



UNFAIR ADVANTAGE™

MASTER SCRIPT
FOR TAKING APPLICATIONS

GOOD[VIBE]SQUAD

This script is a general framework to help you take applications over the phone.

Depending on you, your company, the lead, and other factors, each call will be different, so don't feel pressured to stick to this script word-for-word.

This script just has some basic guidelines to give you more confidence and better prepare you for taking more applications.

We recommend reading over this script. However, when you're actually on a call with a lead, don't look at the script!

Just **LISTEN** to the client, have a conversation with them, and respond with what comes naturally to you.

At the end of the script, we've added a few more strategies and examples to prepare you for different scenarios that may come up.

You'll notice some examples of rapport-building questions to ask BEFORE you get into the application.

The 3 main objectives of these rapport-building questions are:

1. To learn more about the lead's story / goals / unique situation
2. To get them talking about the HOME (i.e. location & features)
3. To pinpoint what some of the lead's main concerns / desires are

IMPORTANT: Throughout the call, **make sure to take notes** into your **LoanMore CRM**. These Notes are incredibly helpful for remembering relevant facts about your lead in the future!





SCRIPT: TAKING APPLICATIONS OVER THE PHONE

"Hey __NAME__! This is __YOUR NAME__ with __YOUR COMPANY__."

You booked an appointment for this time to talk about our Hero Home Buyer programs.

I'm just calling to go over some of those with you...

So tell me a bit about yourself? What are you looking to accomplish as far as purchasing a home?"

Lead talks a bit about their situation. Will probably open up and talk about their wants / concerns.

"Yeah so we can certainly help you with that, where exactly are you looking? Where are those houses?"

Lead responds.

"Ok so it sounds like a major goal for you is (finding the down payment, getting a low monthly payment, getting a house close to their kid's school, etc). Is that correct?"

Lead responds.

"Great! Well what we do for (teachers, first responders, healthcare workers, veterans, first time home buyers) such as yourself is match you to the best programs and grants that are available to you.

For example, we have access to options for (down payment assistance), along with other grants that (cover closing costs or other fees).

There are actually a ton of different options, so it really depends on what's the best fit for your specific situation.

So what kind of features are you looking for in your home? Are you looking for a single family home, a townhouse or...?"

Lead responds.

"Ok and is this something you'd be doing on your own, or with a spouse, what's the story there?"

Lead responds.

"Do you have an idea in mind as far as the home purchase price?"

(At this point, you can leverage your knowledge of the local area. Or, if you have realtor partners in that area, you can leverage them.)

Local Market Example:

"Yeah it does look like the houses in that area fall into the \$200-\$250k range that you mentioned."

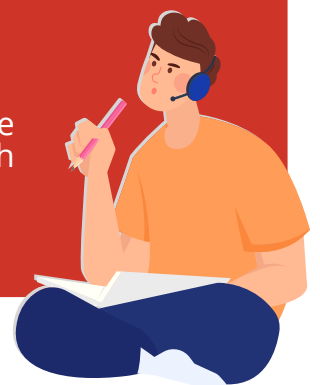
Realtor Example:

"Yeah since you're looking at houses in (this area) we actually have a lot of realtors who work there, so if you need a realtor we can connect you with someone who we trust and can vouch for."

"Ok great so I just need to get some more info from you to get a better idea of which programs you'd qualify for."

Go Into The Application. Asking about income, credit score, debt.

Use Give & Take: When they give you some information, provide some educational value, offer reassurance, then follow up with another question.



Example 1 (Income):

"Ok for some of the programs there are income caps that limit how much you can make in order to qualify. About how much are you making each year as far as income?"

Lead answers.

"Ok so it does look like you'd still fall into that range which is great!"

How long have you been working in the healthcare industry?"

Example 2 (Debt):

"Next we need to figure out what some of your debts are to see what grants we can get you."

Any debt like student loans, credit cards, anything like that?"

As an example, the lead mentions their student loans and is a bit worried that their student loans will hold them back from qualifying.

"Oh ok I gotcha. Well that's not too bad actually. I've talked to a lot of teachers who actually have student loans up in the 6 figures. So I wouldn't worry too much if I were you."

How much are you paying toward that each month?"

Example 3 (Credit):

"Now for certain programs there is a minimum credit score required."

Have you taken a look at your credit score lately? Do you have an idea of what that number is?"

