

Hi {lead_name}, This is Alex here on behalf of ABC Mortgage. We just received your inquiry online. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

5:37 PM

Let me know either way...

5:50 PM

Still interested?

9:13 AM

Follow up

Yes

Great. I would be happy to help. Is this your first time getting pre-approved?

yea, tried once before

Got it. Have you found a home yet?

Just getting started.

Sounds great. I just have a few questions so I can get you connected with an experienced mortgage consultant. Has your employer changed within the last 2 years?

Been at the same job for 5 years.

Awesome. And is your credit score above 580?

Yes

Got it. And lastly, when would be the best time for one of our team members to contact you and discuss next steps?

Fridays afternoons are best.

Sounds good, how Friday at 4pm?

That works.

Great, I have all of the information I need and I will get this info over to our team ASAP. If there is a better time to reach you, please let me know. I hope you have a great rest of your day!

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Appointment Set

Hi {lead_name}, This is Alex here on behalf of ABC Mortgage. We just received your inquiry online. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

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Still interested?

9:13 AM

Follow up

No worries. I understand if you don't want to connect yet. Would it be easier if we sent you a link to an online pre-approval portal?

No

yea, tried once before

Got it. Have you found a home yet?

Just getting started.

No problem. I just have a few questions so I can get you connected with an experienced mortgage consultant. Has your employer changed within the last 2 years?

Yes

Awesome. And is your credit score above 580?

I don't think so.

I understand. With your current credit score, we will not be able to assist you with a mortgage at this moment. However, our team can also help out with credit repair. Is this something you would be interested in?

Sure

Great, I have all of the information I need and I will get this info over to our team ASAP. If there is a better time to reach you, please let me know. I hope you have a great rest of your day!

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Qualified