 

**Forever Home Strategy & Scripts**

Many homeowners are busy ***living*** in their homes and don’t necessarily keep up with the current interest rates or the valuation of their property on a regular basis. Smart agents and their lender partners **know** that when using the “FOREVER HOME STRATEGY”-- they have the opportunity to motivate a prospect to ***seek*** their “forever” home with more focus and intent.

When housing inventory is low, and interest rates are affordable, --many home owners don’t realize they could be in the home of their dreams with that bigger back yard, a guest suite, or backyard pool could be a reality ---for ***the same or less money every month*** that they are already paying for their present home.

It takes a mortgage professional to explain the different financial scenarios for that present homeowner to see how they can trade up or down as their needs dictate with the real estate partner to identify the options for the right property to fill their needs.

When the right house and the best interest rate allow that seller to move up-- or trade down-- to suit their housing and financial objectives, the movement allows for more inventory to enter the market and provides additional listing and selling opportunities for the marketplace.

This module defines the steps and strategies to deploy a FOREVER HOME Strategy to get more sales and help more prospects get the home that best suits their needs.

**Forever Home Script:**

**Agent and/or Lender Partner asking Homeowner or Prospect:** “Did you know that the house at 123 Main Street just sold in (X Days) or sold for (X Price) with multiple offers?

***Response from Prospect***

**Agent/LO: I Wanted to ask you:** “Do you think home prices and interest rates on mortgages are likely to be going up or down in the next few years?”

***Response by Prospect: If the answer is YES:***

**The Agent and LO can offer them an annual Mortgage Fitness Review and/or identity theft Screening service**

***If the answer is NO***

***Agent and LO:   
Would you have interest in learning how you can have the same or less payment every month and be in your forever/dream home?***

