



Text Scripts We Used to Qualify Over 200,000 Mortgage Leads



Texting has become the preferred way of contact for the vast majority of online mortgage leads. But how do you know you are effectively communicating with your mortgage leads via text?

Here is the texting script we used to qualify over 200,000 mortgage and refinance leads.

- Your Friends at [Hire Aiva](#)



Introduction

Applying for a mortgage is often the most important part of the home buyer's journey and possibly the most cumbersome as well.

A common theme among successful lenders is the fact that all of them follow standardized scripts to communicate with leads.

While lead follow up is primarily associated with calling, texting has emerged as the most effective way to communicate with leads. Nearly 98% of text messages are opened which makes texting a powerful medium to communicate with all types of people, especially real estate leads!

In this guide, we share our mortgage lead qualification scripts, presented as real conversations (details modified for privacy), that you can use to qualify your online mortgage leads.

We have used these scripts to help more than 250 lenders qualify over 200,000 leads. We hope you will find these scripts useful in qualifying your mortgage leads as well!

Happy converting!



Mortgage Text Script

Hi Sarah! Aiva from Success Lending here, we received your inquiry on our site. Are you looking to finance your primary residence or an investment?

Hi Alva, looking at a mortgage for our new home

Got it! Are you a first time home buyer?

Yup, first time!

Exciting! Do you have any funds saved up for the down payment or will you need assistance with that and closing costs?

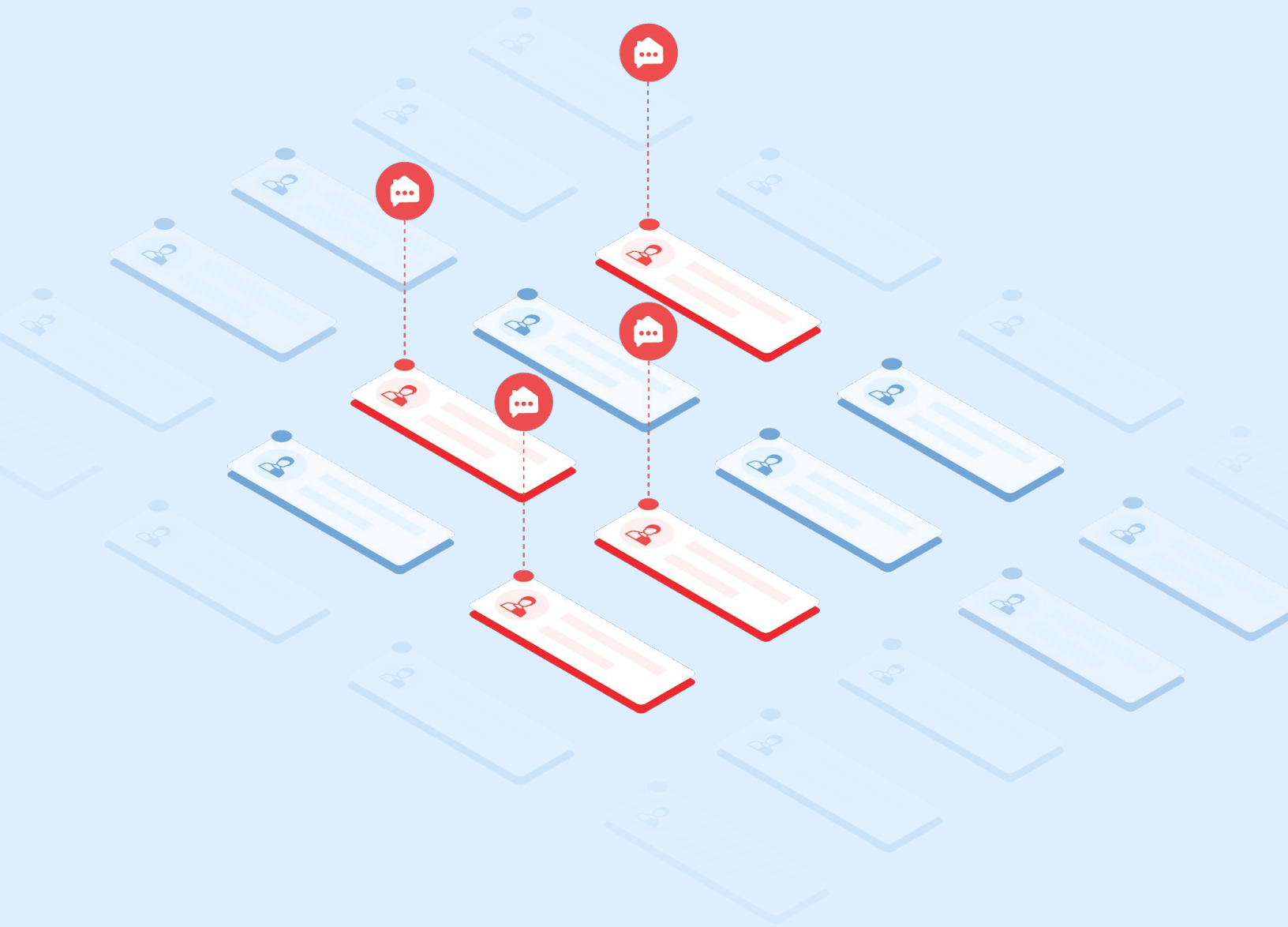
I believe so, we have around \$50k saved up

That's awesome! Do you know what your current FICO/credit score is? An estimate is fine!

Mint.com is telling us it's around 680

Really cool! Let me get a loan officer to contact you shortly! Here's a quick link to our online application you can start to save time if you'd like -- bit.ly/SLApply

Thanks Aiva! You've been great 🙌



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