# SEQUENCE

INSTANT: Voicemail 1, Email 1

INTERVAL 1: Voicemail 2, SMS1, Email 2

INTERVAL 2: Voicemail 3, Email 3

INTERVAL 3: SMS2, Email 4

INTERVAL 5: Voicemail 4

INTERVAL 7: SMS3, Email 5

INTERVAL 10: Voicemail 5

INTERVAL 14: SMS4

|  |  |  |
| --- | --- | --- |
| VOICEMAILS  1 Instant  2 Day1  3 Day2  4 Day5  5 Day10 | SMS  1 Day1  2 Day3  3 Day7  4 Day14 | EMAILS  1 Instant  2 Day1  3 Day2  4 Day3  5 Day7 |

**Voicemail Audios WAV & MP3** <https://drive.google.com/open?id=1STQwAkp75bssK1cm8EVq0HWhg3k04pR7>

# PURCHASE

INSTANT: Voicemail 1, Email 1

**Voicemail 1:** Hey this is Devin calling about your home loan request. I just want to reach out and make sure you got the email we sent with the subject line “Your Home Loan Inquiry”. Your personal mortgage professional’s contact information is in that email. Call us back when you get a chance. Your lender is looking forward to helping you out. Talk to you soon.

<https://drive.google.com/open?id=1T3eHGcRoI1kCyN-uRUCWesqhZ5rLCqgH> wav

**EMAIL1:**

**SUBJECT LINE: Your Home Loan Inquiry**

Hi {first\_name},

I received your request for information on a home loan.

Do you have time for a quick call to talk about some options available to you?

My direct number is below.

There are a lot of different programs available.

Call me and we’ll figure out which programs and options best fit your needs.

- {email\_signature}

INTERVAL 1: Voicemail 2, SMS1, Email 2

**Voicemail 2:** Hi this is Devin calling in regards to your home loan request the other day. Your mortgage specialist has a few ideas to go over with you regarding your request and wants to get your feedback. You should also have an email in your inbox with the subject line “can you call me”. So give us a call back at this number so we can help you out. Talk to you soon.

<https://drive.google.com/open?id=1VUGDMx-Yhm4UmyV1cx3z8GE6dxyUr5ph> wav

**EMAIL2**:   
**SUBJECT LINE: {first\_name}, can you call me?**

I have a few quick questions regarding your home loan request.

Call me at the number below.

I’d love to help you with your home loan. I just need to clarify a few things so I know the best way I can help you.

- {email\_signature}

**SMS1:**

{first\_name}, I'm looking over your home loan request and have a few ideas for you. Give me a call when you can.

INTERVAL 2: Voicemail 3, Email 3

**Voicemail 3:** Hey it’s Devin. One of our mortgage professionals got your request the other day and wanted me to reach out. We want to see if now is a good time to help you. Give us a quick call back so we can answer any questions you have in just a few minutes. We’d love to help. So give us a call back when you can.

<https://drive.google.com/open?id=1ARAHvX6MGW6eH888z_EpHzd3WyNG7FJ8> wav

**EMAIL3:**

**SUBJECT LINE: Is now a good time?**

Hi {first\_name},

Everyday we get people requesting information about home loan options.

We do our best to help everyone in a timely manner.

Can we help you with your home ownership goals?

Give me a call.

- {email\_signature}

INTERVAL 3: SMS2, Email 4

**EMAIL4:**

**Subject: Our ‘sTrAnGe’ rule**

{first\_name}, we have this rule at our company.

Most people who haven’t reached out to me by now are worried that I’m going to try and pressure them into something.

If that crossed your mind, I wanted you to know that’s not my style.

And even if I was that way, my company doesn’t even allow it.

We have a reputation to uphold. A reputation of being customer-focused. So our goal is to find out how we can best help you. Then we present options that fit you.

The final decision is always yours.

When can we get started looking at your options?

Give me a call.

- {email\_signature}

**SMS2:**

{first\_name}, I got your request for information on a home loan. I have a few questions. Call me when you get a chance.

INTERVAL 5: Voicemail 4

**Voicemail 4:** Hey it’s Devin, I was looking over your application and noticed your mortgage specialist hasn’t talked to you yet. I wanted to make sure that we take care of you. Give us a call back as soon as you can. Your loan officer can run some numbers for you over the phone in just a few minutes. You’ll get an idea of how much you can borrow and payment options, and it won’t take much time. Give us a call.

<https://drive.google.com/open?id=18BJC-wBDAF0WQ5MmewpWuO2h4b1p0yxz> wav

INTERVAL 7: SMS3, Email 5

**Email 5:**

**Subject: Hi {first\_name}**

Are you still interested in a home loan?

