**Email 1 Topic:** Initial App Intro

**Subject**: The best way to prepare for your new home

Hi [first name],

We're so excited to welcome you to {App Name}, the app that helps you build your credit and manage your money.

Homeownership is a journey, not a destination. That's why we've created {App Name}, to help you achieve your financial objectives.

With {App Name}, you'll be able to track your progress as you build your credit score and save up for a down payment. You can search for a home, set goals, and monitor your spending history, so you can make sure every dollar counts towards achieving your dream of homeownership. It's completely free to you, no strings attached.

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If all this sounds like something that could benefit YOU (and I'm sure it does), then don't wait! Download the app today and register using code **{Invite Code}** and get started today.

**Email 2 Topic:** New Tool Dashboard

**Subject**: How to Prepare for Your Financial Future

Hi [first name],

I’m excited to share this new, exclusive tool with you that can help achieve your homeownership goals by building your credit and managing your money all in one spot.

What you’ll find inside:

* Free credit monitoring and credit improvement resources
* Readiness assessment tool to stay on track for mortgage approval
* Consolidated view of accounts, budget and goal-setting tools
* A robust home search
* Home equity tracking and so much more!

This is a no cost, no-hassle experience and completely no strings attached. Just expert tools and resources for you.

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**Email 3 Topic:** Credit Health

**Subject:** Monitor and Improve Your Credit Health

Hi [first name],

Imagine knowing your credit score and having access to your credit report at all times and what you can do to improve it all in one spot.

I wanted to offer you our new tool, {App Name}, that will give you access to your credit score, credit report and credit monitoring via TransUnion. With a few clicks, you’ll be able to track your credit history and get notified every time your score increases or decreases.

Have the power of knowledge in your hands, completely free with no strings attached.

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**Email 4 Topic:** Aggregated Account

**Subject:** Get a Full Snapshot of Your Financial Details

Hi [first name],

Tired of signing into a bunch of different accounts to track you finances? With our new, exclusive tool, you can connect all of your financial accounts across the board whether it’s banking, credit cards, auto or student loans, investments or retirement.

Get a real time, consolidated snapshot of every account in one place.

Have the power of knowledge in your hands, completely free with no strings attached.

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**Email 5 Topic:** Goals/Budgets progress

**Subject:** Get on the road to financial success, today!

Hi [first name],

Easily achieve your short and long-term financial goals through our {App Name} tool.

Create your financial goals, such as how much you want to save for a down payment, set what you’re budgeting for and forecast your cash flow to achieve your goals all in one app.

Have the power of knowledge in your hands, completely free with no strings attached.

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If all this sounds like something that could benefit YOU (and I'm sure it does), then don't wait! Download the app today and register using code **{Invite Code}** and get started today.

**Email 6 Topic:** Property Search

**Subject:** Search for a Home without the Hassle

Hi [first name],

Easily customize your home searches to fit your wants and needs.

With our {App Name}, you'll be able to save your favorite homes, expand your home search to more neighborhoods, organize your search results, identify home that qualify for down payment assistance, and get notified when new homes are listed all without being hounded by real estate agents.

Sounds too good to be true? There’s only one way to find out.

Download the {App Name} app today and register using code **{Invite Code}.**

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