



## National MI and Cultural Outreach Debut M3, an Online Marketing Resource to Help Mortgage Professionals Reach Millennial and Multicultural Buyers

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### Private mortgage insurer teams with Cultural Outreach to enable loan officers to better serve greater numbers of homebuyers

EMERYVILLE, Calif. and LOS ANGELES, Oct. 11, 2018 (GLOBE NEWSWIRE) -- [National Mortgage Insurance Corporation \(National MI\)](#), a subsidiary of NMI Holdings, Inc., (NASDAQ: NMIH), in collaboration with [Cultural Outreach](#), today launched M3, an online resource featuring graphics, video interviews, webinars and articles designed to educate and train mortgage professionals to gain a wider range of new customers. M3, which stands for 'Millennial, Multicultural and Media,' is designed to help mortgage loan professionals reach multigenerational and multicultural mortgage borrowers, especially Millennials.

The new website provides mortgage loan originators and their partners with helpful information and content so they can build a strong, modern brand that appeals to a variety of homebuyers. National MI is a nationwide private mortgage insurer and Cultural Outreach helps mortgage and real estate companies reach today's young and diverse consumers through cause-driven marketing and training.

"Today's consumer is young and diverse, and the mortgage industry needs guidance in media and training resources to reach the growing market of new homebuyers," said Christina Bartning, vice president of marketing and client solutions with National MI. "As a private mortgage insurer, National MI is eager to help educate homebuyers on the options available for low down payment mortgages to expand the opportunities for homeownership. We believe M3 will be a great asset for mortgage professionals interested in growing their business."

"Our goal is to build a community of forward-thinking leaders who are meeting the demands of today's homebuyer," added Kristin Messerli, founder of Cultural Outreach. "M3 delivers a wealth of resources on how to best use social media, create a strong brand and maximize profits, and much more."

Cultural Outreach has worked with National MI over the past three years, providing training and marketing content on subjects ranging from consumer trends on social media to multicultural marketing strategies. M3 enables loan officers and their partners to easily access content and will serve as a go-to resource for taking their personal brands to the next level.

M3 will be updated monthly with new content and industry highlights. Content will be centered around the following components:

- Personal branding and building a strong online presence
- Creating multimedia communication channels for diverse audiences
- Continuous education and training to foster business growth

To access the site, visit [www.discoverm3.com](http://www.discoverm3.com)

#### About National MI

National Mortgage Insurance Corporation (National MI), a subsidiary of NMI Holdings, Inc. (NASDAQ: NMIH), is a U.S.-based, private mortgage insurance company enabling low down payment borrowers to realize home ownership while protecting lenders and investors against losses related to a borrower's default. To learn more, please visit [www.nationalmi.com](http://www.nationalmi.com).

#### About Cultural Outreach

Cultural Outreach connects companies with underserved markets and Millennials through cause-driven marketing and community-building services that drive business results. Cultural Outreach arms providers with critical tools to drive homeownership growth in all channels. To learn more, visit <http://www.CulturalOutreach.com>.

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