

AIME Media Pitch Templates

Subject Line Sample

These should be consumer focused, eye catching and include statistics if you have access to them.

- Mortgage advice today's home buyers need to know
- [[CITY OR REGION]] Is Experiencing a Housing Boom
- 75% of [[CITY OR REGION]] homeowners could lower their monthly expenses by doing this one thing

General Introduction Sample

Hello,

I'm reaching out to offer insight as a local mortgage professional that has been serving [[YOUR CITY OR REGION]] homebuyers for [[YEARS OF EXPERIENCE]] years. I'd love to contribute to any future coverage on real estate and the ability for homebuyers to secure mortgages in the current market. Please reach me anytime at the contact info below should you ever need a contributor.

Phone:

Email:

Website:

Regards, [[NAME]]

Specific Story Idea Sample

Hello,

I'm a local mortgage broker in [[YOUR CITY OR REGION]] and have noticed a significant increase in [[EXAMPLE: homes being sold above list price and above appraised value. In this market shift there are THREE things that home shoppers need to know to get their offer accepted and move through the mortgage process.]] If you are interested in learning more about [[THIS]] or have any general mortgage coverage you need a contributor for I am available any time. I look forward to hearing from you.

Phone:

Email:

Website:

Regards, [[NAME]]

Hyper-Local Media Sample

Hello,

I own a local mortgage business and wanted to know if you had any interest in a story about our local real estate market? We have recently closed [[\$\$\$]] in our area for construction and renovation loans. As our housing options dwindle homebuyers are paving new paths and opting for alternatives to move-in ready homes. I'd be happy to elaborate on this and share with your readers ways to find a mortgage option that works for them in this difficult market. Feel free to reach me any time at the below number.

Regards, [[NAME]]

[[PHONE]]

Trade Media – General Introduction Sample

Hello,

I'm an independent mortgage broker with [[COMPANY]] in [[CITY, STATE]]. I wanted to reach out and introduce myself. If you ever need a local broker perspective I'd be happy to make myself available. I focus primarily on [[FIRST TIME HOMEBUYERS]] and have worked with all my clients to navigate the process of homebuying in a fast-paced

lending environment. Our brokerage has closed [[\$LOAN VOLUME]] in 2020 and is on pace to be one of the top brokerages in the state. If you are in need of a mortgage originators perspective please feel free to reach out at any time.

Phone:

Email:

Website:

Regards, [[NAME]]