BuyerVision Scripts

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Script Collection

The "Smart Start" Message

Use case: *General prospect early in the conversation who's not ready to apply.*

📧 Email Message:

Subject: Let's start smart---no credit pull needed
Hi [First Name],
Great chatting with you! Before we dive into applications or credit pulls, I want to give you a smarter way to understand your homebuying readiness.
Here's how to start:
1. Create your free [Your App Name] account using my invite link: [Insert Link]
2. Enroll in the built-in credit monitoring (no impact to your score)
3. Share your BuyerVision report with me through the app

This gives you a clear picture of where you stand and gives me the info I need to guide you with real clarity (without costing us $20 on a credit report at this stage).
Let me know once you're in! -- [Your Name]

💬 Text Message:

Hey [First Name]! Let's skip the credit pull for now. Here's a link to my [Your App Name] instead. Once you enroll your credit and share your BuyerVision report, I can give you a solid plan with no pressure. 👍

🎙️ Verbal Script:

"I used to pull credit on every prospect I talked to which cost $20 a pop. Now, instead of starting with that, I send my clients a free link to [Your App Name]. It's a secure app that helps you check your credit, savings, and readiness all in one place. Once you're in, you just enroll in the credit monitoring and share the BuyerVision report with me. That way we both know exactly where you stand, and it doesn't cost either of us anything upfront."

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Smart Start -- "Zero Pressure, Just a Plan"

📧 Email Message:

Subject: Skip the credit pull. Let's build your plan first.
Hi [First Name],
Before we talk applications or credit pulls, I want to set you up with a smarter, zero-pressure way to see where you stand.
I use a tool called [Your App Name] that gives you full visibility into your credit and finances without a hard inquiry or upfront cost.
Just follow these 3 simple steps:
1. Create your free account using my invite link: [Insert Link]
2. Enroll in the built-in credit monitoring (secure + no score hit)
3. Share your BuyerVision report with me inside the app

This helps us both know exactly where you stand and where to focus. No guesswork, no surprises.
Let me know once you're in and I'll walk you through it! -- [Your Name]

💬 Text Message:

Hey [First Name]! Want to get a clear picture of your homebuying readiness without a credit pull? Use my [Your App Name] link to set up your free account, enroll your credit, and share your BuyerVision with me. I'll take it from there!

🎙️ Verbal Script:

"Most people I talk to aren't quite ready for a credit pull and that's totally fine. I've started using an app called [Your App Name] that gives us both a real snapshot of your credit and financial readiness. It's free, doesn't impact your score, and gives me what I need to guide you. All you do is create your account, enroll credit monitoring, and share your BuyerVision report with me from inside the app." [Insert Link]

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Smart Start -- "Let's See Where You Stand"

📧 Email Message:

Subject: Curious where you stand? This'll show you.
Hi [First Name],
Not sure if now's the right time to move forward? Let's take the guesswork out of it.
I use a tool called [Your App Name] to help clients figure out where they stand, with no pressure, no credit impact, and no upfront cost.
Here's how to get started:
1. Use my link to create your free [Your App Name] account: [Insert Link]
2. Enroll your credit monitoring securely in the app
3. Share your BuyerVision report with me through the app. It'll give us clarity and help me show you what's possible even if you're not ready to apply today.

Talk soon, [Your Name]

💬 Text Message:

Want to know where you stand on buying a home without applying or pulling credit? Use my free [Your App Name] link. Once you enroll your credit and share your BuyerVision report, I'll walk you through it.

🎙️ Verbal Script:

Let's figure out where you really stand before we talk next steps. Here's a link to my [Your App Name] app that's free and secure. You'll enroll your credit monitoring inside, and once you share the BuyerVision report with me, I'll be able to give you some real feedback, no pressure. [Insert Link]

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Smart Start -- "Before We Spend a Dime"

📧 Email Message:

Subject: Let's get ahead of the curve (and save $20 while we're at it)
Hey [First Name],
Before we pull credit or fill out an application, let's do something smarter.
I use a free tool called [Your App Name] to help my clients get a clear understanding of their mortgage readiness before spending a dime.
Here's what to do next:
1. Click my invite link to create your account: [Insert Link]
2. Enroll your credit in the app (no score impact)
3. Share your BuyerVision report with me through the app

