



UNFAIR ADVANTAGE™

MASTER SCRIPT
FOR TAKING APPLICATIONS
(FOR LOAs)

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 couple more strategies and examples to prepare you for different scenarios that may come up.

In the script below, you'll notice some examples of Strategic Questions to ask throughout the call.

The 3 main objectives of these Strategic Questions are:

1. To get the lead talking about the HOME (i.e. location & features)
2. To highlight the VALUE that your branch can provide (i.e. grants, benefits, faster & better pre-approval process)
3. To motivate them to send in documents by a certain date

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



SCRIPT: TAKING APPLICATIONS OVER THE PHONE (LOA)

"Hi, may I please speak with __NAME__?"

Hi thanks for taking my call, my name is __YOUR NAME__ I'm a Loan Officer Assistant with __YOUR COMPANY__.

You recently filled out our online form regarding assistance for your home purchase, do you have 5 to 10 minutes to talk right now?"

Lead responds

"Great! Regarding your home purchase, so we can figure out exactly how we can help you, in your own words, what exactly are you looking for as far as the features of the home? Where do you want to live?"

**Lead responds* Make sure to add Notes into your LoanMore CRM.*

"Alright, and how many bedrooms and bathrooms are you looking for?"

Lead responds

At this point, if they haven't asked already, briefly explain some of the different grants and programs you have available.

IMPORTANT: Make sure to be familiar with what programs and grants you can offer. Also, confirm with your Loan Officer what the updated down payment requirements are.



"And just so you know, we have a number of different ways where we can help you.

For example, we have access to options for (down payment assistance). Another option we provide is to (help cover closing costs).

It really depends on what's the best fit for you, so that you don't have to come out of pocket with all the money. "

I see here you're thinking of a house in the price range of (350k to 500k), is that correct?"

**Lead responds* At this point, you can educate them about the down payment requirements. Make sure to confirm with your Loan Officer what the updated down payment requirements are.*

"Ok, and as far as a down payment, depending on the programs you qualify for, we do have an option where you can put down as low as 3.5%

But if you have the down payment, then we have programs that (will cover closing costs and other fees)"

So do you have a down payment set aside? Have you thought about how much you're wanting to put down?"

Lead responds

"Ok, and I see here that you work in (education)?

How long have you been (a teacher)?"

**Lead responds* At this point, leverage the Hero™ Home Program.*

"Awesome, yeah so what's great about this, is we focus primarily on (teachers) like you. So we really know how to structure a loan for you.

We're just able to get things done better and faster while keeping your timeline in mind.

So will you be buying this yourself or with a partner? What's the story there?"

Lead responds

Respond with what comes naturally to you. Here you can build some rapport based on what they've told you.

Example: "Well, yeah it definitely makes sense why you and your husband want to live near your kid's school! I know mornings can be super hectic for (teachers) so the easier the commute, the better!"

"Awesome __NAME__ so now I just need a bit more info from you so we can figure out some of the best ways we can help you..."



Go into the **Application**. Asking about **income, credit score, and debt**.

Example 1 (Income):

STRATEGY: Before asking a personal question, highlight the benefit of WHY they should answer that question.

"For us to better identify what grants or programs we can match you with... how much are you making annually?"

Example 2 (Credit):

STRATEGY: Refer to the application that they already filled out. (You're not asking anything new, you're just confirming the info they already gave you.)

"I see here you put your credit rating as 700, is that correct? How's your credit?"

Example 3 (Debt):

STRATEGY: If a lead is worried about their situation, after they answer a question, you can offer reassurance. Then follow up with another question.

"Next we need to figure out what some of your debts are so we can match you with the best options for 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.

"That's not a problem at all.

In fact, we actually work with (teachers, healthcare workers, veterans, first responders, first time home buyers, people) all the time who have student loans. That won't hold us back from being able to help you.

So how much are you paying toward that each month?"

After taking the application, set expectations for next steps (collecting documents).

"This is great! It looks like I have everything I need from you right now!

For the next steps, I'll send you a list of documents that we really need so we know where we can fit you and how we can really help you.

Once we get those documents, we can get you pre-approved for the best possible program for you.

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.

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

Lead responds

Ok great!

So I'll actually send you that email from my Licensed Loan Officer's email address.

I'm the Loan Officer Assistant, but my Licensed Loan Officer's name is __LOAN OFFICER NAME__."



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 Loan Officer's 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 from __LOAN OFFICER NAME__?"

Lead responds

"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! We'll make sure to follow up with you then!"

So what questions do you have for me so far?"

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

"Oh and real quick __NAME__, just so we have a better idea of your timeline... if we were to snap our fingers and get you pre-approved right now, how soon would you be looking to get into your new home?"

Lead responds

"Great! I'll make a note of that.

Well I look forward to jump starting this for you so we can see how we can help you.

Thank you __NAME__, and have a great day!"

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!

ADDITIONAL SCENARIOS & STRATEGIES

SCENARIO 1:

If a lead is eager to get into a home sooner rather than later, you can use this verbiage:

- *"As soon as we get all your documents, we can fast track your pre-approval."*
- *"We want to help you out so you can put in offers as soon as possible"*
- *"I look forward to jump starting this for you so we can see how we can help you!"*

SCENARIO 2:

If a lead asks: "What kinds of programs do you have available?"

Respond by briefly explaining the available grants & programs, then follow up with another question:

"We have several different ways to help you. For example, we have access to options for (down payment assistance). Another option that we provide is (covering closing costs). It really depends on what's the best fit for you."

"So what area are you looking to live in?"

SCENARIO 3:

If a lead asks you a question that you don't know the answer to, just be honest and let them know you'll find out the answer for them:

"That's a great question. To be honest, I'm not 100% sure. But I'll make sure to ask my Loan Officer so we can get back to you with the answer!"