

COUNTRYWIDE SALES SCRIPT

By The TAG TEAM

THE GREETING:

- Thank you for calling **The Lending Group**. My name is Anthony, how may I help you today?

BORROWER INFORMATION

- I would be happy to help you. We have many loan programs to choose from. What I need to do is get some basic information about your situation and then I will be able to tell you exactly what I can do for you today. What is the correct spelling of your last name? What is the best contact information to reach you at just in case we get disconnected? What is the best email address to send you over loan options once were done taking your loan application?

LIEN INFORMATION

- Do you own the property by yourself? What is the address of the property you wanted to do the loan on today? Do you have any loans against the property? Are there any other loans on the property?
- Have you ever taken a moment to look how mortgage work? In the beginning you pay almost all interest, don't you? For example, let's look at your loan with Wells Fargo. You have been paying on that for 5 years. You've paid 60 payments of \$997, which totals \$59,877 that you have sent to Wells Fargo. Your balance started at \$150,000 and it's only down to \$141,197. This means that out of the \$59,877 you sent to Wells Fargo only \$8,802 has gone to the principle and over \$51,074 has gone to interest. That looks like a good deal for Wells Fargo doesn't it? When I put your new loan together today I'll show you how to easily payoff your new loan faster and save you thousands of dollars in interest. How does that sound?



EMPLOYMENT INFORMATION

- What do you do for a living?
- By the way, how would you rate your credit? What would be the worst item on your credit report? What's been the problem?
- We've recently originated a lot of loans for people who are retired and on a fixed income and they tell me it's a lot harder out there to get a loan. That's why The Lending Group has one of the largest Mortgage Lenders in the Nation that opened a new division. As a direct lender, we have more flexibility in putting your loan together, and we always look for ways to make the loan work rather than turn it down

OPEN ACCOUNTS

- Okay, what I need to do next is take a look at your credit report. Looking at your credit report will allow me to determine the best loan programs available to you. Is that okay with you? Great. What your Social Security number? What is your date of birth? Do you know your spouse's number? Thank you!
- Let's go ahead and review your open accounts with balances. I see you have a Bank of America visa. They show a balance of \$5,000 and a minimum monthly payment of \$50.00. DO you make the minimum payment or do you send in extra money? Did you ever notice that these balances never seem to go down? That's because the minimum payment is just about interest only and according to a newspaper article, if all you pay is the minimum payment on your statement each month, it could take many years to pay off the balance. It's no wonder the balance never seem to go down isn't it.
- In addition, you can be paying 18 to 20% or more on some of these cards. And the worst part of all is that the interest on your credit cards is not tax deductible. That means you can't write off the interest on your income tax returns. It's really like those the money away isn't it?



OPEN ACCOUNTS

- You're bills today \$10,000, and you're paying \$1,000 every month. You're paying \$12,000 per year in non-tax deductible interest. This means you're paying 25% of your annual gross income on high rate, non-tax deductible credit card interest. You were planning on paying them off today, weren't you? Do you pay alimony and/or child support that wouldn't show up on the credit report?
- Thank you for answering all of my questions. How much do you know about The Lending Group?

WHO IS THE LENDING GROUP?

- The Lending Group is part of **American Bancshares Mortgage** one of the Largest Mortgage Lenders in the nation. American Bancshares Mortgage has been in business since 1995 and originates millions in loans a month. The Lending Group part of American Bancshares Mortgage has offices all around Florida. We specialize in Home loans for the purchase of a home, and cash-out refinances for home improvements, bill consolidation, investment of any reason you want. We always provide you with excellent service and fast money, generally **14-21 calendar days** after we receive your paperwork. As a direct lender, we have more flexibility in putting together an affordable loan tailored to fit your needs. We always encourage you to borrow the least amount needed to accomplish your goals and pay it back as quickly as possible. It's our ultimate goal to qualify you for the best loan program available.

PURPOSE

- Now, I want to be sure that I know exactly what you want to accomplish today. I'm assuming that you want to pay off your first lien and all of your bills, so you can have one convenient payment. Is that right? Sometimes it makes sense to pay-off your first lien and sometimes it doesn't. I would like to look at both ways for you and see which make more sense okay?
- When you get the money what's the first thing you're going to do with it?



SUMMARY

- One of the ways to get a head financially is to build up your savings account by paying yourself first every month. If you wait for the end of the month to save, there's never anything left, is there? That is why I suggest you make a deposit into your savings account every month first, before you pay anyone else. Wouldn't it be great to be able to set aside \$25.00 \$50.00 more each week? That way if you have an emergency need for money, you'll be able to borrow from yourself and not have to use your credit cards. That will give you some peace of mind won't it?
- When I put your loan program together for you today, I will show you how to pay your loan faster and save you thousands of dollars, which will put you in a position to start building your savings account. How does that sound?
- Okay, everything looks great and based on the information you have given me I don't see a problem putting a loan together for you today! The next step is for me to sit down with an underwriter and come up with some loan options for you. It'll take about 20-30 min. will you still be home then? Great! It is now 2:00 o'clock. I'll give you a call back at 2:30 o'clock with the loan options I've put together for you.
- Thank you for calling and I look forward to helping you with... (Paying off your debts).
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- Oh, by the way, if you know someone who needs a home loan for the purchase of a home, or cash-out refinance for home improvements, bill consolidation, investments lowering their interest rate any other reason, please don't hesitate to call me with their name a number and I'll be more than happy to follow up with them

THANK YOU!!