It's fast, secure, and way more helpful than a $20 soft pull that might go nowhere.
Let me know when you're in and I'll guide you from there! [Your Name]

💬 Text Message:

Want to save time and skip the $20 credit pull? Use my free [Your App Name] app to get started. Once you share your BuyerVision report, I'll have everything I need to guide you. [Insert Link]

🎙️ Verbal Script:

"Before I spend $20 on a soft credit pull, I always like to start with a tool called [Your App Name]. It's free for you, and it gives me almost everything I'd get from a credit report at no cost to you. You just set up your account, enroll your credit, and share the BuyerVision report with me. From there, I can tell you exactly what your next step should be."

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"Let's Build a Plan That Works for *You*"

📧 Email Message:

Subject: Your credit doesn't define your potential
Hi [First Name],
I know credit challenges can make homeownership feel out of reach but they don't have to.
That's why I start all my clients with a tool called [Your App Name]. It helps you understand where you are today and build a plan for where you want to go.
Here's what to do:
1. Use my link to create your free [Your App Name] account: [Insert Link]
2. Enroll in the built-in credit monitoring
3. Share your BuyerVision report with me from inside the app

This gives us both a clear picture without running your credit or applying for a loan. From there, I'll help you create a personalized plan that fits your situation.
You're not alone in this. [Your Name]

💬 Text Message:

Hey [First Name], credit doesn't have to hold you back. I've got a free tool that helps you build a plan and safely share your credit details with me. Check it out: [Insert Link]

🎙️ Verbal Script:

"If your credit's not where you want it to be, that's okay. I've worked with many people in that exact spot. What matters is creating a plan. I use a tool called [Your App Name] that lets you track your credit, create goals, and securely share your BuyerVision report with me. No pressure. Just a smart way to start. Look for my text / email with the link."

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"There's a Way Forward, Even If You've Been Denied Before"

📧 Email Message:

Subject: Denied before? This time, let's do it differently.
Hi [First Name],
If you've been turned down for a mortgage before, you're not alone. But you also don't have to stay stuck.
I work with clients in that exact situation every day and it all starts with a better way to prepare.
Here's what I suggest:
1. Click this link to create your free [Your App Name] account: [Insert Link]
2. Enroll in credit monitoring inside the app (no score impact)
3. Share your BuyerVision report with me

It's a simple, private way to see exactly where you stand so I can help guide you forward. No judgment, just a plan.
You've got options. Let's find the best one for you. [Your Name]

💬 Text Message:

Been denied before? I've got a free tool that helps you build a new path forward. No credit pull. Just a plan. Check it out: [Insert Link]

🎙️ Verbal Script:

"If you've ever been denied before, I get how frustrating that can be. What I offer is a second-chance approach. I use a free app called [Your App Name] that helps you see where you're at credit-wise, and gives me a BuyerVision report so we can make a plan that actually works. It's totally private and gives you control over your progress."

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"Let's Focus on Progress, Not Perfection"

📧 Email Message:

Subject: You don't need perfect credit to get started
Hey [First Name],
Here's a secret: you don't need a perfect score to move forward, you just need a starting point and a plan.
That's what [Your App Name] helps us build together.
Follow these quick steps:
1. Use my invite link to create your account: [Insert Link]
2. Enroll in the free credit monitoring inside the app
3. Share your BuyerVision report with me

From there, I'll help you understand what's already working and what we can improve together.
Your credit journey is yours. Let's take control of it. [Your Name]

💬 Text Message:

Not perfect credit? That's okay. I've got a tool that helps you move forward from where you are right now. It starts with my free [Your App Name] app. Here's the link >

🎙️ Verbal Script:

"I'm not looking for perfect; I'm looking for progress. With [Your App Name], you can enroll in free credit tracking and share your BuyerVision report with me, so we know exactly what we're working with. That's how we build a real path to homeownership, even if things aren't perfect today."

