

# Drip Email Campaigns - Hometown Lender

## [Drip Email Campaigns - Hometown Lender](#)

### [New Lead - Refinance - Lifecycle](#)

[New Lead - Refinance - Email #1](#)

[New Lead - Refinance - Email #2](#)

[New Lead - Refinance - Email #3](#)

### [New Lead - Purchase - Lifecycle](#)

[New Lead - Purchase - Email #1](#)

[New Lead - Purchase - Email #2](#)

[New Lead - Purchase - Email #3](#)

[New Lead - Purchase - Email #4](#)

[New Lead - Purchase - Email #5](#)

[New Lead - Purchase - Email #6](#)

### [Cold - Unable to Communicate Lifecycle](#)

[Cold - Unresponsive - Email #1](#)

[Cold - Unresponsive - Email #2](#)

[Cold - Unresponsive - Email #3](#)

### [Cold - Invalid Phone Lifecycle](#)

[Invalid Phone - Email #1](#)

[Invalid Phone - Email #2](#)

[Invalid Phone - Email #3](#)

### [Dead - Hang Up Lifecycle](#)

[Hang up - Email #1](#)

### [Dead - Lost to Competitor Lifecycle](#)

[Lost to Competitor - Email #1](#)

[Lost to Competitor - Email #2](#)

[Lost to Competitor - Email #3](#)

### [Dead - Not Interested Now Lifecycle](#)

[Not Interested Now - Email #1](#)

### [Aged Lead Warmup Lifecycle](#)

[Aged Lead - Email #1](#)

### [Application Taken - Purchase Lifecycle](#)

[Application Taken - Purchase - Email #1](#)

[Application Taken - Purchase - Email #2](#)

[Application Taken - Purchase - Email #3](#)

[Application Taken - Purchase - Email #4](#)

[Application Taken - Purchase - Email #5](#)

[Application Taken - Purchase - Email #6](#)

### [Application Taken - Refinance Lifecycle](#)

[Application Taken - Refinance - Email #1](#)

## New Lead - Refinance - Lifecycle

### New Lead - Refinance - Email #1

SL: [Hometown Lender] I just got your request for a mortgage rate quote

Hi {{contact.first\_name}},

My name is {{user.first\_name}} with [Hometown Lender](#). I just got your online request for a mortgage rate quote.

As a mortgage broker, Hometown Lender, is the most convenient way to get the most competitive loan programs. We do the shopping for you.

[Check Today's Rates](#) on our website now. Updated in real-time.

Are you ready to get started? What questions do you have? Ask me anything.

###

### New Lead - Refinance - Email #2

SL: [Hometown Lender] What questions can I answer about your mortgage?

Hi {{contact.first\_name}},

Friendly follow up.

I want to show you how we can get you the best mortgage loan option. Do you have a few minutes for a quick call this week?

Cheers,  
{{user.first\_name}}

###

### New Lead - Refinance - Email #3

SL: [Hometown Lender] Did you get approved for your mortgage?

Hi {{contact.first\_name}},

Friendly check in.

We haven't been able to connect. Did you move forward on your mortgage with someone else?

Don't worry I won't be jealous.

Just hit reply and let me know if I can still assist you.

Cheers,

{{user.first\_name}}

## New Lead - Purchase - Lifecycle

### New Lead - Purchase - Email #1

SL: [Hometown Lender] I just got your request for a mortgage rate quote on a new home purchase

Hi {{contact.first\_name}},

My name is {{user.first\_name}} with [Hometown Lender](#). I just got your online request for a mortgage rate quote for a new home purchase.

I know you're probably just getting started. Maybe you just wanted to see what the '[average rates](#)' are these days. No problem. I'm here to be as helpful as possible.

[Check Today's Rates](#) on our website now. Updated in real-time.

What questions do you have about buying a new home? Ask me anything.

{{user.first\_name}}

P.S., Here are a couple of things I recommend everyone do when they start thinking about buying a new home:

1. Talk to me so that I can get you pre-approved for your mortgage. Do you have a quick 15 minutes to talk today?
2. Go ahead and [starting looking at homes for sale](#) in the area you want to buy. I suggest using [Realtor.com](#) because it's a great resource to see home prices and get a realtor if you don't already have one.

3. [Check your credit score and report](#) and make sure there are no issues. I recommend [Credit Karma](#) because it's free and they help explain everything on your credit report.

## New Lead - Purchase - Email #2

SL: [Hometown Lender] Let's get you pre-approved for that new home

Hi {{contact.first\_name}},

Friendly follow up.

A mortgage pre-approval is an important step in purchasing a new home. Let's go ahead and get that knocked out right now. Do you have a few minutes for a quick call this week?

Cheers,  
{{user.first\_name}}

## New Lead - Purchase - Email #3

SL: [Hometown Lender] Did you get pre-approved for your mortgage?

