



# Instagram Reel Prompts

Remember, these are just suggestions that are already approved. Never post any content that has trigger terms or would trigger a loan scenario. Contact [Marketing@wvbk.com](mailto:Marketing@wvbk.com) with any questions about what may or may not be in compliance when creating your Instagram Reels.

## Prompts

*“What people think lenders do all day vs. what we actually do.”*

Ex: First scene is a LO throwing money into the air in slow-motion, second scene is the LO at their desk with multiple phones going off, hundreds of missed emails, the LO pretending to go crazy.

*“Common questions about getting a home loan.”*

- Why do I need a down payment?
- How do I know what I qualify for?
- Where do I even start? “Contact your LOCAL Loan Officer at WVBK!”

*“Types of Products WVBK offers:”*

**Never disclose % or anything that will trigger a loan scenario!**

- How to get a Home Loan
- Get Pre-qualified
- Find a home in your budget
- Contact your WVBK Loan Officer

*Your Weekend – Did you go somewhere exciting? Take short videos and stitch them together in the Instagram Reels app! Borrowers and potential clients like to know about you, too! :)*

*Types of documents typically needed for pre-qualification:*

- Last 2 pay stubs
- Past 2 years tax returns
- 2 years of employment

**Disclaimer: Your LO may ask for additional documents, reach out to them with any questions!**

*What NOT to do after you're pre-qualified:*

- Finance furniture
- Finance a car
- Large cash deposits
- Quit/change your job