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"The Most Empowering First Step You Can Take"

📧 Email Message:

Subject: This is your homebuying journey. Let's own it.
Hey [First Name],
If your credit's been holding you back, let's flip the script.
I work with clients every day who are rebuilding---and I always start them with a tool called [Your App Name].
It helps you: ✅ See where your credit stands ✅ Set goals and track progress ✅ Share your BuyerVision report with me so I can guide you
Here's how to get started:
1. Create your free account: [Insert Link]
2. Enroll in credit monitoring
3. Share your BuyerVision report with me through the app

No pressure. No cost. Just a smarter way to take control of your journey. -- [Your Name]

💬 Text Message:

This is your journey. I've got a free tool that helps you take control of your credit and plan for a home. No score hit. Want me to send the [Your App Name] link?

🎙️ Verbal Script:

"You don't need anyone else to 'approve' of where you are, you just need to know where to go next. [Your App Name] gives you clarity on your credit and lets you share a BuyerVision report with me so I can help build your roadmap. It's empowering because you're in control of the process from the very beginning."

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"Not There Yet? Let's Make a Plan to Get There"

📧 Email Message:

Subject: The first step to becoming mortgage-ready
Hi [First Name],
Even if you're not quite ready to apply for a loan today, you can take the first step toward getting there.
That step is using [Your App Name], my homeownership app that I provide at no cost to help clients improve their credit, qualify mortgage and find a home.
All you need to do is:
1. Sign up with my invite link: [Insert Link]
2. Enroll your credit (totally private, no score impact)
3. Share your BuyerVision report with me

Once I see your report, I'll help create a personalized game plan to move you forward
Let's make this your year. -- [Your Name]

💬 Text Message:

Not ready for a loan? That's okay. I've got a free app that helps you *get ready.* Want the link to set up [Your App Name] and share your BuyerVision with me?

🎙️ Verbal Script:

"You may not be ready to apply today and that's perfectly fine. The important thing is we create a plan to get you there. [Your App Name] lets you enroll your credit and share a report with me called BuyerVision, which helps us track progress and move forward on your timeline."

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"Just Getting Started? Start Here."

📧 Email Message:

Subject: You're curious---here's a great place to start
Hey [First Name],
If you're just starting to explore the idea of buying a home, I've got the perfect tool to help you take that first smart step, without any pressure or application.
It's called [Your App Name], and here's what it does: ✅ Helps you understand your credit and savings situation ✅ Builds your personalized homeownership roadmap ✅ Generates a BuyerVision report you can share with me for guidance
Here's how to begin:
1. Use my invite link to create your free account: [Insert Link]
2. Enroll your credit in the app
3. Share your BuyerVision report with me

This is 100% free, doesn't impact your credit score, and gives us both clarity on what's next. -- [Your Name]

💬 Text Message:

Hey [First Name]! Curious about buying a home but not sure where to start? I've got a free app that helps you see where you stand. Get [Your App Name]: [Insert Link]

🎙️ Verbal Script:

"If you're just starting to think about homeownership, the smartest thing to do is get a baseline of where you're at financially. I use an app called [Your App Name] that's free and helps you check your credit, track savings goals, and create a BuyerVision report. Once you share that report with me, I can walk you through what's possible and what to focus on first."

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"You Don't Need to Know Everything---Just Where to Start"

📧 Email Message:

Subject: Don't know where to start? This is it.
Hi [First Name],
Most first-time buyers feel overwhelmed at first, so if you're feeling that way, you're not alone.
The good news? You don't need to figure it all out today. You just need a starting point.
That's why I recommend [Your App Name], my free, no-pressure app that helps you:
- Understand your credit and savings picture
- Set goals based on where you are today
- Share a BuyerVision report with me so I can guide you

Start here:
1. Use my invite link to set up your account: [Insert Link]
2. Enroll in credit monitoring
3. Share your BuyerVision report with me

Let's make this easy---and on your timeline. -- [Your Name]

💬 Text Message:

Buying a home feels big, but starting doesn't have to be. I've got a free app that helps you see where you're at financially, then I'll guide you from there. Check out [Your App Name] >

🎙️ Verbal Script:

"You don't need to know everything to get started, you just need to know where you're starting from. I'll send you my [Your App Name] link. It'll help you check your credit, track your goals, and share a BuyerVision report with me. Once I see that, we can figure out what's possible and how to move forward."