Hi {{contact.first\_name}},

Friendly check in.

We haven't been able to connect. Do you have a pre-approval letter yet? Have you been out looking at homes?

If you're serious about buying a home this year, you can't start too early on getting your mortgage approved.

Just hit reply and let me know if I can still assist you.

Cheers,  
{{user.first\_name}}

## New Lead - Purchase - Email #4

SL: [Hometown Lender] How is the house hunting going?

Hi {{contact.first\_name}},

Just checking in.

Here is a quick checklist to keep you on track to buy that new home:

1. Find out how much home you can afford and get pre-approved for your mortgage
2. [Start looking for homes](#) and talking to a realtor about putting in an offer
3. [Check your credit score and report](#) and make sure there are no issues

What questions can I answer about any of these steps?

{{user.first\_name}}

## New Lead - Purchase - Email #5

SL: [Hometown Lender] Any questions?

Hi {{contact.first\_name}},

How can I help with your new home purchase? What questions do you have?

Cheers,

{{user.first\_name}}

## New Lead - Purchase - Email #6

SL: [Hometown Lender] Did you get your pre-approval?

Hi {{contact.first\_name}},

We haven't connected. Are you still looking to buy a home?

Cheers,

{{user.first\_name}}

## Cold - Unable to Communicate Lifecycle

### Cold - Unresponsive - Email #1

SL: [Hometown Lender] We got disconnected...

{{contact.first\_name}},

I just wanted to check back in with you.

We started working together, but somehow we got disconnected. I want to make sure I'm being as responsive and helpful as possible.

- Have I answered all of your questions?
- Do you have all the information you need to make a decision on your mortgage?
- Is there anything else I can do to assist you?

Often clients change their mind, go with other lenders, or just get distracted by life. None of that bothers or offends me. I just want to make sure I've done everything possible to assist you.

Hit reply and at least tell me how you're doing.

Best Regards,  
{{user.first\_name}}

## Cold - Unresponsive - Email #2

SL: [Hometown Lender] Did you go in a different direction?

{{contact.first\_name}},

Did you go in a different direction?

That's okay, I just want to make sure you're getting the information and financing that you need. So, help me close the loop and ensure that I have done everything in my power to help you.

Hit reply and at least tell me how you're doing.

Best Regards,  
{{user.first\_name}}

## Cold - Unresponsive - Email #3

SL: [Hometown Lender] I thought I would try one more time

{{contact.name}},

Were you able to find the mortgage information and loan that you needed elsewhere?

If so, no problem. I just want to make sure I've done my best to assist you.

Keep in mind that I can typically match or beat any mortgage rate or program out there. If you want me to try to get you a better deal, just email me your loan estimate.

Let me know if I can help.

Best Regards,  
{{user.first\_name}}

## Cold - Invalid Phone Lifecycle

### Invalid Phone - Email #1

SL: [Hometown Lender] {{lead.display\_name}}, I tried calling

Hi {{user.first\_name}},

I think I have a bad phone number for you. But, we can start chatting by email, no problem.

My name is {{user.first\_name}} with Hometown Lender.

As a mortgage broker, we help our borrowers get the most competitive loan programs with the most friendly customer experience.

Are you available for a quick call today? What's a better phone number?

###

### Invalid Phone - Email #2

SL: [Hometown Lender] What mortgage questions can I answer?

Hi {{user.first\_name}},

We haven't connected yet.

When you filled out the web form online, I'm sure you had some questions.

Click reply and ask away...

###

## Invalid Phone - Email #3

SL: [Hometown Lender] Did you get approved for your mortgage?

Hi {{contact.first\_name}},

Friendly check in.

We haven't been able to connect. Did you move forward on your mortgage with someone else?

Don't worry I won't be jealous.

Just hit reply and let me know if I can still assist you.

Cheers,  
{{user.first\_name}}

###

## Dead - Hang Up Lifecycle

### Hang up - Email #1

SL: [Hometown Lender] Did you hang up?

Hi {{contact.first\_name}},

It's okay. It's not the first time.

But, I don't want your frustration with all the calls to prevent you from achieving your goal.

Help me help you.

Just pick your number:

1. I never asked for any mortgage loan information. Stop bothering me!
2. I'm just tired of all the calls. I would rather just do this by email or text message
3. I was just curious and had some questions. I'm not ready to get a mortgage yet.

That's all I was curious about. Hit reply and type one character--your number.

Cheers,



{{user.first\_name}}

P.S., I'm here whenever you need me now or in the future.

###

## Dead - Lost to Competitor Lifecycle

### Lost to Competitor - Email #1

SL: [Hometown Lender] Sorry we lost you to a competitor

Hi {{contact.first\_name}},

Sometimes we lose to the competition, but that doesn't change my ultimate goal for you:

***Get you the mortgage financing you need in the smoothest and most painless way possible.***

So, if you want another loan estimate to compare to the one you have or just have questions along the way—I'm always available to serve you.

