

Client: _____

Date: _____

Title: _____

Job No. _____

Description: _____

Revision: _____

:60s Script Template

HOOK: _____

KEY MESSAGE: _____

SUPPORTING POINT: _____

CALL TO ACTION: _____

Explainer Video Script Template

So you've decided to buy a home - Congratulations! Your first big step is to get Pre-Approved.

Getting pre-approved shows the seller that you can afford to make an offer. It's important to be pre-approved BEFORE you fall in love with a home.

[MOTION GRAPHICS ON MAIN POINTS:]

The first step is to get your financials in order. You'll need employment information, your monthly expenses, previous tax returns, & list any assets & debts. A lender uses these to determine how much money to lend you.

Step 2 is to find a good Mortgage Broker. Interview a few different lenders. You can also meet with your current bank as an option. Your mortgage should be through someone you trust.

Step 3: Get Pre-Approved from three lenders you liked. This will let you shop interest rates and find the best deal!

Pre-approval can be intimidating, but it's a big step towards buying your dream home. I'm Sam with 123 Real Estate. If you have questions or need a Mortgage Broker, I can refer you to several that I trust. Give me a call at 1-800-BUY-MYHOUSE.

Hook: TRAINING: "How to get Pre-Approved for a Mortgage"

Key Message: Preapproval is the first step to buying a home

Supporting Points: Organize Financials, Find Mortgage Broker, Get 3 Quotes

Call to Action: Call me if you need a referral - I can help