



Clients going through foreclosure are likely to be upset, stressed, or even in denial. The keys to these conversations are kindness, empathy, and letting them know someone is on their side, rather than the side of banks or big business.

1 Identify

Hi, Mr Hunna Hunna?

2 Introduce

This is (Your Name) from (Your Company); how are you?

3 Clarify

I'm calling because I specialize in working closely with homeowners who have found themselves in mortgage distress, especially during difficult times and challenging economic situations. Financial struggles for families are at an all-time high, and coping with banks and creditors is more than stressful, I know.

4 Build Rapport

Just so you know, I have these conversations all the time. I think it's terrible what these banks and big businesses have done to many homeowners.

So, we are trying to do our best to help homeowners through this process so they can get through this on a lesser scale. I have a Seller Success System that helps homeowners navigate this challenge if you are interested. Anyway, I just want to introduce myself, make myself and this system available to you, and let you know that you don't have to walk through any of this alone.

5 Invite Action

Do you have any questions, or can we schedule a time where I can share several options that have helped homeowners find solutions that can help them move beyond their current stressors and onto their next level sooner?