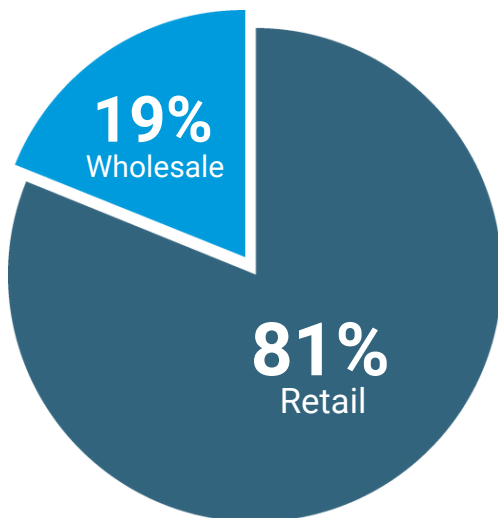


Increasing Refi & HELOC Conversions: The Sales Script for Mortgage Brokers

DON'T LOSE BUSINESS TO RETAIL



Roughly **649,000** cash out refinances were done last year.

Only **122,000** were serviced by wholesale.

**Polygon, 2024*

649,000 Cash-Out Refinances were serviced in 2023, and only **122,000** (19%) were serviced by wholesale. Brokers need to take advantage of the opportunities to service more Cash-Out Refinances (Refis) and Home Equity Lines of Credit (HELOCs) with previous clients, saving them more money and providing better service than retail will.

With this sales script, brokers can reconnect with past clients to explore the wealth of Cash-out Refi and HELOC opportunities that's already be in their pipeline. Follow the steps and scripts below to improve the frequency of your repeat business and foster more long-term client relationships.



Mortgage 'Check-ins'

Build a new process into your pipeline to follow-up with all clients exactly 18 months after their mortgage has closed, to conduct a **Mortgage Check-in**. This process formalizes your outreach and follow-up with your previous clients to assess Refi and HELOC opportunities.

1

Prepare written processes for handling objections

Craft written strategies and responses for objections, and adapt by creating new processes for each new objection you encounter. Approach objections from various angles to create multiple solutions.

2

Formally build Mortgage Check-Ins into your process

Set automated reminders to remind you to conduct outreach for a Mortgage Check-In 18 months after marking a client's loan closed. In the reminder, include client contact information, and a direct link to their file.

3

Start setting expectations for follow-ups with clients

In conversations with your new clients, communicate that you will be following up with them for a Mortgage Check-In in 18 months. During final interactions after closing, the script below should be all they need to expect follow-up:



Script: Setting follow-up expectations with clients:

"Just to let you know, so you won't be surprised when you hear from me, I'll be following up with you in 18 months for a 'Mortgage Check-In.' Circumstances for both you and the housing market can drastically change in that time, and I may be able to help you save a lot of money by getting the most out of your equity and current finances. So, when you hear from me, remember it's for good reasons. I'll talk to you soon!"



Client Information Preparation

Once you've built a process into your pipeline to follow up with Mortgage Check-in services for your clients 18 months after their mortgages close, now it's time to reach out to the clients you've already closed loans for. Begin the process of outreach to your pipeline, to offer them Mortgage Check-ins.

1

18 Months Later: Revisit Client File

Upon getting your reminder to review your client's file 18 months after closing, revisit their file to refamiliarize yourself with their finances & circumstances. This will help you position yourself as a valuable and relevant resource according to their needs.



Client Information Preparation (Continued)

2

Run an Automated Valuation Model (AMV)

Check if there's been appreciation in their home's value. This will make a great talking point during outreach then you send the AMV to them via email during your check-in call.

3

Review the client's previous debt

Identify outstanding debts as potential talking points before you process a soft credit pull during the call. If there were debts at the last closing, ask about them during your initial outreach.

4

Check credit score on previous loan

Check the client's credit on file during their previous loan. Scores will help you identify LLPA (Loan Level Price Adjustment) opportunities. If their score was <700 on the last loan, updated scores of 700 or higher will likely open LLPA opportunities.

5

Examine the down payment on previous loan

Combine this with the AMV data to gauge potential opportunities.



Pre-Call Preparation

Preparation is key. Before calling your client, make sure you're prepared to pivot your approach, and to come to the discussion with plenty of relevant information & services to offer.

1

Be prepared to state the nature of the outreach

Put clients at ease immediately by announcing that this outreach is a normal part of your standard follow-up procedure. Don't be afraid to state that this is a business call; make clients aware that this is a service you offer as a part of your process.

2

Be prepared to conduct a soft credit pull

Begin the call with a soft pull for the client ready to go. You will then request consent and verification of the last 4 digits of their social security number, conduct the soft credit pull, and enter the information in an updated report if they choose to proceed with the mortgage check-in.

3

Be prepared to pivot what you offer based on new information

Based on your client's soft pull results, explore potential solutions such as a Home Equity Line of Credit (HELOC), Cash-out Refinance, or guidance & advice for improving finances if their circumstances have worsened.

(continued on pg. 3)



Pre-Call Preparation (Continued)

4

Come prepared with your processes for objections

Be prepared to face objections, have your processes in front of you if you begin to encounter objections during calls. Re-familiarizing yourself with your client's file will help you better understand their priorities, finances, and life circumstances.

5

Be respectful of their time by offering yours

Have dates and times in mind to immediately offer your clients for follow-up appointments, so you can easily schedule follow-ups for more detailed discussions, or alternate times if they're busy at the time of your initial outreach.

