

**Subject:** Resources your buyers will actually find useful  
**Date:** Wednesday, April 22, 2026 at 2:37:45 PM Mountain Daylight Time  
**From:** Charlie Content  
**To:** Melissa Gates



Hello Markie!

Wanted to share a few resources that are worth passing along to buyers in your sphere. This month I've been focused on helping buyers understand what options are actually available to them right now: buydowns, seller concessions, down payment programs, and why getting pre-qualified before they start shopping makes all the difference.

Here are a few links worth sharing:

- Why get pre-qualified first: [castlecookemortgage.com/blog/why-should-i-get-prequalified-for-a-mortgage-loan#Charlie\\_Content](https://castlecookemortgage.com/blog/why-should-i-get-prequalified-for-a-mortgage-loan#Charlie_Content)
- Understanding credit scores: [castlecookemortgage.com/blog/understanding-your-fico-score#Charlie\\_Content](https://castlecookemortgage.com/blog/understanding-your-fico-score#Charlie_Content)
- Tips for first-time buyers: [castlecookemortgage.com/blog/tips-for-first-time-home-buyers#Charlie\\_Content](https://castlecookemortgage.com/blog/tips-for-first-time-home-buyers#Charlie_Content)

Also, if you have listings that need more exposure, I'd love to help. Working with me gets you free access to our marketing platform to generate co-marketed listing flyers, postcards, single property websites, and even educational collateral for your clients.

Reach out and let's talk.  
Charlie



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