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"Explore Without the Pressure"

📧 Email Message:

Subject: Ready to explore your options? Start here.
Hi [First Name],
Buying your first home is a big milestone, and the truth is, preparation starts way before you're ready to apply.
That's why I use a tool called [Your App Name] with my early-stage clients. It's designed to help you: ✅ Explore your mortgage readiness ✅ Track your credit and savings ✅ Share a BuyerVision report with me to get personalized feedback
Best of all, there's no pressure, no credit impact, and no cost.
Get started in 3 steps:
1. Create your free account: [Insert Link]
2. Enroll in credit monitoring
3. Share your BuyerVision report with me through the app

Let's make this feel simple and possible. -- [Your Name]

💬 Text Message:

You can explore your homebuying options without applying or committing. I've got a free app that helps you check where you stand. Here's the link >

🎙️ Verbal Script:

"Most first-time buyers just want to get their bearings without the pressure of applying. That's why I use [Your App Name]. It lets you explore your readiness, enroll in credit tracking, and share a report with me so I can help guide you. Totally free and easy to use."

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"Curious Is a Great Place to Start"

📧 Email Message:

Subject: Buying a home starts with a simple question: 'Where do I stand?'
Hi [First Name],
You've taken the most important first step---getting curious.
Let's build on that momentum by getting you access to a free tool I use with all my first-time buyers: [Your App Name].
It helps you: ✔️ See where you stand financially ✔️ Set goals around credit and savings ✔️ Share a BuyerVision report with me so I can help you take the next step
Here's the 3-step setup:
1. Use my invite link to create your account: [Insert Link]
2. Enroll your credit in the app
3. Share your BuyerVision report with me

From there, we'll map out a smart, simple plan based on your timeline. -- [Your Name]

💬 Text Message:

The best first step? Just get curious. I'll send you a free app that shows you where you stand and helps us build a plan. Want the link to [Your App Name]?

🎙️ Verbal Script:

"Curiosity is where it starts. You don't need to apply or commit to anything. I'll send you my [Your App Name] app to check where you stand. It takes 2 minutes to set up, enroll your credit. Once you share your BuyerVision report, I can give you real insight on your next steps."

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"A First-Time Buyer's Toolkit, in One App"

📧 Email Message:

Subject: One free tool to get you homebuyer-ready
Hi [First Name],
Buying a home for the first time doesn't have to feel overwhelming. I use a tool called [Your App Name] that brings everything together in one place so you can: 📊 Understand your credit and financial picture 📈 Track your progress and savings 📄 Share a BuyerVision report with me so I can help guide you
No credit hit. No pressure. Just clarity.
Here's how to start:
1. Use my invite link: [Insert Link]
2. Enroll your credit
3. Share your BuyerVision report with me

From there, I'll help you build your homeownership roadmap step by step. -- [Your Name]

💬 Text Message:

There's a free app that helps first-time buyers track their credit and get ready to buy, without applying or pulling a report. Want the link?

🎙️ Verbal Script:

"As a first-time buyer, the process can feel like a lot but I've got a tool that brings everything into one place. It's called [Your App Name]. You create your account, enroll your credit, and share the BuyerVision report with me. From there, we map out your path, one clear step at a time."

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"Denied Doesn't Mean Done"

📧 Email Message:

Subject: Denied before? That doesn't have to be the end.
Hey [First Name],
I know getting denied can feel discouraging. But that doesn't mean the door is closed.
Sometimes it just means we need to look at your situation with fresh eyes and a better plan.
Here's how I can help you get back on track:
1. Create your free [Your App Name] account using this link: [Insert Link]
2. Enroll in the built-in credit monitoring
3. Share your BuyerVision report with me from inside the app

This gives us both a detailed look at your current credit and finances---without another credit pull or application. Once I see your BuyerVision, I can help you build a plan that works. -- [Your Name]

💬 Text Message:

Hey [First Name], just because another lender said no doesn't mean we can't build a plan that leads to yes. Want the link to [Your App Name] so I can take a look at your BuyerVision report?

🎙️ Verbal Script:

"I know being turned down is tough. But in many cases, it's not a no forever. It's just a 'not right now.' I use an app called [Your App Name] to help clients figure out what went wrong and show you how to fix it. You just set up your account, enroll your credit, and share your BuyerVision report with me. Then we'll go over it together and see what we can do differently."

