

Expert Content Strategy Guide

Lead Purchase Vacation/2nd Home
April 2025

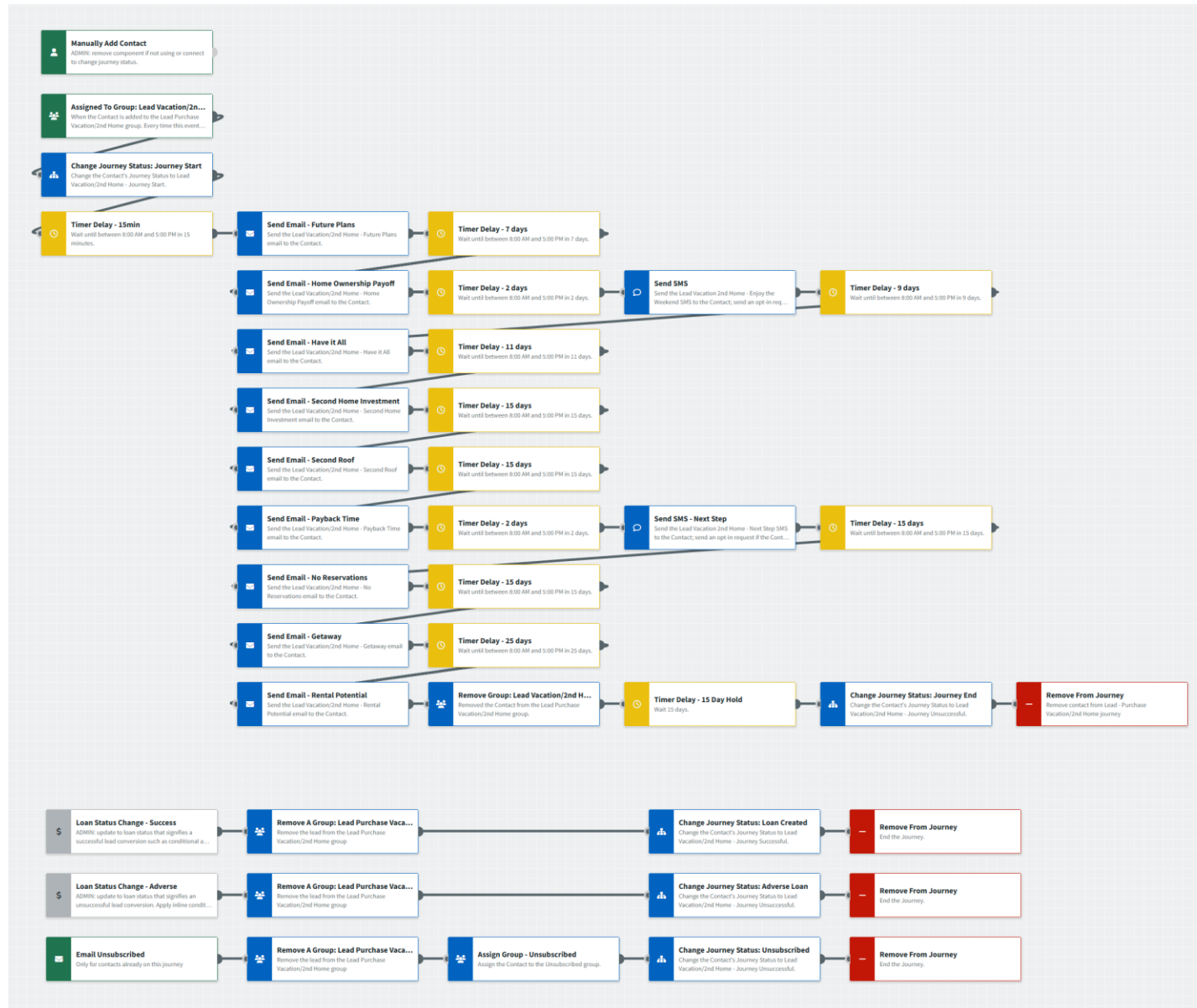


Communication types: Email and SMS

Leverage this journey to engage with prospective vacation or second home buyers. This could be for their own use or as an investment/additional income. Nine (9) emails and two (2) SMS are sent directly to the contact discussing how to achieve their goal of owning a 2nd property.

*All communications should be reviewed prior to initiating the journey.

Lead Purchase Vacation/2nd Home



Journey Map Notes:

- Keep emails that work for your organization, swap with custom, or add these emails to your existing campaigns.
- Adjust onramps with organization specific groups, lead sources, and Focused View outcomes.

