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Real Estate Text & Email Script "What's The 1 Thing" - "Texting Tuesday"

←Text Script

Buyer Script Variation 1

what's the 1 thing stopping you from buying a home this Spring {lead_first_name}? Imk

Variation #2

morning {lead_first_name}, what's the 1 thing stopping you from buying your dream home this Spring? lmk, thx

Variation #3

hey {lead_first_name} this is Josh with Nexa Mortgage (I work with GG Sfreddo) what's the 1 thing stopping you from buying your dream home this Spring? lmk, thx

Variation #4(Investor)

morning {lead_first_name}, what's the 1 thing stopping you from buying an investment property right now? lmk, tnx

Seller Script

curious what's the 1 thing stopping you from selling your property at {lead_street} this Spring {lead_first_name}? lmk, thx

morning {lead_first_name}, curious what's the 1 thing stopping you from selling your property at {lead_street} this Spring? lmk, thx

← Email Script Buyer Script Subject:

what's stopping you {first_name}?

Body:

Curious, what's the 1 thing stopping you from buying a home this Spring {first_name}?

Let me know...

Thx - Josh

Seller Script:

Subject:

For {first_name} re: {lead_address}

Body:

Just curious {first_name}, whats the 1 thing stopping you from selling your home at {lead_address} this Spring?

Let me know, tnx - Josh

Example Conversations

Sent text message

4

hey Robin, what's the 1 thing stopping you from buying your dream home right now? lmk, thx - Josh

-

May 09

Josh Schoenly



Received text message

May 09 10:14 am

My credit score too low

RESPOND



Sent text message

May 09 10:42 am Gotya, do you know your credit score right now (approximately). Reason I'm asking is we have programs starting at 500+. We also offer credit direction



Received text message

May 09 10:53 am

580 I think

RESPOND

Sent text message



Got it, happy to connect you with one of our credit direction specialist for a quick chat. When would you be avaialble?



Received text message

May 09 11:09 am After 5pm most days RESPOND

Sent text message



hey Nicole, what's the 1 thing stopping you from buying your dream home right now? Imk, thx - Josh



May 09 Josh Schoenly



Received text message

May 09 9:56 am

Credit

RESPOND



Sent text message

May 09 10:24 am Gotya, do you know your credit score right now (approximately). Reason I'm asking is we have programs starting at 500+

