** Scripts for Re-Activation:**

**Apology Script**

Hi name,

This is X from X Mortgage and I’m calling today- because I have to apologize! I’ve dropped the ball!

When we were helping you with your mortgage, I really enjoyed getting to know you and (WIFE & the kids.)

I valued the time together and talking with you during that time and to me, you became friends as well as my clients.

After the closing- as it sometimes does- life got busy and I felt really badly that we lost touch, so I hesitated to call. But today I decided that our friendship was too important to NOT call, so I was just going to pick up the phone, call and apologize.

(Pause- let them talk)

LO RESPONDS…
Well that is great and I am glad to hear that. If it would be OK with you I would like your PERMISSION to connect with you again and regularly moving forward- would that be OK?

You know as life happens, so do our needs, and your financial choices are important so I’m here to help.

Thanks again for being so understanding- I look forward to talking with you again soon. And by the way, I have great vendor service partners; so if you ever need anything done at the property call me for really great resources that I can refer to you to help.

**Next Action by LO:**Follow up by scheduling the next touch in your CRM according to the prospect rating

1. A Lead
2. B Lead
3. C Leads
4. SOI
5. Top 50