

# THE PURCHASE PLAYBOOK

## YOUR BLUEPRINT TO REACHING YOUNG AND DIVERSE MARKETS

BY NAMMBA CONSULTING & CULTURAL OUTREACH

The Purchase Playbook is a diagnostic assessment and blueprint designed in partnership between Cultural Outreach and NAMMBA to holistically review a lender's approach in reaching underserved markets. The descriptions in the summary represent best practices.

Complete lender analysis available for purchase at [thepurchaseplaybook.com](https://thepurchaseplaybook.com).



### PRODUCTS & PROGRAMS

To reach underserved markets, companies must offer competitive products and programs that support access to affordable homeownership options. A strong offering includes closing cost incentives, downpayment assistance, rate competitiveness, and credit considerations.



### AGENT & INFLUENCER RELATIONSHIPS

Companies should have strategic relationships with agents and community leaders who already have the trust in underserved markets. This includes marketing support with agents and charitable giving for community leaders (within compliance guidelines), and building authentic relationships through digital and live outreach.



### TRAINING & WORKFORCE DEVELOPMENT

The workforce must understand the cultures of the markets they serve and be culturally competent in customer service and communication. Ongoing training with all members of staff and leadership is key to growth in these markets.



### RECRUITMENT

In order to access diverse markets, employees must reflect the audience they are trying to reach. Numerous studies have shown that teams consisting of diverse talent are more likely to outperform those who do not and will increase effectiveness in cross-cultural marketing and customer service.



### DIGITAL MARKETING & SOCIAL MEDIA

Website and social media accounts should provide authentic and engaging resources for prospective homebuyers. Accounts should be posting daily, and loan officers should have access to quality social media content, training, and tools to support their digital presence and customer experience.



### DIGITAL BRANDING

Ensure the brand's messaging and communication strategy effectively resonates with the target audience. Consider language preferences, design preferences, and images to reflect the audience.

Learn more at [ThePurchasePlaybook.com](https://ThePurchasePlaybook.com)