Lead responds that their score is between 630 - 640.

"Ok so the minimum score for our down payment assistance is 640. But I might be able to help you with that."

Is there a reason why that score is a little low, any bankruptcies or collections I should know about?"

Dive a little deeper into what you think would be the best program for them.

If possible, give them a rough estimate of what their costs might be along with their monthly mortgage payments.



Next, check in with them to answer any questions.

"Does that sound like something that is doable for you?"

"What questions do you have so far?"

***Lead responds.* Answer their questions if applicable.**

Next, you'll need to set expectations for the next steps and request documents:

"Alrighty so for the next steps, I'll need to get some documents from you.

That way I can move you along towards pre approval and we can figure out what loan amount you qualify for.

Also, once you have that pre approval letter in hand, you can give that letter to your realtor.

That letter will really help improve your buying power before you make an offer on a house.

So what I need from you is (W2s, pay stubs, driver's license, bank statements, etc).

And I'll make sure to send this list of documents in an email so you have it.

Also in that email you'll get my contact information, along with some information on the programs we talked about.

I just want to make sure I have the correct email address for you, is it {contactemail@gmail.com}?

Ok great!

So I'll send that email over to you right now."



At this point, use **Good Vibe Squad's LoanMore CRM email templates** when requesting documents.

Send this email **from the email address associated with your LoanMore CRM account**, to make communication easier and more efficient.

If possible, send them an email while still on the call so you can confirm if they received it.

"Do you see that email in your inbox?"

Great! Once you get those documents together, just reply to that email when sending those over.

Also, do you know about when you should be able to get those documents sent over?"

Lead responds, letting you know what day they can send docs over

IMPORTANT: Once you get the lead's commitment to send in docs by a certain date, make sure to **add a Task in your LoanMore CRM Account**, reminding yourself to follow up with that lead on that date!

"Awesome! I'll follow up with you then. So what questions do you have for me so far?"

**Lead responds.* Answer their questions if applicable.*

"Absolutely! Well in the meantime, I'm sure more questions will come up so please reach out to me. My job is to keep you informed, and it's really important to me to help you along the whole process.

So feel free to reply to that email, or you can also call or text me at this number."

Here you can humanize yourself when talking about your availability:

"I'm usually available evenings and certain times during the weekends, unless I'm at my kid's soccer practice."

"Awesome, well it was nice speaking with you and I'll send that email over to you now!"

Have a great day! Thank you, goodbye."

CONGRATS on reading through the **script! We're ALMOST done!**

Now that you've taken the application over the phone and requested documents, make sure to:

- ✓ Move that lead into the "Docs Requested" stage in your LoanMore CRM account
- ✓ Confirm that you've added a Task in LoanMore CRM reminding yourself to follow up with them
- ✓ Add any additional Notes in your LoanMore CRM account that may help you in the future
- ✓ Then you can move right along to the next lead!

ON THE NEXT PAGES we've added some more Scenarios & Strategies to help prepare you for pretty much anything that comes your way!

The following tips & phrases are EXTREMELY valuable and include real-world techniques that top-performing Loan Officers actually use on a daily basis so KEEP READING!



ADDITIONAL SCENARIOS & STRATEGIES

AFTER THE APPLICATION: Set Expectations For The Next Steps

After you take the application, we want to motivate the lead to move forward with sending in documents. Make sure to:

1. Highlight the benefits to sending docs / getting pre approved
2. Paint a clear picture of what the next steps look like

Below are some examples of phrases you can pick & choose from!

- "Awesome! I'll send over a list of documents that we need, so we can get you pre approved for the best possible program for you."
- "Once we get you pre approved, we can see exactly what all grants are there for you and also figure out what loan amount you qualify for."
- "A pre approval letter really helps you stand out to sellers when you're making an offer on a house. For instance, someone else could make the exact same offer as you but then they lose out because they didn't get pre-approved."
- "When you get that pre approval letter in hand, you can bring that to a realtor and start shopping for homes!"
- "The great thing about getting pre-approved is that we'll have an exact number of what your monthly mortgage payments will be. This will really help you to go into the home shopping process with your eyes wide open."
- "If you have any questions or issues when it comes to getting those documents together, just let me know and I'll be happy to help."
- "I'm sure more questions will come up so feel free to reply to that email, call or text me and I'm happy to help!"