- {email\_signature}

**SMS3:**

Hi {first\_name}, are you still interested in a home loan?

INTERVAL 10: Voicemail 5

**Voicemail 5:** Hey this is Devin. I’m calling to see if you’re still looking for a home loan? Even if you’re not, could you text me back at this number and let me know either way? I know this entire process can feel overwhelming and I want to assure you that our company cares about you and has your best interests in mind. So give us a call back and you can talk to one of our loan officers. Talk to you soon. Bye

<https://drive.google.com/open?id=1QSiWI1uu6SQQ2xNkt-uEyuRWMcTxk5p7> wav

INTERVAL 14: SMS4

**SMS4:**

{first\_name}, I haven't heard back. Should I close out your file?

# REFI

INSTANT: Voicemail 1, Email 1

**Voicemail 1**: Hey this is Devin calling about your home refi request. I just want to reach out and make sure you got the email we sent with the subject line “Your Home Loan Refi Inquiry”. Your personal mortgage professional’s contact information is in that email. Call us back when you get a chance. Your refi specialist is looking forward to helping you out. Talk to you soon.

<https://drive.google.com/open?id=1Mt4XG4iSg2cG9A5-MtZJVxQ-PUBg7hmu> wav

**EMAIL1:**

**SUBJECT LINE: Your Home Loan Refi Inquiry**

Hi {first\_name},

I received your request for information on refinancing your home loan.

Do you have time for a quick call to talk about some options available to you?

My direct number is below.

We have different options whether you’re looking to reduce your overall monthly payments, get extra cash, do some remodeling, or anything in between.

Call me and we’ll figure out which options best fit your needs.

- {email\_signature}

INTERVAL 1: Voicemail 2, SMS1, Email 2

**Voicemail 2:** Hi this is Devin calling in regards to your home loan refi request the other day. Your loan specialist has a few ideas to go over with you regarding your request and wants to get your feedback. You should also have an email in your inbox with the subject line “can you call me”. So give us a call back at this number so we can help you out. Talk to you soon.

<https://drive.google.com/open?id=10mXIg5yq8bS-45ZGes-XQTwNCa5Ppfjb> wav

SMS1:

{first\_name}, I'm looking over your refi request and have a few ideas for you. Give me a call when you can.

**EMAIL2**:

**SUBJECT LINE: {first\_name}, can you call me?**

I have a few quick questions regarding your request for information on a home loan refi.

Call me at the number below.

I’d love to help you accomplish what you want with refinancing. I just need to get clarity on a few things so I know how I can best help you.

- {email\_signature}

INTERVAL 2: Voicemail 3, Email 3

**Voicemail 3:** Hey it’s Devin. One of our mortgage refinance specialists got your request the other day and wanted me to reach out. We want to see if now is a good time to help you. Give us a quick call back. Your mortgage specialist can answer any questions you have in just a few minutes. We’d love to help. Call us back when you can.

<https://drive.google.com/open?id=1yGjZ5RHKmehkwinBTlM2kiAHkCNiQwbN> wav

**EMAIL3:**

**SUBJECT LINE: Is now a good time?**

Hi {first\_name},

Everyday we get people requesting information about refinancing home loans.

We do our best to help everyone in a timely manner.

Is now a good time for you?

Give me a call.

- {email\_signature}

INTERVAL 3: SMS2, Email 4

SMS2:

{first\_name}, I got your request for info on refinancing your home loan. I have a few questions. Call me when you get a chance.

**EMAIL4:**

**Subject: Our ‘sTrAnGe’ rule**

{first\_name}, we have this rule at our company.

Most people who haven’t reached out to me by now are worried that I’m going to try and pressure them into something.

If that crossed your mind, I wanted you to know that’s not my style.

And even if I was that way, my company doesn’t even allow it.

We have a reputation to uphold. A reputation of being customer-focused. So our goal is to find out how we can best help you. Then we present options that fit you.

The final decision is always yours.

When can we get started looking at your options?

Give me a call.

- {email\_signature}

INTERVAL 5: Voicemail 4

**Voicemail 4:** Hey it’s Devin, I was looking over your application and noticed your refi specialist hasn’t talked to you yet. I wanted to make sure that we take care of you. Give us a call back as soon as you can. Your refi specialist can run some numbers for you over the phone in just a few minutes. You’ll get an idea of how much you can borrow and payment options, and it won’t take much time. Give us a call.

<https://drive.google.com/open?id=1JWt8O7USKDYtko7n5GNkwDtoDC3WVR4u> wav

INTERVAL 7: SMS3, Email 5

SMS3:

Hi {first\_name}, are you still interested in refinancing your home loan?

