

**Invite Message (sent with connection request):**

Hi {FirstName}, I'm taking some time to connect with other business leaders in the area and thought your profile looked interesting. I would love to connect!

**Primary Message (typically sent 4 hours after connecting if no reply):**

Thanks for connecting with me {FirstName}, I hope you're doing well. How is business going these days?

I wanted to briefly introduce myself. I'm a local lender here in town (with \_\_\_ years of experience)(with \_\_\_ company)(who loves to connect with \_\_\_)(etc...)

I wanted to make myself a resource for you if you have any questions about the market or are wondering if now is a good time to take advantage of these rates. If you're interested, I would be happy to hop on a quick call to discuss your real estate goals and if I can be of any service.

Let me know a good time to connect!

(Signature)

**Nudge Message (typically sent 2 days after the previous message if no reply):**

Just wanted to circle back. Please let me know if I can be of any service to you. Thanks again for connecting!