



# AIME

ASSOCIATION OF INDEPENDENT  
MORTGAGE EXPERTS

## MEDIA KIT

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# 2023

**Press Inquiries:**

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# WHO WE ARE

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The Association of Independent Mortgage Experts (AIME) is a non-profit, national trade membership association created exclusively for independent mortgage brokers.

## VISION

We will be the gold standard for trade organizations within the housing industry, serving the best interests of independent mortgage experts and consumers across the United States.

## MISSION

Protect, support, and grow the community of independent mortgage experts through intentional outreach, advocacy, and education.

**65,000+**

## Members Nationwide

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Our members span the entire United States

**2018**

## AIME Established

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Uniting the Broker Community since 2018

**501 (c) 6**

## Non-Profit Organization

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Not-for-profit membership trade association

# WHO WE REPRESENT

Our community is made up of wholesale mortgage professionals with a variety of backgrounds and experience.

**BROKER OWNERS**

**LOAN ORIGINATORS**

**BRANCH MGRS/OPS**

**PROCESSORS/ LOAS**

**25%**

**58%**

**14%**

**3%**

## HOW WE REACH OUR AUDIENCE



**AIME SOCIAL MEDIA REACH**

**3M+**



**BROKERS ARE BETTER FACEBOOK GROUP**

**14.5K**



**WOMEN'S MORTGAGE NETWORK FACEBOOK GROUP**

**3.8K**



**AIME WEBSITE VISITS**

**250K**



**BROKER TO BROKER PODCAST LISTENS**

**300K**



**WEEKLY DIGITAL REACH**

**100K**

# WHAT WE DO

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We believe that homeownership should be attainable for everyone, and that brokers are the best choice for consumers to achieve the American Dream.

**We help people help more people.**

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## OUR PROGRAMS & INITIATIVES



BROKER CHANNEL  
ADVOCACY



VENDOR & LENDER  
PARTNERSHIPS



MORTGAGE BROKER  
EDUCATION



COMMUNITY  
IMPACT PROGRAMS



NETWORKING  
EVENTS



WOMEN'S MORTGAGE  
NETWORK



BROKER TO BROKER  
PODCAST



BUSINESS GROWTH  
RESOURCES



MEMBER-DRIVEN  
COMMITTEES



STATE CAPTAIN  
PROGRAM

# OUR TEAM

## Strategy-Led

Katie Sweeney, Chairman and CEO, has been leading AIME since 2020, with a focus on bringing visibility to experienced mortgage advisors in our community that advise and mirror the landscape of today's homebuyers. We draw on the legacy of brokers who have shaped our channel to build the future of wholesale for years to come.

## Member-Driven

We champion the community that we serve, with six member leaders, and hundreds of committee members and State Captains. Our members help to shape our core membership programs and initiatives to protect, support, and grow the wholesale channel.



**Katie Sweeney**  
Chairman & CEO

## AS SEEN IN



POLITICO

inman™



Forbes

REDFIN™

yahoo!  
finance

National  
Mortgage News



Money

MORTGAGE  
News Daily

cheddar

## AWARDS & ACCOLADES

- 2023 Inman Best of Finance Award - *Katie Sweeney*
- 2022 HousingWire Vanguard - *Katie Sweeney*
- 2022 HousingWire Insiders - *Karis Koehn*
- 2022 HousingWire Marketing Leaders - *Jennifer Leonard*
- 2022 Apple Podcasts Top 10 Non-Profit - *Broker to Broker*
- 2022 PR Daily's Non-Profit Communications Honorable Mention - *Broker to Broker Podcast*
- 2021 & 2022 MPA Elite Woman - *Katie Sweeney*
- 2021 HousingWire Rising Stars - *Jennifer Leonard*
- 2020, 2021 & 2022 HousingWire Woman of Influence - *Katie Sweeney*
- 2020, 2021 & 2022 MPA Mortgage Global 100 - *Katie Sweeney*