**Email 5:**

**Subject: Hi {first\_name}**

Are you still interested in refinancing your home loan?

- {email\_signature}

INTERVAL 10: Voicemail 5

**Voicemail 5:** Hey this is Devin. I’m calling to see if you’re still interested in information about refinancing your home loan? Even if you’re not, could you text me back at this number and let me know either way? I know this entire process can feel overwhelming and I want to assure you that our company cares about you and has your best interests in mind. So give us a call back and you can talk to one of our loan officers. Talk to you soon. Bye.

<https://drive.google.com/open?id=1pEfvOU928EEweVjwsVDC_q5SZ_d-XDbp> wav

INTERVAL 14: SMS4

SMS4:

{first\_name}, I haven't heard back. Should I close out your file?

# VA

INSTANT: Voicemail 1, Email 1

**Voicemail 1:** Hey this is Devin, we received your request for information on a VA home loan and wanted to explain the great options you have as a veteran. Call back when you get this. You should have an email in your inbox with the subject line “Your VA Home Loan Inquiry” that has your loan specialist’s contact information in it. We look forward to helping you out. Bye.

<https://drive.google.com/open?id=1Fj9BUL8e_-bIIRNbwAyvQaQ9ZSjNFVvd> wav

EMAIL1:

**SUBJECT: Your VA Home Loan Inquiry**

Hi {first\_name},

I received your request for information on a VA home loan.

Do you have time for a quick call to talk about some options available to you?

We have priority service for veterans. Give me a call.

I look forward to helping you out!

{email\_signature}

INTERVAL 1: Voicemail 2, SMS1, Email 2

**Voicemail 2:** Hi this is Devin calling in regards to your VA home loan request the other day. Your loan specialist has a few ideas to go over with you regarding your request and wants to get your feedback. You should also have an email in your inbox with the subject line “can you call me”. So give us a call back at this number so we can help you out. Talk to you soon.

<https://drive.google.com/open?id=10d49LShcM07iGKspVtvQBwv-dcUC6e-l> wav

**SMS1:** {first\_name}, I'm looking over your VA home loan request and have a few ideas for you. Give me a call when you can.

**EMAIL2:**

**SUBJECT: {first\_name}, can you call me?**

I have a few quick questions regarding your VA home loan.

Call me when you get a chance. My phone number is in my signature below.

I’d love to help you with your loan. I just need clarity on something so I know how I can best help you.

{email\_signature}

INTERVAL 2: Voicemail 3, Email 3

**Voicemail 3:** Hey it’s Devin. One of our VA loan specialist got your request the other day and wanted me to reach out. We specialize in making sure you get the most out of your VA home loan. OK? Give us a quick call back. We just need a few minutes to see how we can best help. Your loan officer is waiting on your call.

[**https://drive.google.com/open?id=1hu6OefRAs7gPmrAdXN7Vry-1US5ALvqf**](https://drive.google.com/open?id=1hu6OefRAs7gPmrAdXN7Vry-1US5ALvqf)wav

**EMAIL3:**

**SUBJECT LINE: Is now a good time?**

Hi {first\_name},

Everyday we get people requesting information about home loan options.

We do our best to help everyone in a timely manner.

Is now a good time for you?

Give me a call.

- {email\_signature}

INTERVAL 3: SMS2, Email 4

**EMAIL4:**

**SUBJECT: Against the rules?**

{first\_name}, we have this rule at our company.

No Pressure. That’s it.

We're not allowed to pressure anyone into anything.

We have a reputation to uphold. A reputation of being customer-focused. So our goal is to find out how we can best help you. Then we present the options that fit.

The final decision is always yours.

Give me a call.

{email\_signature}

**SMS2:** {first\_name}, I got your request for info on a VA home loan. I have a few questions. Call me when you get a chance.

INTERVAL 5: Voicemail 4

**Voicemail 4:** Hey it’s Devin, your VA specialist is looking at your application again. We prioritize our military service members and I wanted to make sure that we take care of you. So call your loan specialist back. You can have your numbers run for you over the phone in just a couple minutes and get answers to any questions you have about payment options. So give us a call back.

<https://drive.google.com/open?id=1h_Txt_wXxUc9psNs4Czfp8KRr7npEERR> wav

INTERVAL 7: SMS3, Email 5

**EMAIL5:**

**SUBJECT: Hi {first\_name}**

Are you still interested in your VA home loan?

