

# Expert Content Strategy Guide

*Lead Purchase Journey*



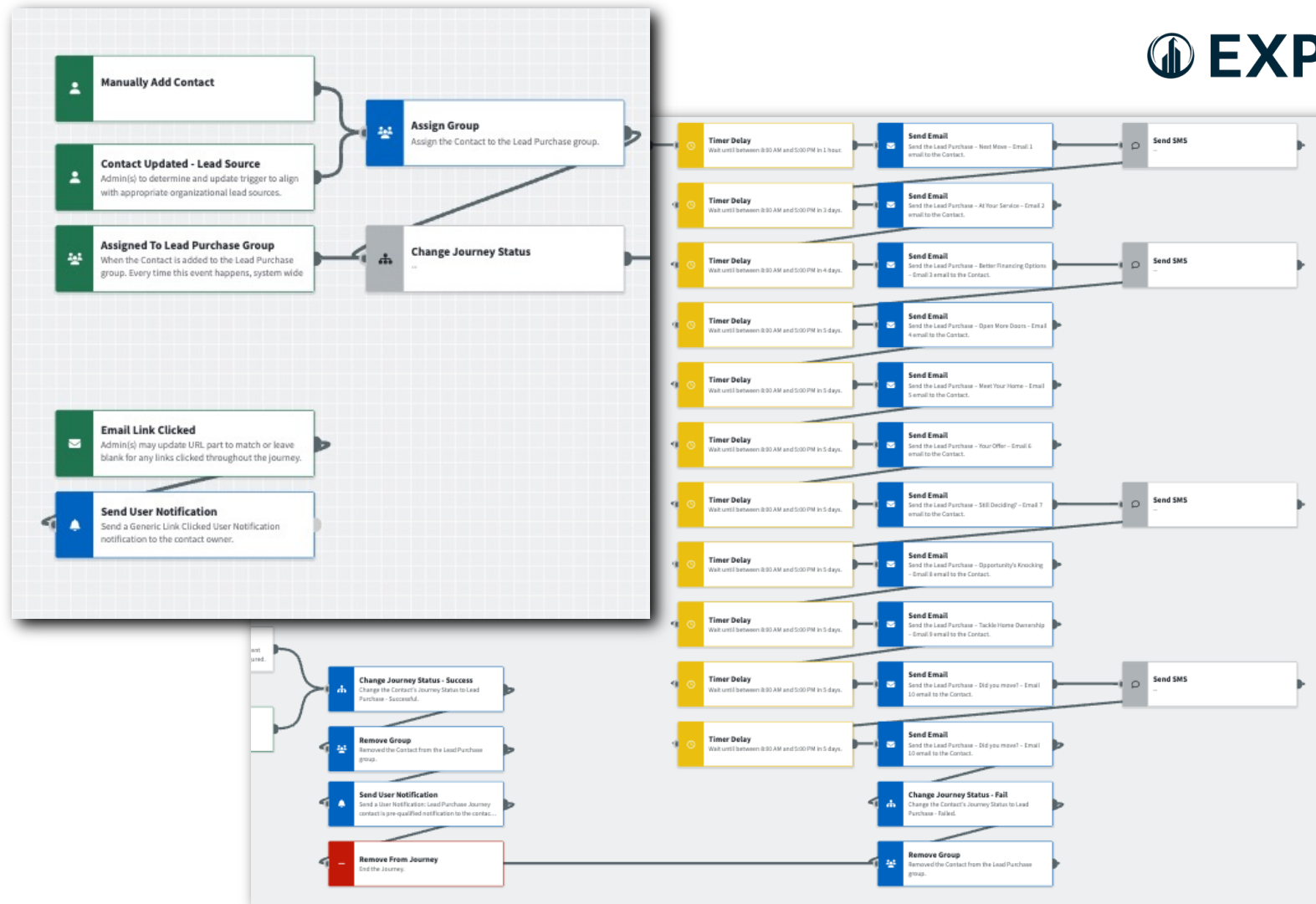
# Lead Purchase Journey

## Email series

The Lead Purchase journey is designed as a series of 12 email touchpoints for prospective home buyers. Initial email is sent 1 hour after contact information is placed on journey path and extends out to customers every 3-5 days until completion of journey.

Total Expert customers who leverage text messaging may also choose to leverage this functionality within the existing wireframe.

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



## Journey Wireframe 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 and Focused View outcomes.



Dear {{recipient.f\_name}},

Are you thinking of making a move? Or are you looking to move up, downsize or invest? Whether this is your first home or your fifth, I'm here to help!

After you find the ideal home, I'll line up one or more ideal financing options. Next, I'll walk you through the process every step of the way.

Give me a call at your convenience for a no-obligation consultation. Ask me anything!



Dear {{recipient.f\_name}},

Choosing the right loan officer is crucial for a home financing process that provides the ideal combination of a stress-free transaction and long-term affordability.