6

Take notes

Take written notes during each of your calls. Any information your clients give you are possible points to return to later in your discussions. Clients will be more receptive if you prove to be actively listening. Revisit something they said earlier in the discussion as often as possible.



Mortgage Check-in Script

1

Starting the Call: Re-Introduction

You're now ready to call your client. Reintroduce yourself and, start the conversation light and engaging. Enquire about the client's life updates, and experiences with their new home since you last spoke:



Script: Re-Introduction

"Hello, (client name), it's (your name), with (your brokerage) checking in. I helped close your mortgage loan about 18 months ago. How has the new house been treating you?"

Don't be deterred by any negative answers, as these are just more opportunities to help your client. based on what they tell you, ask why things aren't going well and actively take notes.

2

Ask Open-Ended Questions

Follow up with active questions to get your client to discuss their homeownership feelings and plans, this will grant you context and windows to transition to Refi and HELOC opportunities later in the discussion.

NOTE: While the following questions are open-ended, there are opportunities to gather information that you'll need later in the call without having to directly ask:

- **Status of renovations**
- **Any planned future projects**
- **Any pending finance needs**



Mortgage Check-in Script (Continued)



Script: Open-Ended Questions

"What have you learned from being a homeowner since we last spoke?"

"What does your family love most about the house?"

"Has your new space been a good fit for you/your family?"

"Have you hosted any big events at the house?"

"Have you made any big changes or renovations?"

"What projects do you envision in the future?"

Write down notes on how your client answers these open-ended questions, these will be important pieces of information to consider and return to.

3

Sending the AMV Report + Transition to Opportunities

Send the AMV Report you've prepared directly to your clients' email and begin the transition to the Mortgage Check-in. Guide the conversation toward potential opportunities by making yourself a resource. Reiterate to your clients that this is a normal practice, your follow up is part of your service and process.



Script: Transition to Opportunities

"I appreciate you sharing your experiences with me; I pride myself on always staying in front of my clients and making sure their home is working for them, rather than them working for their house. Can you check your email? Just now, I sent you a report that I put together for you about your house and finances."

Review the emailed AMV with the client, and break down the numbers they see in the report. Start reviewing and using the information given to you earlier in the call to open up conversations. There are 3 topics you'll need to address here: **Credit Score**, **Debt**, and **Future Plans**.



Script: Credit Score

"On your last loan, we closed with a credit score of ____."

>700 on Previous Loan: *"Have you been able to maintain your score?"*

<700 on Previous Loan: *"Have you been able to get it over 700?"*

Yes: *"Congratulations on the improved score! What steps have you taken to make improvements since we last spoke?"*

No: *"Oh no, has anything happened that could have affected that?"*



Mortgage Check-in Script (Continued)

If you see that your client had credit card debts on their previous loan, address this topic next.



Script: Discussing Debt

"One thing I noticed from your file 18 months ago, is that there was a bit of credit card debt. Obviously, we know credit card interest has gone up. What steps have you taken to pay this debt off?"

Paid Off: *"Congratulations! I'm certain that has improved your day-to-day finances quite a bit. How did you make that happen?"*

Not Paid Off / Worse Debt: *"Can you elaborate on why?"*

Last, check in on any future plans or renovations that may have been done, or if there are any that the clients want to do. If you touched on this topic during your open-ended questions, circle back to any projects the client mentioned before you begin the Mortgage Check-in.



Script: Future Goals Mentioned

"I know you mentioned earlier that you wanted to project / renovation, give me an idea of what you would want that to look like? How much of a budget do you believe you will need for that? What steps have you taken to start saving for that?"

Script: Finished/Started Renovation Projects:

"You mentioned earlier that you project they're working on / finished, how was that project? Did you leverage your own money for that, or did you take out a loan?"

4

Begin the Mortgage Check-in

Introduce the concept of the Mortgage Check-In. Be sure to mention that this is a normal part of your service, and mention your other clients. This helps clients know that this is normal, and that many other people are doing Mortgage check-ins with you.

NOTE: Verify the clients' social upfront, it sets the tone to where the conversation is headed, and you can start preparing your objection responses and processes to get in front of them early.



Mortgage Check-in Script (Continued)



Script: Standard Mortgage Check-In

"Part of my services is to do a Mortgage Check-in for you. I've been fortunate to be doing this for many of my past clients. It's a quick, easy, process where I'll review how your finances and circumstances have changed since you became a homeowner. I'm prepared to perform a soft pull of your credit with your consent, and we can then review your updated finances and your next options together. Can you verify your last 4 digits of your social for me?"



Script: Poor Credit Mortgage Check-In

"I can help you with your credit. The soft credit pull and it has zero impact on your credit score, and I can see what it could look like for you to take out a home equity line of credit to help take care of that debt, using funds that come with a much lower interest rate. Do I have permission to do a soft credit pull?"



Script: Planned Renovations Mortgage Check-In

"What I do is called a soft credit pull, and it has zero impact on your score. I would love to help you see at what it might look like for you to take out a low-interest home equity line of credit to see if it makes sense to leverage your equity to help you [renovation project](#). Do I permission for the credit pull?"

5

Schedule a Follow-up Call

If your client can't speak in more detail at the moment of outreach, offer to complete the report with their consent for a credit pull, and offer to schedule an appointment with them to meet and discuss the report you've put together in a more formal fashion.



Script: Schedule A Follow-Up

"I have been doing this for so many of my past clients so I'm happy to do this at a time that works for you. How does [Dates/Times you've already set aside](#) work for you? Perfect, I am going to send you an email/calendar invite now, confirming our appointment. If this changes, just let me know via text or email, and we can reschedule. Talk to you soon!"