

Homeowner Magazine® Call Script:

For best results, use the below script and call all of the clients and referral partners on your **Homeowner Magazine®** mailing list within 2 weeks of receiving their first magazine.

Hi *(client first name)*, this is *(your name)* at *(your company)*. As a preferred client *(or business partner)*, you are extremely important to me. I wanted to call to thank you and let you know as my gift I've awarded you a FREE subscription to **Homeowner Magazine®**. I think you'll really enjoy this magazine. It's full of articles that you as a homeowner will be most interested in. You'll receive a new issue every other month. In fact, your first issue has probably already arrived. Did you receive it yet? What did you think of it?

(Client first name), as you probably know my business is built primarily by referral. Unlike most loan officers who spend the majority of their time marketing for new leads, I spend all of my time taking the absolute best care of my clients. This allows me to spend extra time with each client so I can ensure we integrate their mortgage into their overall financial and investment plan. The end result is my clients always get a customized mortgage plan with the best loan for them at the best rate.

(Client first name), can you think of any of your family, friends, co-workers, or neighbors who could benefit from my services in the near future?

If yes: Great, if you give me their name and number, I'd be happy to give them a call and ensure they receive the red carpet treatment. Could you do me one favor and let them know I'll be calling and not to worry I'm a professional mortgage planner and not the typical loan officer they are probably used to?

If No: No problem. If you do come across anyone please call or email me. Also, feel free to give them a copy of your **Homeowner Magazine®**. I can sign them up for a FREE subscription too.