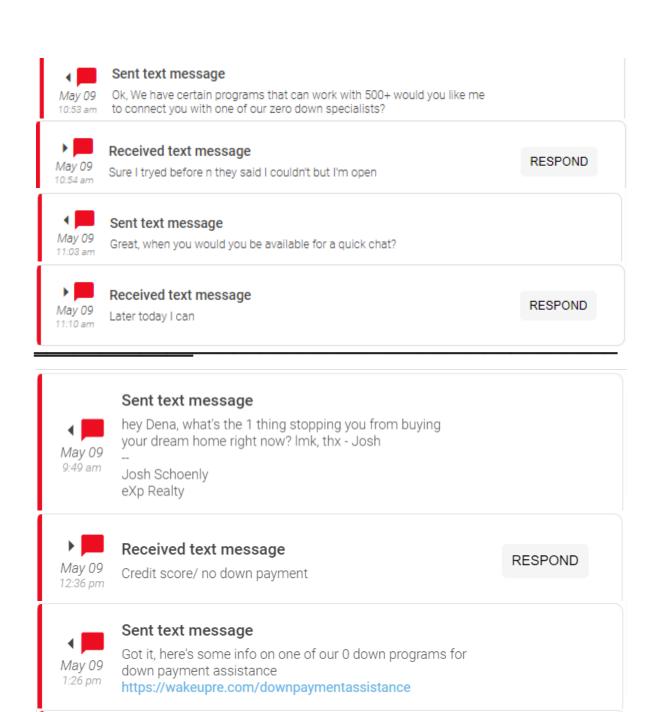


Received text message

May 09 10:25 am

Transition 562 me my man 532. 519

RESPOND



also when would you be available for a quick chat with one

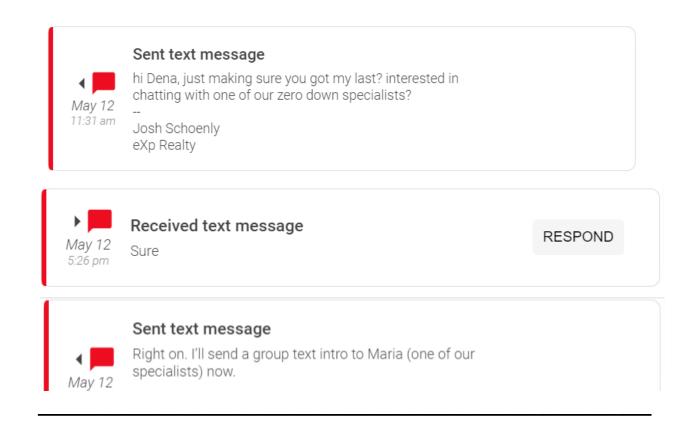
Follow up after no response

Mav 09

1:26 pm

Sent text message

of our zero down specialists?



Example Video Reply

https://www.loom.com/share/0c364c4b705943fc85f2d8e95e83c0 7f

Additional Replies

Are you still interested in learning about 0 down financing options.

Great when would you be available for a quick chat with one of our financing specialists? Would this afternoon work or would this evening be better?

Great when would you be available for a quick chat? Would later this morning work or would this afternoon be better?

Great when would you be available? Would later this afternoon work or would tomorrow morning be better?

Credit Score

Gotya, do you know your credit score right now (approx). Reason I'm asking is we have programs starting at 500+ we also offer free credit direction

Got it, tnx we can definitely help. when would you be available for a quick chat with one of our financing specialists? Would later this afternoon work or would tomorrow morning be better?

gotcha, we'd be happy to help you create a plan to attack the DTI if you'd like?

It's like credit repair but more focused on getting folks mortgage ready.

Great! Are you looking for something for yourself to live in or an investment property?

Got it, here's some info on one of our 0 down programs for down payment assistance https://wakeupre.com/downpaymentassistance

also when would you be available for a quick chat with one of our zero down specialists?

Money/downpayment

Got it, we have 3 zero money down programs available right now, your next best steps steps would be to create a free account here: https://joshvips.com/GregU Or would you prefer to have a quick chat later this afternoon or would tomorrow afternoon be better?

yep that makes sense, would you like to chat with one of our zero down financing specialists?

gotya, we do have several low and zero down payment options available that we could explore with you if interested

Already Purchased

Terrific, congrats, if there is anything we can do for you don't hesitate to ask

Not interested

Got it thanks, if anything changes or if there is anything at all we can do for you don't hesitate to ask

happy to chat if/when ready to see if we can find something that would fit your needs

Rates

Got it, at what rate would you be interested?

they are expected to come down a few times over the next 12 months but doesn't look like anyone expects or projects them getting back in the 4s. that said we could explore buy downs as a way to get a lower rate if you're interested? Imk, thx

After they reply with rate

Got it, there are strategies for getting you to that 4% rate(for example a 3/2/1 buydown) would you be open to a quick chat to explore with one of our specialists?

We have over 200 wholesale lenders and over 4,000 private/hard money lenders we work with. Without more context and a quick convo it'd be very difficult to identify the program(s) for you...

Next day follow up:

GM, Just making sure you got my message from yesterday.

And send

just curious do you own a home now or you currently renting

Sorry Colleen our zero down mortgage specialist is booked until X. would X time work

Just browsing

got it tnx, are you still looking to purchase a home or just browsing?

gotya, is there a certain area you're looking in?(just so I can update your custom search alert for you)

"Update alert" and say got it, i'll update your custom alert to reflect that.

Got it, your next best steps would be to create a free account here: https://joshvips.com/GregU. Or would you prefer to have a quick chat with Greg later this afternoon or is tomorrow morning better?



"Downsizer" RENOS Check List

https://docs.google.com/document/d/1m4hIATzvrKRgGOydBH_hvF 2nuR_57idcnO058YlU7mw/edit?usp=sharing

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