

EMAIL SCRIPT — "Ready When You Are"

Subject Line: Thinking of buying this summer?

Body:

Hi [First Name],

With summer just around the corner, I wanted to check in and see if you're still thinking about buying a home in the next few months.

The summer market tends to move fast — lots of listings, but also lots of competition. Getting pre-approved now can help lock in your rate, protect your budget, and give you a stronger offer when the right place pops up.

No pressure — we're happy to chat when the time is right.
But if you'd like to get your summer strategy in place, let's talk!

👉 Book a free consultation here: [Insert link]
Or just reply to this email and I'll take care of the rest.

Warmly,
[Your Name]

PHONE CALL SCRIPT — "Quick Check-In"

Hi [First Name], it's [Your Name] from Get A Better Mortgage — how are you?

I'm just doing a quick check-in since we had talked before about possibly purchasing in the next few months. With summer coming up — and the market expected to get busy — I wanted to see if you're still thinking about buying this season?

If you are, this is a great time to get pre-approved. It gives you a rate hold and helps you shop with more confidence and leverage.

We can get that started in just a few minutes — no pressure, just wanted to offer that if it's something you're still considering.

Would you like me to send over the link to start?



TEXT SCRIPT — "Gentle Nudge"

Hi [First Name], I hope you're doing well!

With summer around the corner, I just wanted to check in — are you still considering a home purchase this season?

The market tends to move quickly once things heat up, so now is a great time to get pre-approved or review your mortgage strategy.

Let me know if you'd like to chat — I'm happy to help!

– [Your Name], Get A Better Mortgage