



**Motto
Mortgage
2017 Social
Media
Report**

2017 Highlights

- **Message volume increased by 1,791.4%**
- **Total impressions increased by 2,086.2%**
- **Engagements increased by 495.1%**
- **Total followers increased by 291.7%**
- **Highest reach on a Twitter post: 142,079**
- **Most engagements on a Facebook post: 40**
- **Most impressions on a LinkedIn post: 1,751**

2017 Totals

- **376 Followers gained**
- **662 posts sent**
- **257,930 impressions**
- **2,904 engagements**
- **1,066 shares**
- **99 comments**
- **1,075 likes**
- **490 clicks**

* Compared to 2016

Facebook 2017 Overview


- 157 fans gained
- 156 posts published
- 82,520 impressions
- 1,731 engagements
- 898 shares
- 52 comments
- 781 likes
- 490 clicks

Top Posts

Motto Mortgage
December 18, 2017 · 🌐

Like Page

Motto Mortgage Express is Now Open #mottomortgage



First Colorado Motto Franchise | Motto Mortgage
Motto Mortgage connects real estate brokerages to a separate, franchised mortgage brokerage, streamlining barriers of entry to the mortgage lending industry.
MOTTOMORTGAGE.COM

138 people reached

Boost Post


Joseph Cerullo, Corina Cordova and 10 others · 1 Share

Like Comment Share

Motto Mortgage
December 6, 2017 · 🌐

Like Page

REMAX associate in Mission, TX happily refers clients to Motto Mortgage for personal attention plus smart, experienced loan originator. #mottomortgage



Associate Values Personal Touch of Motto Mortgage Firm - ABOVE
A Texas agent is glad his clients have advantage of service, convenience and choice By Cameron Orr If something helps accomplish his clients' dreams....
ABOVEMAG.REMAX.COM

302 people reached

Boost Post


Peter Luft, Christian Bennett and 7 others · 1 Share

Like Comment Share

Motto Mortgage
December 21, 2017 · 🌐

Like Page

Bad credit doesn't have to squash your dreams of homeownership.



Getting a Mortgage Despite Bad Credit: 5 Things to Know
Your low credit score doesn't have to waylay your dreams of homeownership.
MOTTOMORTGAGE.COM