GETTING THE LEAD ON-BOARD: How To Set Expectations For The Call

If the lead seems a little confused at the start of the call, you can set expectations for this call to give them more context:

- “You filled out our online form regarding assistance for your home purchase, is this still a good time for you to chat?”
- “The reason for this call is so I can better understand your needs so that we can get you the best value on your home purchase.”
- “So for this call, it really comes down to having a conversation of what you’re looking for and how our programs can mold to your goals and needs... So tell me a bit about yourself. What are you looking to accomplish?”

Rapport Building Questions

- “How long have you been teaching?”
- “You inquired about the healthcare loan program, what part of the industry are you in?”
- “What area would you be interested in living in?”
- “Are you looking for a single family home, townhouse, or...?”
- “Are you looking to buy a home for just yourself or with family? What’s the story there?”
- “How much are you paying now for rent?”
- “What time frame are you looking at? When’s your lease up?”
- “How soon are you looking to buy a house?”

First Mention Of Programs

IMPORTANT: Make sure that you understand what's available in terms of local city & county grants plus any additional benefits you're able to offer.

Having a strong understanding of these benefits will help you leverage the programs to your best ability.

Here's an example how to give a quick overview of the home buyer programs:

"There are tons of different options available and it really depends on what's the best fit for your specific situation.

Some of the grants we have are down payment assistance, while others might cover other fees such as closing costs or appraisals...

I just need to get some info from you to get a better idea of which programs you'd qualify for.

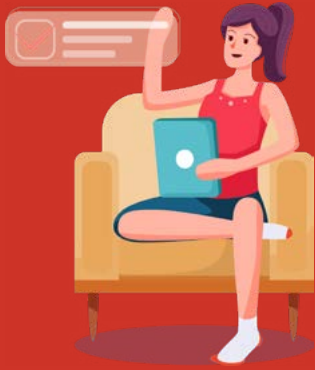
So what areas are you interested in living in?"

Providing Value / Reassurance Through Education

As the lead answers questions about themselves, you can offer some educational value and then follow up with another question. Educating your leads will help to build trust and rapport.

Some topics where you can educate them:

- Home buyer programs (what it takes to qualify + the different benefits)
- Down Payment options
- Rough estimate of what their monthly mortgage payment will be
- Process of house shopping
- How to build & maintain a healthy credit score
- Certain mistakes they may want to avoid (i.e. large purchases)
- Changes in the housing market



Educate them **depending on the concerns / questions they bring up.**

For example, a lead may be worried about their credit.

You can educate them on good credit habits while **ALSO reassuring them** that their credit score isn't as bad of an obstacle as they might think.

Here's an example of how to offer reassurance:

"I've helped other clients who had worse credit issues than you and they were able to get approved, so I wouldn't be so worried if I were you."

"Yeah I know dealing with credit issues can be stressful, but a low score is not a life sentence. At worst, it'll just affect your timeline a bit. And that's completely okay. We help people all the time who go through credit repair and then eventually they are able to purchase a home."

BONUS TIP: You can ALSO leverage the PDF guides & resources we have in the Good Vibe Squad Facebook group!

"I'll send you this Credit Repair Guide we have. It has some helpful information for building that credit score and avoiding any mistakes along the way."

"Hooks"

There are certain phrases you can say to leverage the value that you provide and get them "hooked" or interested in speaking with you.

Here are some examples:

- "I received your information regarding our down payment assistance for purchasing a home, is that something you were interested in?"
- "There are quite a few grants & programs that I have access to"

- “There are many different ways we can help you. For example, we have access to options for down payment assistance as well as closing cost assistance. But it really depends on what’s the best fit for you.”
- “Because you’re a veteran, you’re eligible for (XYZ). What I do is get you preapproved up front, I look at your income and credit. Based on that info, we’ll be able to figure out what loan amount you qualify for”
- “We pull our resources together and match you to whatever programs are out there across different city, county and state grants.”
- “I do all the research for you when it comes to finding all grants and benefits that are available to you. That way you can shop for multiple options without having to take multiple hits to your credit”
- “So I gather some info from you about what your goals are, what your specific situation looks like. Then I look at all the best programs and grants out there for you, and build you a loan package based on that”

GREAT WORK on taking the time to read through this Master Script!

As you use these strategies more and more each day, pretty soon you’ll know them like the back of your hand!

“A little progress every day adds up to big results.”

