

Mortgage Intake Script

INTRO

Hello – Thank you for your interest in learning more about our mortgage solutions. I have to offer a complimentary mortgage review; the purpose would be to understand better your goals and how we could help you accomplish them. Let's proceed; however, before we get started, do you have any initial questions for me?

ARP - Acknowledge initial questions – **Respond** with a clear, direct answer – **Pivot** to taking control and proceeding with the mortgage intake process/review.

E.g., What's your rate?

- That's a great question, and I look forward to giving you detailed information regarding our rates. We'll be better served if I can run through a few preliminary mortgage review questions and ensure we're discussing the right products and right that will best suit your goals.

PERSONAL BRAND

30-sec commercial – ex. I've excited to help you identify the right mortgage solution. I've been in the mortgage industry for **__#Number of Years__** and have already helped **__#Number of Clients__**(hundreds)_ of my clients find the best solution for them. I am licensed in the **__#State__** and will be more than happy to present you with all the options that may make sense for you and your goals.

Goals

Why – What's the number one goal you want to accomplish if you proceed with a mortgage refinance?

- What would be the second and third goals you hope to accomplish?

What – What type of challenges or stress do you believe you'll experience or continue to experience if you can't meet those goals?

REVERSE MORTGAGE TEST QUESTION

We have some age-based solutions specifically designed for retirees or future retirees. Would you be open to reviewing some of those if I found those as a viable solution?

- **Borrower** - Is this a reverse mortgage?

- **LO (ARP)**– A reverse mortgage may be one of the solutions available to you and others. My goal is to make you aware of all the options available. May I have your date of birth to confirm eligibility?

REVERSE MORTGAGE INTAKE

In the effort to best identify the suitable options, I have a few reverse mortgage-specific questions to help best direct our conversation.

1. Are you over the age of 62? Yes – What is your DOB? If No – Are you over the age of 55?
2. Does anyone else have ownership of the home? Family member or spouse?
 - a. If yes to a spouse – May I have the date of birth of your spouse?
3. What type of home do you have? SFR, Townhome, Modular, Manufactured, Condo?
4. May I have the address of the property?
5. Do you have a mortgage, or is the home owned free and clear?
 - a. Obtain mortgage balance information (Mortgage/HELOCs)
6. What do you feel the home's current market value is?

A reverse mortgage may be a great solution based on the information provided.

Reverse mortgage objection

Borrower - I'm not interested in a reverse mortgage.

LO – Many of our clients say the same thing at 1st. The reverse mortgage is possibly the most misunderstood and undervalued loan in our industry; however, it comes with what many consider the most flexibility and benefits of all the mortgage options, especially for retirees or future retirees. Once all the products' benefits are explained, I think you can see what I'm discussing.