

TBD

# Conversation Starters

Encouragement is the secret sauce that keeps your customers hooked! Check out these fun conversation starters guaranteed to keep the energy and excitement flowing.

## Conversation Starters

- I hope house hunting is going well! I'm starting to see some movement in the market that could be positive for you. Let's keep in touch...your new home is out there.
- Quick reminder... when you find the right home, give me a call so I can get you a property specific approval letter. I'm just a call or text away even evenings and weekends.
- Have you ever thought about expanding your search to include fixer uppers? We have a great renovation loan program that can help you finance the house and updates in one mortgage. Let me know what you think.
- It's been a minute since we looked at your options – could be you've adjusted what you want and need in a home. If so, let's take a fresh look and see how that may give you more flexibility and even buying power.
- Happy Friday and congrats on making it through another week! If your weekend plans include house hunting, don't hesitate to reach out if you have mortgage questions. I'm available.
- Losing sleep trying to keep up with what's happening in the local market? That's why I'm here. I've got my eye on what's working and I may have some ideas you haven't thought of. Give me call and let's talk about what's happening.
- We made it to another Friday! I hope that your week went by fast, I know mine did. If your weekend plans include house hunting, remember you can call, text, or email me with any of your mortgage questions.
- Feeling impatient waiting for your perfect home to hit the market? Remember, good things come to those who wait, but I may know how to help you fast-track to the good part...finally calling that home your own. I'm right to go over your financing options whenever you need me.

## Phone or BombBomb Scripts

Call to update your customer. Even if you don't have the answer they were waiting for, you can still let them know you are on it, give them an idea of when they could expect an answer, and check to see if they have any additional questions/needs.

*Hey <customer name>! I got an answer on.../am still waiting to hear back on... <their question>. Mention the next steps. What else can I help you with?*

Share a success story or suggestion. Could be about a someone who finally found their home, someone you helped increase their buying power, someone who changed parameters to include fixer upper, etc.

*Hi <customer>! I had an idea. I was just able to help another customer get approved for a renovation loan... that could really open up more properties that could work for you. There may be other things we can do to give you more options. Call me if you want to brainstorm.*

Re-run scenarios. They may be hearing different options from other lenders. Or their priorities may have shifted. Offer to take a fresh look.

*Hi <customer>! I was thinking that it's been a minute since we ran your scenarios. Let's take a fresh look. The market is always changing and may have created more options to consider. Let's connect quickly to see if anything's changed, and I can rerun some scenarios.*

Are they a sports fan? Call to talk about a recent game outcome then transition to discussing their loan. Ask how you can help them make their dream fan cave happen.

*Did you catch the <team name> game last night/the other day? I thought of you and remembered you're a big fan. I also wanted to check in on your house hunt and see how it's going. Love to catch up.*

If you know their favorite neighborhood or they're foodies, let them know if you saw something was happening or a new restaurant was opening that may interest them.

*Hey! I saw a new sushi restaurant opened in <neighborhood> that is supposed to be great and wondered if you've tried it? Seems like there's a lot of new development happening. Speaking of new developments, anything new happening on your house search? Anything I can do on my front?*

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