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"Let's Find Out What Went Wrong---and How to Fix It"

📧 Email Message:

Subject: A smarter way to move forward after a loan denial
Hi [First Name],
If you're still thinking about buying a home after getting denied, I want to help you take the next step with more clarity and less stress.
I use a free tool called [Your App Name] to help clients reassess where they stand. It gives you full visibility into your credit, income, savings, and goals. Once you've shared with me your BuyerVision report, I can begin to guide you.
Here's how to begin:
1. Create your free account using my invite link: [Insert Link]
2. Enroll your credit
3. Share your BuyerVision report with me.
4. From there, I'll build a plan for you.

[Your Name]

💬 Text Message:

Let's figure out what went wrong with your last loan and fix it. I'll send you a link to [Your App Name] so you can share your BuyerVision report. It's free and secure.

🎙️ Verbal Script:

"When a loan gets denied, most people never get a real explanation. I use [Your App Name] to help fill in those gaps. Once you set it up, enroll your credit, and share your BuyerVision report with me, we'll be able to spot what needs work and build a stronger plan forward."

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"Let's Do This the Right Way, This Time"

📧 Email Message:

Subject: Ready for a fresh start with a better strategy?
Hi [First Name],
I know the last experience wasn't what you hoped for. But the good news: there's a better way to prepare for a mortgage and it starts with having the right information upfront.
That's why I use [Your App Name] with my clients.
Here's how we'll do it:
1. Create your free [Your App Name] account here: [Insert Link]
2. Enroll in the app's credit monitoring
3. Share your BuyerVision report with me

This lets us look at the full picture and create a plan tailored to you---so you're not just applying again, you're applying smarter. -- [Your Name]

💬 Text Message:

Let's not repeat the last experience. I'll send you a smarter way to prep using the [Your App Name] app. You'll share your BuyerVision report and I'll help build a better plan.

🎙️ Verbal Script:

"If the last lender didn't take time to really understand your story, let's change that. I use a tool called [Your App Name] that gives us your full financial picture in one place. You enroll your credit, share your BuyerVision report with me, and we make a smarter plan together."

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"Your Story's Not Over---It's Just Getting Rewritten"

📧 Email Message:

Subject: Every 'no' brings you closer to the right 'yes'
Hi [First Name],
Sometimes a denial just means the timing or approach wasn't right. That doesn't mean you're out of options.
I've helped clients in your shoes rewrite their path by starting with a clearer picture.
Here's how to get started with [Your App Name]:
1. Use my invite link to create your free account: [Insert Link]
2. Enroll in credit monitoring
3. Share your BuyerVision report with me

It's fast, private, and lets me help you build a real strategy, not just try again with fingers crossed.
Let's rewrite the next chapter of your journey. -- [Your Name]

💬 Text Message:

Every "no" brings you closer to the right "yes." Let's find yours. First step: get my [Your App Name] app and share with me your BuyerVision report > [Insert Link]

🎙️ Verbal Script:

"What happened with your last application doesn't define you. It just gives us clues on what to improve. I'll send you a free link to [Your App Name]. Once you enroll your credit and share your BuyerVision report, we'll figure out what needs to change to move forward."

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"Denied? Let's Regroup and Rebuild"

📧 Email Message:

Subject: We regroup. We rebuild. We move forward.
Hi [First Name],
Getting denied can feel like a setback but it's also a chance to regroup, rebuild, and try again with a better plan.
That's why I use [Your App Name] to help clients like you get clear on where they stand and where to go next.
Here's the quick 3-step process:
1. Create your account using my link: [Insert Link]
2. Enroll in the app's credit monitoring
3. Share your BuyerVision report with me

From there, I'll walk you through the next best move based on your situation---not someone else's checklist.
You've got this. I've got you. -- [Your Name]

💬 Text Message:

We regroup. We rebuild. We move forward. Want me to send the [Your App Name] link so we can look at your BuyerVision report and start fresh?

🎙️ Verbal Script:

"It's totally normal to feel frustrated after a denial but now we get to regroup and build a plan that works. Look for my email / text with a link to get my free [Your App Name] app. Once you enroll your credit and share your BuyerVision report with me, we'll go through it together and find your path forward."

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