**Invite Past Clients / Homeowners to Use Your KeySteps**

**Version 1: Email for Recent Closings (Last 90 Days)**

Subject: Stay on Top of Your Home’s Value & Credit with KeySteps

Hi [First Name],

Congratulations again on your new home! 🎉 Now that you’ve settled in, I wanted to share a free tool that will help you stay informed and financially prepared as a homeowner.

With **KeySteps**, you can:

🏡 **Track your home’s value** and see your **equity grow** over time  
💳 **Monitor your credit score** and stay on top of your financial health  
📉 **Be ready to refinance** if rates drop, so you can take advantage of potential savings

This app gives you everything you need to **stay financially confident** as a homeowner—all in one place. **Click here to download KeySteps and get started:** [Insert your unique KeySteps Invite Link]

Let me know if you have any questions—I’m always here to help!

**Best,**  
[Your Name]  
[Your Contact Information]

**Version 2: Email for General Past Clients (Beyond 90 Days)**

Subject: A Smart Homeowner’s Tool – Track Home Value, Credit & Refi Readiness

Hi [First Name],

Hope you’re doing well! As a homeowner, it’s always a good idea to keep an eye on your home’s value, equity, and financial standing—and I have a great tool to help you do just that.

With **KeySteps**, you can:

🏡 **Track your home’s value** and see how much **equity** you’ve built  
💳 **Monitor your credit score** and financial health in real time  
📉 **Be ready to refinance** if interest rates drop and refinancing makes sense for you

The best part? **It’s free, and it keeps you prepared for future financial opportunities.** I highly recommend downloading it today: [Insert your unique KeySteps Invite Link]

Let me know if you have any questions or if I can assist with anything else!

**Best,**  
[Your Name]  
[Your Contact Information]

**Text Message for Recent Closings (Last 90 Days)**

Hi [First Name], Hope you’re loving your new home! 🏡 Just wanted to share a free tool that lets you track your home’s value & equity, monitor your credit, and stay refi-ready if rates drop. Get KeySteps here: [Insert your KeySteps Invite Link] – let me know if you have any questions!

**Text Message for General Past Clients (Beyond 90 Days) – KeySteps**

Hi [First Name], As a homeowner, it’s smart to track your home’s value, equity, and credit score—and I’ve got a free tool that makes it easy. KeySteps also helps you stay refi-ready if rates drop! Get it here: [Insert your KeySteps Invite Link] – let me know if you need anything!