464 people reached

Boost Post

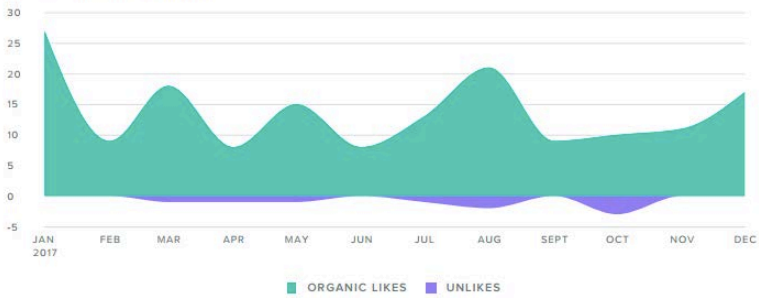
9 Shares

Like Comment Share

* As measured by Sprout Social

Facebook Audience Growth

LIKES BREAKDOWN, BY MONTH



Audience Growth Metrics

Metric	Totals
Total Fans	260
Organic Likes	166
Unlikes	9
Net Likes	157

Total fans increased by
154.9%
since previous date range

Facebook Publishing Behavior

POSTS, BY MONTH



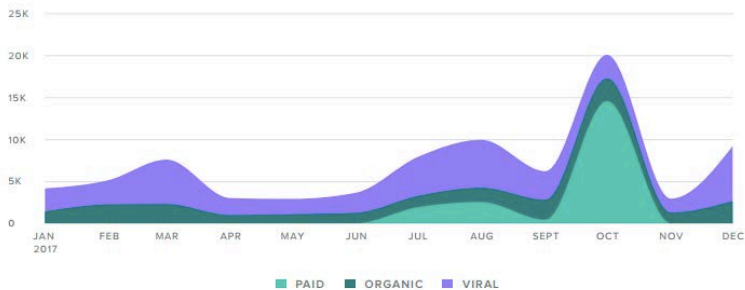
Publishing Metrics

Metric	Totals
Photos	48
Videos	5
Posts	103
Notes	-
Total Posts	156

The number of posts you sent increased by
1,318.2%
since previous date range

Facebook Impressions

PAGE IMPRESSIONS, BY MONTH



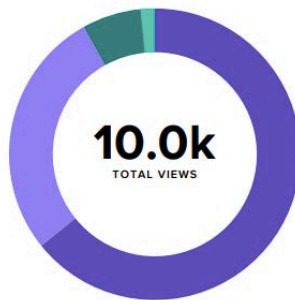
Impressions Metrics

Metric	Totals
Organic Impressions	21,044
Viral Impressions	42,073
Paid Impressions	19,403
Total Impressions	82,520
Average Daily Users Reached	150

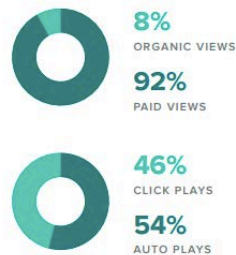
Total Impressions increased by
706.6%
since previous date range

Facebook Video Performance

VIEW METRICS



VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY MONTH



Action Metrics

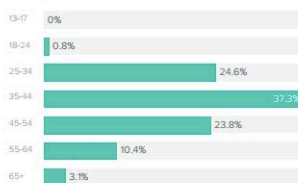
Metric	Totals
Reactions	781
Comments	52
Shares	898
Total Engagements	1,731

Total Engagements increased by
289.0%
since previous date range

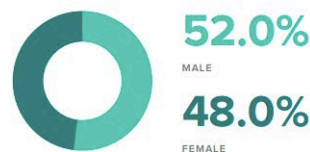
Facebook Audience Demographics

Page Fans | People Reached | People Engaged

BY AGE



BY GENDER



Men between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

Country	Count
United States	252
Canada	4
Greece	1
India	1
Japan	1

Top Cities

City	Count
Denver, CO	31
Houston, TX	7
Billings, MT	5
Aurora, CO	4
Parker, CO	4

Twitter 2017 Overview

- 76 followers gained
- 465 tweets sent
- 157,782 impressions
- 762 engagements
- 151 retweets
- 45 mentions
- 178 favorites
- 231 clicks

Top Posts

Motto Mortgage
@MottoMortgage [Follow](#)

Homes are selling at a faster pace than they were 3 years ago according to [@remax](#). Via [@realtordotcom](#) [#mottomortgage](#)



How Quickly Will My House Sell?
Some new data put things into perspective for people looking to sell their homes. [realtor.com](#)

9:50 AM - 10 Oct 2017

18 Retweets 18 Likes

Motto Mortgage
@MottoMortgage [Follow](#)

Why this fall season provides a great opportunity for first-time homebuyers via [@RISMediaUpdates](#) [#mottomortgage](#)



First-Time Homebuyers: Your Time Is Now
Homebuyers new to ownership could get lucky this season, research by Trulia shows. [rismedia.com](#)

8:21 AM - 11 Oct 2017

4 Retweets 5 Likes

Motto Mortgage
@MottoMortgage [Follow](#)

Housing confidence rose in September to match the all-time high. What's behind this? via [@CNBC](#) [#mottomortgage](#)



Renters think the housing market is finally loosening up, fueling a sudden opt...
There has been a sudden burst of optimism among potential homebuyers in a monthly sentiment survey from Fannie Mae. [cnbc.com](#)

2:10 PM - 14 Oct 2017

4 Retweets 2 Likes

* As measured by Sprout Social

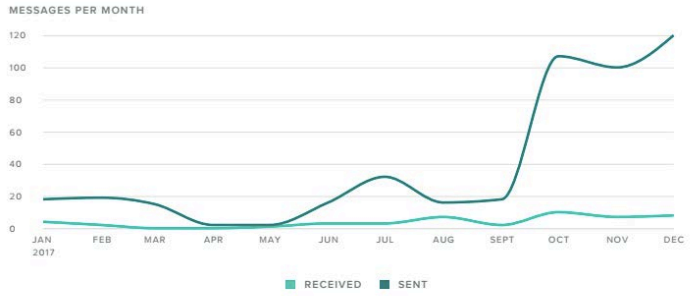
Twitter Audience Growth



Follower Metrics	Totals
Total Followers	157
New Follower alerts	217
Actual Followers gained	76
People that you followed	125

