

REFRESH Campaign

Email/Voicemail/SMS Content

Black=emails

Red=texts

Blue=VMs (I kept the header info for these intact from the original FUP track in case you needed it)

Email 1 Day 0

Name: FUP REC REFRESH E1 W 1

Subject Line: Calling All Sales Superstars!

Hi There,

No matter where you are in your career, there's always room to grow. The AnnieMac team welcomes top performers like yourself because, with our support, we can achieve great things together. Whether you are a rookie or seasoned veteran of the mortgage industry, AnnieMac can give you MORE... just like we do for our clients.

There's no better time than now to discover how we can skyrocket your success. Please call or text me Add MIQ Messenger number and let's discuss your future.

Text: 1 Day 0

Name: FUP REC REFRESH T1 W 1

____ from AnnieMac again! I know things are hectic for all of us, which is why it's the perfect time to discuss joining our team. Call or text me and we can chat about getting the service, processing and marketing support you need to focus on growing your productivity.

VM 1 Day 0

Name: FUP REC REFRESH VM 1 W 1

VM Name: FUPRECVM1W3 (the name of the Vm is stays the same so that they do not record new VM's)

Hi __,

I just texted you again to see if we can connect and discuss the benefits that you can expect when you jump over to AnnieMac. No worries on not connecting yet... I know that times are a bit hectic and there's a LOT going on, which is exactly why this is the perfect time to join our team!

Let's talk ASAP. We've been thriving by having a firm grasp on this year's unpredictable trends, and we want a superstar like you join the team and add to our success.

Do me a favor and choose a time on my calendar that works us to chat... or call/text me at ____ Or shoot me an email.... or send smoke signals.... Whatever works for you. Thanks!

Text: 1 Day 5

Name: FUP REC REFRESH T2 W1

Hi, it's ____ from AnnieMac. Still interested in learning more about joining our team? You're definitely the kind of pro that succeeds here. Text or call me and let's talk!

Voicemail #1 Day 10

Name: FUP REFRESH VM 2 W 2

Sly Broadcast Name for recording: FUPRECVM2W1

Hey, it's ____ from AnnieMac. I wanted to reach out to you again regarding your interest in partnering up with AnnieMac. I'm glad we are on each other's radar and I'd love to chat with you about your goals and how we can help you crush them. Call or text me at ____ so we can connect and fill you in on all of the ways we can support your success.

Email 2 Day 15

Name: FUP REC REFRESH E2 W 3

Subject: You could be seeing double...

Think about your success as of today and visualize how much more you could achieve with the support, marketing and technology of AnnieMac Home Mortgage at your disposal.

Imagine what could be accomplished with a full, experienced team working to develop your career. Consider the referral network you'll develop after offering them an *unparalleled* real estate productivity platform. Envision your office, filled with more people and equipment to help you manage

the increased business you're getting from our fully-automated opportunity alerts and follow-up systems. Think about how, in as little as one year from now, you could be seeing DOUBLE the production you're doing today.

Then call or text me ASAP so we can get you on that path today.

Text: 1 Day 17

Name: FUP REC REFRESH T1 W3

Heads up! AnnieMac just announced a HUGE batch of training and certification opportunities coming up, and I wanted to give you the scoop. I think that you'd be VERY interested in this news... can you call or text me?

Voicemail: Day 2027

Name: FUP REFRESH VM 3 W 3

VM Name: FUPRECV1W7

Hi ____, it's _____ touching base from AnnieMac Home Mortgage. Just following up on my text because we've been hearing that a lot of LO's out there have been having trouble providing their borrowers with the loans they want. If that's been a challenge for you, you should DEFINITELY hear about our unmatched selection of hard-to-find loans... I mean, we've got something for EVERYONE so our LO's never lose a borrower or leave money on the table. Call or text Me at _____ and I'll fill you in on what we can offer you.

Text: 1 Day 27

Name: FUP REC REFRESH T1 W4

Hey, it's __ from AnnieMac. Can you call or text me? I'd love to hear about your productivity goals and discuss how easily and quickly AnnieMac can help you fulfill them. Please hit me up!

