***#9 Lisa’s Secret Sauce***

***Elite Club #15 November 2016***

Lender video ideas for Facebook

1. Just refinanced another happy client! I was able to remove their PMI AND SAVE THEM $450! A month! You could be next.
2. We have 2 new mortgage programs for a limited time. (Explain in less than 60 seconds)
3. Have you thought about moving up or sizing down and not sure what to qualify for? I can help! Send me a private message and I can get you in the “know” now!
4. Having mortgage issues? Need someone to guide you in the right direction? I’m here to help. With over <insert #> of years in the mortgage business…I am super creative and will structure the right loan for you!
5. Interview a buyer/borrower about a seamless transaction with you.
6. Talk about rates! You can even say “Attention Real Estate Agents as you are out there working with buyers. It’s important to know today’s mortgage rates!”
7. Attention Renters: Stop throwing your money away. We have 1st buyer programs that can have you owning your own home in 30 days! Ask me how!
8. Ask for a referral. Tell the audience what you do for a living and how referrals are your #1 source of business \*Offer incentive programs!
9. Thank all of your past clients for their business! (30 seconds)
10. Give us a tour of your office and introduce us to your team! Encourage the audience to set an appointment to learn their mortgage options when thinking of buying a home.