**Servicer Honors and Rewards Program (SHARP)SM   
Key Messages**

Congratulations on your SHARP award!

Use these key messages to jump start the promotion of your award.

**Program name**

“Servicer Honors and Rewards Program (SHARP)SM” on the first reference and “SHARP” on subsequent uses.

**Tag line**

Celebrating superior servicing performance

**Quick sound bites**

* We won a [Gold/Silver/Bronze] Freddie Mac SHARP award for [Group 1/Group 2/Group 3].
* The SHARP awards represent quality servicing, risk management and sustainable homeownership.
* The SHARP awards are about setting the bar high for servicing standards.
* SHARP is a simple way to recognize and reward servicing excellence.

**Share**

* Share our press release. Share the LinkedIn post with your network.
* Use your customizable marketing kit to quickly share pre-designed assets.

**Social hashtag**

#SHARPawards

**Tags**

LinkedIn: Freddie Mac Single-Family

Twitter: @FreddieMacSF