Total followers increased by **~100.0%** since previous date range

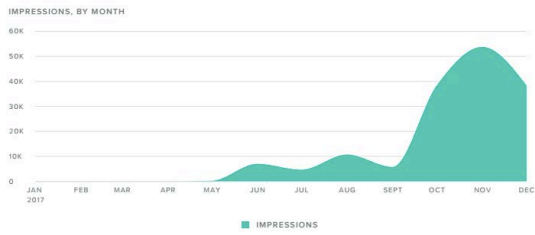
Twitter Posts & Conversations



Sent/Received Metrics	Totals
Tweets sent	465
Direct Messages sent	-
Total Sent	465

The number of messages you sent increased by **~1,921.7%** since previous date range

Twitter Impressions

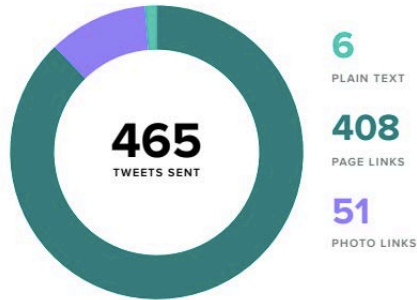


Impressions Metrics	Totals
Average Impressions per Day	432
Organic Impressions	157,782

Total Impressions increased by **~100.0%** since previous date range

Twitter Publishing Behavior

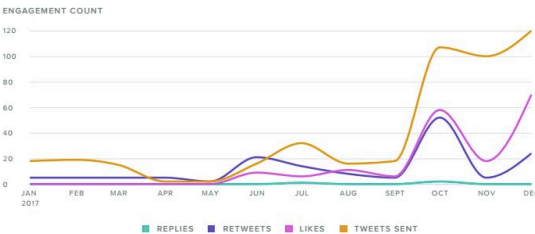
SENT MESSAGE CONTENT



YOUR TWEETING BEHAVIOR



Twitter Engagement

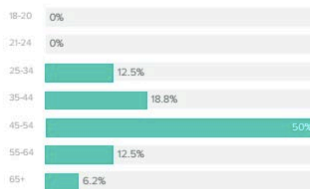


Engagement Metrics	Totals
Replies	3
Retweets	151
Retweets with Comments	13
Likes	178
Total Engagements	762

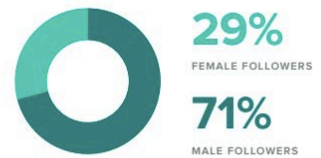
The number of engagements increased by **~100.0%** since previous date range

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men and people between the ages of 45-54 appear to be the leading force among your recent followers.


LinkedIn 2017 Overview

- 143 followers gained
- 41 posts sent
- 17,628 impressions
- 411 engagements
- 17 shares
- 2 comments
- 116 likes
- 276 clicks

Top Posts

Motto Mortgage
3mo

Motto Mortgage is now available to even more consumers, as franchise sales expand outside of the RE/MAX Network. Motto Mortgage is now selling mortgage brokerage franchises in all 50 states and has already sold more than 400. ...see more



10 Likes · 2 Comments


Like Comment Share

Yaw Kwakye
Independent Business Owner at REMAX Real Estate
Looking forward to have motto mortgage in AFRICA.
Like Reply 1 Like

Mike Brattain II
Motto Mortgage Mike NMLS# 1616628
Levan Wood
Like Reply

Motto Mortgage
8mo

Local real estate broker opens first Motto Mortgage franchise in South Texas.