My team and I share a wealth of knowledge and can help you navigate the home financing process from start to finish. Whether you prefer a traditional mortgage or want to explore other financing options, we have the expertise to present you with innovative solutions.

We believe in educating our borrowers regarding home financing, as it will enable you to make informed decisions about one of life's biggest, most rewarding financial transactions.

You can rely on me to help simplify the process and provide transparent communications that keep you in the loop 24/7.

Let's connect soon to discuss your vision for home ownership.



Dear {{recipient.f\_name}},

Have you found your dream home, but concerned because it feels like a bit of a stretch financially? Let's talk!

We have mortgage options that may help you turn that dream home into an affordable reality. It's important to work with an experienced professional that can help you understand what your options are.

I'd be happy to spend some time with you going over your options, especially as I may be able to provide one or more that you haven't yet explored. Reach out to me at your earliest convenience to get started...I'm just a phone call away.



Hi {{recipient.f\_name}},

Get the new home you really want.

Home shopping should be an exciting time, and finding the perfect place is an absolute joy.

Here's a tip: working with the right partners can make your next home purchase go faster and easier from start to finish. We're here to help!

Feel free to reach out at any time to explore your options.

## Email Subject:

- Next Move
- At Your Service
- Better Financing Options
- Open More Doors



{{recipient.f\_name}},

Virtual home shopping is fine, to a point. But nothing beats seeing, visiting, and comparing actual houses, as you can visualize your future within each one before making a decision.

Before you begin, it's important to shop for the best possible financing...a mortgage with long-term affordability built in. Tap into the expertise of a real, live pro (me) to make your dream home happen.

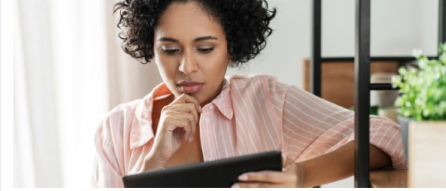
Call today and let's talk about your plans. There's no obligation.



Hello {{recipient.f\_name}},

Home financing may not be at the top of your mind, especially if you're still narrowing down your home search. I just wanted to keep in touch and let you know I'm happy to offer a first or second opinion regarding your home financing options when you're ready to make an offer.

You may be pleasantly surprised to find out how much I can save you!



Dear {{recipient.f\_name}},

Home ownership is one of life's biggest decisions, and the most rewarding as well. But it can be somewhat intimidating, especially if it's your first. If you've been exploring the idea of making a move and haven't discussed the financial side of home ownership, let's talk.

I can provide a thorough analysis of what you can afford, together with a look at your long-term plans and options. It doesn't take long and is offered as an informal, no-obligation look at your future plans.

I've provided this analysis to other prospective buyers, and I think you'll find this service informative and helpful. Best of all, it can help take the stress out of one of life's biggest financial decisions.

Give me a call and take your first step towards a better home financing experience.



Dear {{recipient.f\_name}},

Maybe you're looking forward to buying your first home soon. Or, if you're already there, you may have decided it's time to move up to a larger home, downsize, or add a vacation home or rental property.

Helping you achieve your goals is what we're here for. When you find the right property, I'll help you find the right home financing options. It's what we do.

We look forward to the opportunity to work with you!

## Email Subject:

- Meet Your Home
- Your Offer
- Still Deciding?
- Opportunity's Knocking



{{recipient.f\_name}},

What's your next home ownership goal? We'll help you get there.

Your first home. Your next, bigger home with room for a growing family. A downsized home for less upkeep. The vacation home you've always wanted...or an investment property to build wealth?

If you're planning one or more of the above, think of me as your professional guide as you explore the online listings, For Sale signs and financing options.

We're looking forward to working with you, so please don't hesitate to contact us with any questions. Assisting homeowners like you is our passion.



Dear {{recipient.f\_name}},

I'm reaching out to ask if you've recently bought a home. If so – congratulations! If you haven't ... how is your search coming?

I can provide a fast, accurate update of current market conditions and financing options, and answer any questions you have. Buying a home is a life-changing process and I'd love to be a part of yours!

Cheers,



{{recipient.f\_name}},

Your ideal home is waiting for you.

Whether it's a suburban Rambler, a cozy bungalow, a swank condo or a rural getaway, a new home is uniquely exciting as it comes complete with new opportunities and adventures. And the house you've been driving by and dreaming about could have a big, fat FOR SALE sign in front of it right now.

What are you waiting for?

Let's find out if it can be yours right now. Contact me and we'll review your home financing options.



Hi {{recipient.f\_name}},

There are a lot of choices to make when you're considering a real estate move, including:

- The right financing
- The right property
- The right location
- The right timing

We help people in all kinds of situations who have different ideas and goals. What choices do you have? What's right for you?

Please reach out with any questions you may have and let's find out! We're here to help.

## Email Subject:

- Tackle Homeownership
- Did You Move?
- Right Home
- Moving Soon?