{email\_signature}

**SMS3:** Hi {first\_name}, are you still interested in a VA home loan?

INTERVAL 10: Voicemail 5

**Voicemail 5:** Hey it’s Devin, in regards to your VA home loan request. Are you still looking for a VA loan? If so, could you text your loan specialist back at this number and let us know either way? I know this entire process can feel overwhelming and I want to assure you that our company cares about you and has your best interests in mind. So call us back when you can. Talk to you soon. Bye

<https://drive.google.com/open?id=1B8NeFbAEKKom-0f9lRbLiiydjXsZ5HZ1> wav

INTERVAL 14: SMS4

**SMS4:** {first\_name}, I haven't heard back. Should I close out your file?

# REVERSE MORTGAGE

***These messages are NOT in your system.***

INSTANT: Voicemail 1, Email 1

**Voicemail 1:** Hey this is {NAME} calling about your reverse mortgage request. I just want to reach out and make sure you got the email we sent with the subject line “Your Reverse Mortgage Inquiry”. Your personal mortgage professional’s contact information is in that email. Call us back when you get a chance. Your lender is looking forward to helping you out. Talk to you soon.

**EMAIL1:**

**SUBJECT LINE: Your Reverse Mortgage Inquiry**

Hi {first\_name},

I received your request for information on a reverse mortgage.

Do you have time for a quick call to talk about some options available to you?

My direct number is below.

There are a lot of different programs available.

Call me and we’ll figure out which programs and options best fit your needs.

- {email\_signature}

INTERVAL 1: Voicemail 2, SMS1, Email 2

**Voicemail 2:** Hi this is {NAME} calling in regards to your reverse mortgage request the other day. Your mortgage specialist has a few ideas to go over with you regarding your request and wants to get your feedback. You should also have an email in your inbox with the subject line “can you call me”. So give us a call back at this number so we can help you out. Talk to you soon.

**EMAIL2**:   
**SUBJECT LINE: {first\_name}, can you call me?**

I have a few quick questions regarding your reverse mortgage request.

Call me at the number below.

I’d love to help you with your reverse mortgage. I just need to clarify a few things so I know the best way I can help you.

- {email\_signature}

**SMS1:**

{first\_name}, I'm looking over your reverse mortgage request and have a few ideas for you. Give me a call when you can.

INTERVAL 2: Voicemail 3, Email 3

**Voicemail 3:** Hey it’s {NAME}. One of our mortgage professionals got your request the other day and wanted me to reach out. We want to see if now is a good time to help you. Give us a quick call back so we can answer any questions you have in just a few minutes. We’d love to help. So give us a call back when you can.

**EMAIL3:**

**SUBJECT LINE: Is now a good time?**

Hi {first\_name},

Everyday we get people requesting information about reverse mortgage options.

We do our best to help everyone in a timely manner.

Can we help you with your goals?

Give me a call.

- {email\_signature}

INTERVAL 3: SMS2, Email 4

**EMAIL4:**

**Subject: Our ‘sTrAnGe’ rule**

{first\_name}, we have this rule at our company.

Most people who haven’t reached out to me by now are worried that I’m going to try and pressure them into something.

If that crossed your mind, I wanted you to know that’s not my style.

And even if I was that way, my company doesn’t even allow it.

We have a reputation to uphold. A reputation of being customer-focused. So our goal is to find out how we can best help you. Then we present options that fit you.

The final decision is always yours.

When can we get started looking at your options?

Give me a call.

- {email\_signature}

**SMS2:**

{first\_name}, I got your request for information on a reverse mortgage. I have a few questions. Call me when you get a chance.

INTERVAL 5: Voicemail 4

**Voicemail 4:** Hey it’s {NAME}, I was looking over your application and noticed your mortgage specialist hasn’t talked to you yet. I wanted to make sure that we take care of you. Give us a call back as soon as you can. Your loan officer can run some numbers for you over the phone in just a few minutes. You’ll get an idea of how much you can borrow and payment options, and it won’t take much time. Give us a call.

INTERVAL 7: SMS3, Email 5

**Email 5:**

**Subject: Hi {first\_name}**

Are you still interested in a reverse mortgage?

- {email\_signature}

**SMS3:**

Hi {first\_name}, are you still interested in a reverse mortgage?

INTERVAL 10: Voicemail 5

**Voicemail 5:** Hey this is {NAME}. I’m calling to see if you’re still looking for info on a reverse mortgage? Even if you’re not, could you text me back at this number and let me know either way? I know this entire process can feel overwhelming and I want to assure you that our company cares about you and has your best interests in mind. So give us a call back and you can talk to one of our loan officers. Talk to you soon. Bye

INTERVAL 14: SMS4

**SMS4:**

{first\_name}, I haven't heard back. Should I close out your file?