Norma Hinojosa Brings Better Service and More Choice to Rio Grande Val...
mottomortgage.com

9 Likes

Like Comment Share

Motto Mortgage
6mo

RE/MAX heavy hitter Jack Fry explains why the time was right to expand services with Motto Mortgage. <http://bit.ly/2w6CTsY>



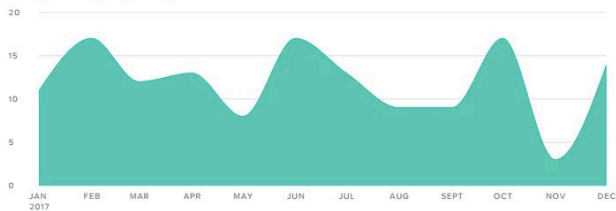
40-Year Veteran Purchases Motto Mortgage Franchise - ABOVE
abovemag.remax.com

7 Likes

Like Comment Share

LinkedIn Audience Growth

FOLLOWER BREAKDOWN, BY MONTH



Audience Growth Metrics

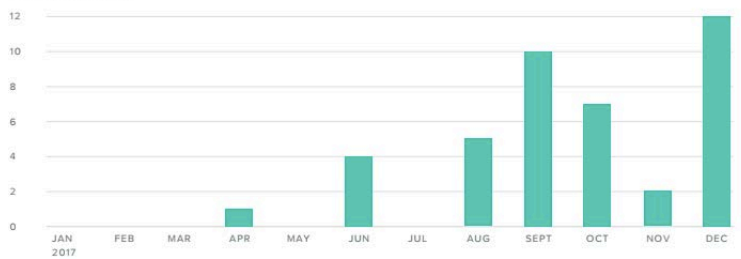
Metric	Totals
Total Followers	198
Organic Followers Gained	143

Total followers increased by

~260.0%
since previous date range

LinkedIn Publishing Behavior

POSTS PER MONTH



Publishing Metrics

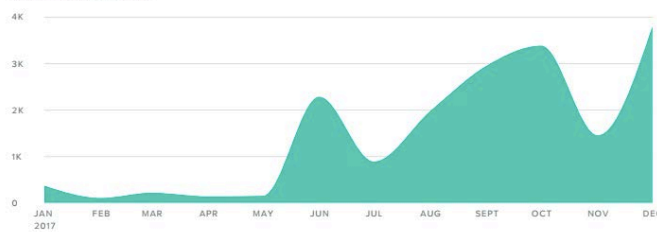
Metric	Totals
Average Posts per Day	-
Total Posts	41

The number of posts you sent increased by

~4,000.0%
since previous date range

LinkedIn Impressions

IMPRESSIONS, BY MONTH



Impressions Metrics

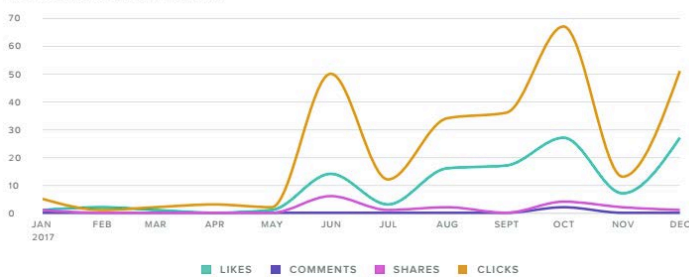
Metric	Totals
Average Impressions per Day	48
Organic Impressions	17,628
Users Reached	7,126

Total Impressions increased by

~1,025.0%
since previous date range

LinkedIn Engagement

AUDIENCE ENGAGEMENT, BY MONTH



Engagement Metrics

Metric	Totals
Likes	116
Comments	2
Shares	17
Clicks	276
Total Engagements	411

Total Engagements increased by

~855.8%
since previous date range

LinkedIn Audience Demographics

SENIORITY LEVEL

Senior	99
Entry-level	51
Manager	32
Owner	28
Vice President (VP)	17
Director	17
Chief X Officer (CXO)	14
Partner	8
Training	1

POSITIONS

Finance	65
Sales	60
Entrepreneurship	36
Business Development	36
Real Estate	20
Marketing	11
Media & Communications	8
Operations	7
Program & Product Management	6
Human Resources	6

Website 2017 Overview

- **3,828 users from Facebook**
- **351 users from Twitter**
- **110 users from LinkedIn**
- **4,289 total users from social**