Email 1 Day 30

Name: FUP REC REFRESH E1 W5

35

Subject: Conquer your market with our help

Hi there,

Are you being promoted in your market like the Rock Star that you are?

You deserve to be the first name that people in your area think of when they need a loan. That's why our AnnieMac Marketing Team offers full promotional support to all team members. From a full Social Media upgrade and automated multimedia campaign to business cards, fliers and other traditional materials, we've got you covered.

Interested? Call or text me and let's talk about how we can upgrade your image and get the referrals rolling in

Text: 1 Day 35

Name: FUP REC REFRESH T1 W5

Hey, it's been awhile since you connected with us here at AnnieMac. Let's catch up and chat about your future goals and all of the new support, benefits and training that we're offering in the coming months. Call or text me ASAP so we can chat soon!

Voicemail 1 Day 4045

Name: FUP REC REFRESH VM1 W6

VM Name: FUPRECV1W5

Hey, how are you? It's ____ from AnnieMac Home Mortgage. It's been awhile since you reached out to us for information about joining the team, and I'd love to catch up and see what questions or concerns you might have after checking out our booklet. I am 100% confident that you'd be a great addition to our team, so give me a call or text me at ____ and let's figure out together how AnnieMac would be the right place for you. Thanks!

Text: 1 Day 45

Name: FUP REC REFRESH T1 W7

Hey, it's ____ again from AnnieMac. We are already discussing ways for our company to grow again next year, and we think adding you to our team would be a huge win for all of us. Can you call or text me ASAP?

Voicemail 1 Day 45

Name: FUP REC REFRESH VM1 W7

VM Name: FUPRECV1W8

Hi there, it's ____ from AnnieMac Home Mortgage. I know it seems early, but our team is already assessing this year's success and gearing up for even bigger growth next year. We'd absolutely love for you to be a big part of what is projected to be our best year yet. Shoot me a text or give me a call at ____ and let's talk about all of the ways that joining the AnnieMac Team will take your career to the next level.

Text: 1 Day 50

Name: FUP REC REFRESH T1 W8

____ from AnnieMac here. Based on what we know about your career, the standards for whom you work with should be high, just like ours. We think you'd be a perfect addition to our team, and we'd love to discuss ASAP how we can help each other grow. Call or text me and let's chat.

Text: 1 Day 60

Name: FUP REC REFRESH T1 W9

Hi, it's _____ from AnnieMac. Have you struggled with providing borrowers with the types of loans they need? We offer every product type you can think of, even hard-to-find options. Call or text me and let's talk about expanding your wheelhouse!

Email 1 Day 75

Name: FUP REC REFRESH E1 W11

Subject: AnnieMac's Next Success Story Should Be You!

By this point, you know a few things about AnnieMac Home Mortgage. We also know a few things about you, and we like what we've seen.

Here's the bottom line: we wouldn't be contacting you if you weren't worth pursuing. Beyond all of our loan products, customer service and other benefits that we offer borrowers, our most important resource is our All-Star team. We think you'd fit right in, and we want you succeeding and growing right by our side.

We want you to be a part of our company. Give me a call or text me and let's discuss what this could mean for your career.

Text: 1 Day 85

Name: FUP REC REFRESH T1 W13

Hey, ___ from AnnieMac Home Mortgage again. You reached out to us awhile ago to learn more about joining our team. We haven't connected in awhile... is now a good time to revisit? We've got a LOT of exciting things going on here. Call or text me and let's chat!

Voice Mail 1: Day 90

Name: FUP REC REFRESH VM 1 W 14

VM Name: FUPRECV M2W8

Hey, it's ___ from AnnieMac again. I haven't heard from you since you reached out to us about your interest in possibly joining our team. I'd still love to chat with you because you are EXACTLY the type of all-star LO that we hire. Our standards are high, and since you contacted us, we assume yours are too, so call or text me at ____ ... let's take a few minutes out of our day and chat about how we can help each other.

Text: FUP REC REFRESH T1 W14

Hey! I know that you were interested in learning about joining the AnnieMac Team, but do you know everything about our products, our support and everything else that we can offer an A-List player like you? Here's a link to check out our Guide to AnnieMac! ([link](#))

