**Video Script: Helping 100 First-Time Homebuyers with KeySteps**

*[Loan Officer standing in a welcoming environment—home office, coffee shop, or outside a home. Speaking directly to the camera.]*

**[Opening Hook – Relatable & Empathetic]**

*I know that buying your first home feels harder than ever. High interest rates, rising home prices, and fewer homes on the market make it easy to feel stuck or even question if homeownership is possible. You’re not alone—I hear these concerns every day. That’s exactly why my mission this year is to help 100 first-time homebuyers navigate this journey and finally get the keys to their own home.*

**[Recognizing the Challenges]**

*Let’s be real—this isn’t the same market our parents or grandparents bought homes in. Today’s first-time buyers have more obstacles, more financial pressure, and more uncertainty than ever before. But here’s the good news: You don’t have to figure it out on your own. You just need the right tools and guidance to make the best decisions for you and your future.*

**[How KeySteps Helps]**

*That’s where KeySteps comes in. This free app gives you everything you need to start preparing today—even if you’re a year or more away from buying.*

✔ See where your credit stands and get insights on how to improve it  
✔ Set up a savings plan for your down payment & closing costs  
✔ Track your mortgage readiness with real-time assessments  
✔ Get expert financial education tailored to your homeownership goals

**[Your Loan Officer’s Role – A Guide, Not Just a Lender]**

*But even with the best tools, buying a home is a journey—and you deserve someone to guide you through it. That’s why I’m here. My role isn’t just to help you get a loan, it’s to help you become financially prepared, confident, and ready to own your first home—on your terms. Whether you’re six months, a year, or even two years away from buying, I’ll be here to support you, answer your questions, and help you make sense of it all.*

**[Call to Action – Let’s Start Now]**

*If you’re even thinking about buying a home in the future, let’s start setting you up for success today. Click the link in my bio [or below] to download KeySteps for free, and let’s work together toward making homeownership a reality for you!*

**Social post to accompany the video**

Let’s do this! 100 first-time homebuyers—will you be one of them? Drop a 💙 in the comments if you’re ready!

#FirstTimeHomebuyerTips #HomeownershipJourney #MortgageTips #FinancialFitness #DreamHome #LetsDoThis