Lead Purchase Vacation/2nd Home



Dear Linda,

You've worked hard to buy and maintain your home. It's a secure, comfortable place to live. But what about weekends and holidays? Staycations can be fun, but a vacation home can take fun to the next level. It can also be a weekend destination to share with family and friends.

Your home's financing can play a big part in helping you acquire more real estate, including a vacation property that's ideal for entertaining. You have several options, so let's talk soon. I'm here to help you explore them to the fullest.

Sincerely,



Media Team Admin
NMLS#: 12345

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Expert Content
1234 Lake View Ave, Suite 600
Minneapolis, MN 55432



Dear Linda,

Your home is not only a beautiful place to live, it's also a powerful financial tool that can assist you in achieving vital short and long-term goals. Ready to make a move toward that dream vacation property or second residence you've been considering for years? There's so much to explore in terms of letting your wealth and worth work for you.

Let's look at the whole picture...together. You may have more options than you think.

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Dear Linda,

There are lots of pieces to your financial picture. But the key to success is making the best use of your resources to attain your most treasured goals, like purchasing a second residence or vacation home in your favorite locale.

As your lending professional, I'm here to help you grow, leverage and access all the reserves available to you to achieve your aspirations. Give me a call, or just hit reply to this email...I look forward to the opportunity to work with you!

Sincerely,



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Email Subject Line:

- Let's bring your future plans closer.
- Home ownership pays off in more ways than you think.
- Having it all may be just around the corner.

Lead Purchase Vacation/2nd Home



Dear Linda,

The concept of buried treasure is pretty intriguing...and you might be sitting on top of one right now. A quick look at your home equity can reveal valuable reserves that you didn't know were right under your feet.

Ready to consider that vacation or second home you've had your eye on? I'd be happy to perform a review that will clarify your position, explore the options and get you where you want to go.

Sincerely,



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Dear Linda,

You love the home you're in. And maybe you've even thought of retiring there (or already have). But if you've ever considered a second home, now is a great time to revisit that idea. Whether you use it as a vacation retreat, seasonal home or a rental, it could be a perfect lifestyle and/or portfolio upgrade.

I'm here to listen to your needs and discuss all your options.

Sincerely,



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Dear Linda,

Do you know how much equity you have in your home? It could be more than you think. And you may be able to leverage it to help you reach cherished goals, like purchasing a second or vacation home.

I'd love to review your position, see what makes sense and discuss options with you. It won't take long, and you may be pleasantly surprised by what you learn.

I'm looking forward to working with you! Please do not hesitate to contact my office if you have any questions or are in need of further assistance at this time.

Sincerely,



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Email Subject Line:

- Leverage your home's value to invest in a second home.
- Is it time to put a second roof over your head?
- Tell your home it's payback time.

Lead Purchase Vacation/2nd Home



Dear Linda,

Vacations can seem too few and far between. But what if you had your own place to get away to at a moment's notice? No hassles with trying to get reservations when and where you want them. Just a leisurely stretch or a short stay...on your terms and timetable.

I'd love to discuss how we can make this (or any of your other important goals) happen. Let's uncover the opportunities together!

Sincerely,



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Dear Linda,

Have you heard about the new trend in second and vacation homes? Some people are passing on lakes and mountains in favor of a stylish loft within walking distance or a short rideshare of top-tier shops, restaurants and entertainment. Whether you're curious about an "urban cabin" or more traditional getaway, I can help you explore options.

Let's touch base and talk about your current financial scenario, and how to make your dream getaway a reality.

Best,



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Dear Linda,

Owning a vacation home can boost more than your spirits. It can add to your current wealth scenario, as well. A beautiful property in a sought-after location will not only bring you enjoyment, but it may also be possible to generate bonus income by renting it during the times when you're not staying there.

You've got lots of options, and I'd love to show you what's possible. I'm here to help! Best,



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Email Subject Line:

- The best vacations don't require reservations.
- Get away from it all without leaving town.
- Choose a weekend home with rental potential.

SMS: Lead Vacation 2nd Home - Enjoy the Weekend

Hi {{contact.f_name}}, this is {{sender.f_name}} {{sender.l_name}} at {{sender.company}} - have you thought about enjoying this weekend in a 2nd home of your own? Then give me a call and we can discuss your options! Your current home may be a key to the getaways you've been thinking about.

SMS: Lead Vacation 2nd Home - Next Step

Hi {{contact.f_name}}, this is {{sender.f_name}} {{sender.l_name}} at {{sender.company}} - home prices keep going up, now could be the time to take the next step toward purchasing a 2nd home. I'd be happy to talk you through your options. Reach out when you're ready to chat!