Loan
48. Company News - Featured Employee, Charity Event, New Location, etc.
49. Improve Your Credit Quickly by Paying Down Credit Cards
50. Credit Tips and What NOT To Do!
51. Our Team Process, Why It Works So Well
52. The Do's and Don'ts During the Loan Process
53. Why Work With a Local Lender?
54. The Difference Between an Online Lender and Us
55. Rent vs. Own
56. Benefits of VA Financing
57. What is DTI and How Do You Calculate It?
58. What is LTV and Why is it Important?
59. What is the Difference Between a Conforming and Jumbo Loan?
60. Understanding the Effects of Payment History on Your Credit