**3 Email Enrollment Campaign**

**Audience:** Recent mortgage turn-downs, soft declines counseled to not apply yet and formal rejections.

**Email 1**

Subject line: Your guided path to Homeownership starts here

Pre-header: Expert tools to support you every step of the way

Email headline: A new resource just for you!

Email Body:

Hi {{recipient\_first\_name}},

Homeownership is the number one wealth-building tool for most Americans. And the value of a home goes far beyond monetary returns. It's a place to raise a family, to celebrate life's most important events, and to make memories.

Whether you're a first time homebuyer, moving up to make room for a new arrival, downsizing, or buying a vacation home, the path to homeownership can be complex.

That's why we've launched [your branded app name]. It's a powerful collection of tools to help you assess the market, review and improve key financial factors, and overcome any financial challenges to achieve homeownership.

* Calculate your real home purchasing power and guidance on how to maximize it over time.
* Link your credit and accounts to create a dynamic dashboard to chart progress toward your goals.
* Stay abreast of market developments with Home Market reports, free Credit Monitoring and Interest Rate updates.

Register using the invite code [invite code] and start taking advantage today!

Sign up

[registration page]

**Email 2**

Subject line: {Company Name}'s newest release: The {{sender.short\_name}} app

Pre-header: Expert support for a successful home ownership journey

Email Body headline: Your path toward homeownership starts here

Email Body:

Hi {{recipient\_first\_name}},

Financial preparation to buy a home can be daunting and for many, may feel out of reach. That's why we've created [your branded app name]—to help you to achieve your homeownership.

With [your branded app name], you'll be able to access expert resources and tools, track your progress as you build your credit score, and save for your down payment and closing costs. You can search for a home, create goals and budgets, and monitor your spending habits, so you can make sure every dollar counts towards achieving your dream of homeownership.

It's completely free to you, with no obligation and no strings attached.

Register using the invite code [invite code] and start taking advantage today!

Sign up

[registration page]

**Email 3**

Subject line: No need to go on your homeownership journey alone

Pre-header: {Company} has free tools and resources to support you every step of the way

Email Body headline: {{sender.short\_name}} is your guide to mortgage application success

Email body:

Hi {{recipient\_first\_name}},

We've got some great news for you—we've heard what you're trying to accomplish and we can help you to achieve it.

We recently launched [your branded app name], an incredible digital resource designed to support you along every step of your path toward homeownership.

Whether you're preparing to buy your first home, moving up or downsizing, there are a lot of factors at play. Getting your credit and finances into the most advantageous position before apply for a mortgage can make a significant difference over the life of a loan.

Register today using the invite code [invite code] and take control of your finances!

Sign up

[registration page]