This study gives a content analysis of both commercial bank mortgage advertisements and credit union mortgage advertisements. The analysis will show if there are any common themes or major differences between advertisements. For example, nonverbal messages such as bank logo or colors, and target audience or verbal messages such as lines of communication and loan officer profiles. The study will answer if commercial banks have common mortgage loan advertising strategies. Also if credit union mortgage loan advertisements share common traits. The final question that will be answered is if there are any commonalities and or differences between commercial bank mortgage loan ads and credit union mortgage loan ads. I have created a content analysis checklist for the ads. The checklist is based on other content analysis articles done on advertisements, both in the real estate market and on commercial good. I will find mortgage loan ads from both commercial banks and credit union and put them through the checklist. The checklist answers with either be yes or no. After all ads have been put through the checklist, I will display the data in a table as percentages and raw data. The percentages to determine if there are similarities will be 0-99%. The higher the percentage the higher the similarities.