ASSOCIATION OF INDEPENDENT

MORTGAGE EXPERTS

MEDIA KIT



Press Inquiries:

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ASSOCIATION OF INDEPENDENT MORTGAGE EXPERTS

WHO WE ARE

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

Our members span the entire United States

2018

501 (c) 6

AIME Established

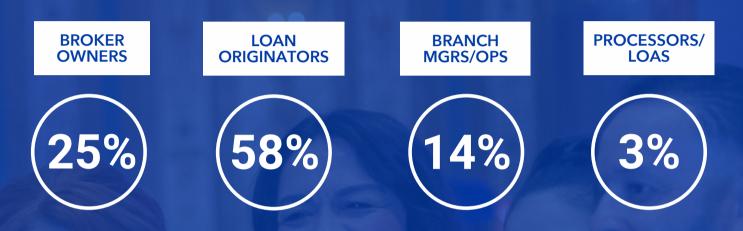
Uniting the Broker Community since 2018

Non-Profit Organization

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.



HOW WE REACH OUR AUDIENCE





BROKERS ARE BETTER FACEBOOK GROUP

WOMEN'S MORTGAGE NETWORK FACEBOOK GROUP

AIME WEBSITE VISITS

AIME SOCIAL MEDIA

REACH

BROKER TO BROKER PODCAST LISTENS

WEEKLY DIGITAL REACH

3M+ 14.5K 3.8K 250K 300K 100K

WHAT WE DO

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.





MEMBER-DRIVEN COMMITTEES



STATE CAPTAIN PROGRAM

OUR TEAM

Katie Sweeney

Chairman & CEO

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.

AS SEEN IN POLITICO PBS FWSHOUR HW nman **Forbes** National Mortgage News **REDFIN** ahoo inance MORTGAGE News Dailv Money INSIDE cheddar MORTGAGE FINANCF

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