Just save this email and hit reply or call me if you need anything.

Best Regards,  
{{user.first\_name}}

P.S., I'll send you a couple of emails along the way, not to bother you, but just to check in on you and make sure your mortgage closes without any snags.

### Lost to Competitor - Email #2

SL: [Hometown Lender] Just checking in on your progress

Hi {{contact.first\_name}},

I know you went with a competitor, but I still wanted to make sure everything is moving along smoothly with your mortgage.

- How is it going?
- Was your loan estimate what you expected?

- Did you get the type of mortgage you needed?
- Is the process going smoothly?

My goal is always to make sure every person I talk to gets the information and financing they need...even if you went with a competitor.

So, if you have any questions or are unsure of your current loan status just hit reply and ask. I'll be happy to assist, even if you are going with another lender.

Best Regards,  
{{user.first\_name}}

### Lost to Competitor - Email #3

SL: [Hometown Lender] Did you close on your mortgage?

Hi {{contact.first\_name}},

Just a final check. Did you get your mortgage?

Any questions?

Best Regards,  
{{user.first\_name}}

### Dead - Not Interested Now Lifecycle

#### Not Interested Now - Email #1

SL: [Hometown Lender] I'm looking forward to helping you in the future

Hi {{contact.first\_name}},

It was great chatting with you.

I sincerely hope that I'm the one your turn to in the future.

Save this email and my contact info.

Best Regards,  
{{user.first\_name}}

## Aged Lead Warmup Lifecycle

### Aged Lead - Email #1

SL: [Hometown Lender] Did you get your mortgage?

Hi {{contact.first\_name}},

A couple of months ago you requested a rate quote online. We never connected, so I just wanted to check on you and make sure you got the information you needed.

- Did you get all of your questions answered?
- Did you close on your mortgage?

If you answered, "no" to any of those questions I would love to assist you.

Just hit reply and email me any questions or call me directly at 313-264-0470.

Best Regards,  
{{user.first\_name}}

P.S., You can always check current rates and payments at [myperfectmortgage.com](http://myperfectmortgage.com)

## Application Taken - Purchase Lifecycle

### Application Taken - Purchase - Email #1

SL: [Hometown Lender] First step down. Now to find the perfect house

Hi {{contact.first\_name}},

It was a pleasure working with you on your mortgage application and getting your pre-approval. This step should give you confidence and negotiating power as you start home shopping.

Now all you need to do is find that perfect home.

I recommend starting with a quick search of city you want to live in on [Realtor.com](http://Realtor.com) and you'll get lots of options and if you see one or more you're interested in click on it and fill out the contact form to the right and a realtor will contact you straight away.

### [Start Home Shopping](#)

Also, save this email and my contact info. I'll be checking in on you about once a week to see how the home shopping is going. But, don't hesitate to contact me in between with any questions.

Best Regards,  
{{user.first\_name}}

### Application Taken - Purchase - Email #2

SL: [Hometown Lender] How is your home shopping going?

Hi {{contact.first\_name}},

Just checking in.

Have you had a chance to [search for your new home](#) yet? Do you have a realtor showing you homes yet?

How can I help? Any questions?

Best Regards,  
{{user.first\_name}}

### Application Taken - Purchase - Email #3

SL: [Hometown Lender] Send pictures of the homes you're looking at

Hi {{contact.first\_name}},

So, what have you looked at so far? Make sure to let me know when you're getting ready to put in an offer so I can prepare my team to quickly complete your mortgage process.

How can I help? Any questions?

Best Regards,  
{{user.first\_name}}

## Application Taken - Purchase - Email #4

SL: [Hometown Lender] Are you getting close to submitting an offer?

Hi {{contact.first\_name}},

Hopefully, you're starting to focus in on the home you want to make your new home. Let me know when you're ready to put in an offer.

Best Regards,  
{{user.first\_name}}

## Application Taken - Purchase - Email #5

SL: [Hometown Lender] How are you doing?

Hi {{contact.first\_name}},

Hopefully, you're getting close to finding that new home. Let me know when you're ready to put in an offer.

Best Regards,  
{{user.first\_name}}

## Application Taken - Purchase - Email #6

SL: [Hometown Lender] What's your new home address?

Hi {{contact.first\_name}},

Did you find a home yet? Ready to put in that offer? How can I help?

Best Regards,  
{{user.first\_name}}

## Application Taken - Refinance Lifecycle

### Application Taken - Refinance - Email #1

SL: [Hometown Lender] I'm looking forward to helping you in the future

Hi {{contact.first\_name}},

It was great chatting with you.

I sincerely hope that I'm the one your turn to in the future.

Save this email and my contact info.

Best Regards,

{{user.first\_name}}