

The following are the ACTUAL email templates, that I use, when following up with new potential clients, after registering to become a broker. I ALWAYS follow THESE up with phone calls-without exception. "Hiding" behind your computer will get you nowhere. The registration, these emails, and the phone calls (to close the deal if the email hasn't) are all VITAL pieces in the process. Yes, this IS a "process"-not a one shot home run (sure-sometimes you DO hit it out of the park, with a good email, but always make a call afterward).

Note: Depending on the client, I tweak these a bit, and I speak their "language", if I know of certain, specific things, that each client likes to hear. I have included some of these "magic phrases" in the emails below.

******BE SURE that you are getting on ALL of the FREE REO Rockstars coaching calls, that are included with your Uncensored REO Secrets System. This is where you will learn the "advanced language triggers", that you can weave into your emails, phone calls and follow-up communications, at ANY stage of servicing properties, or trying to get on board. When you follow my lead on just this ONE tactic, and you learn to "talk the talk" naturally, clients will behave any way you want them to. DO NOT MISS THE CALLS. You can't get this "cut in line" learning anywhere else.**

Dedicated To Your Success in Selling REOs!

Mike



Email to any outsource firm or direct firm:

Hi Rich,

I want to thank you in advance, for taking time to read this. I know you are extremely busy (especially with this landslide of REOs we just saw hit last month :-). Anyway, I wanted to quickly follow-up with you directly, after registering as a supporting broker, here in GA.

I am a highly experienced default broker, with a very skilled team, that understands the "supporting" role of a broker. We are used to volume (supporting with many of the largest default clients), and our execution rates are through the roof, as is our monthly run-off. Because we "get" the need for speed and accuracy, we are able to consistently produce results for clients like you.

I know that you probably have some good relationships in place, and I definitely don't want to step on anyone's toes, but I wanted you to have my information, should the need arise for another very solid broker resource.

Thanks again for reading this (sorry for the length-brevity is apparently not one of my strengths today :-). I look forward to serving you very soon, when you have a need. In the meantime, please feel free to call on me for any extra need. I am happy to assist with second looks, etc. for you. I have worked this market for more than 19 years. As one of the top brokers here in Atlanta, and I know it extremely well.

Best regards,

Mike Costigan

p.s. I am a preferred broker, for many of my large clients here, as my team services 23 counties. We are experts at making life EASY on the asset managers, by having such a wide coverage area, and the ability to deliver tasks "early" instead of "on-time", or worse yet-late, like many brokers, due to our specialized departments and knowledge of expectations. I'd love to show you how we can do the same for you and your team.

p.p.s. Even though I have a track record that trumps most brokers, I do realize that I will have to prove myself to you, just like anyone else. I'm anxious to do so.

Email to a specific BIG CLIENT outsource firm:

Hi Chris,

I want to thank you, in advance, for taking time to read this. I know you are extremely busy ((BIG CLIENT name) has a way of keeping the outsourcers running huh? :-)

I just wanted to reach out to you, very quickly, in regards to supporting you here in (your city), with your (BIG CLIENT name) portfolio. I am a very high volume (BIG CLIENT name) broker, with a top notch, highly specialized, supporting staff, that helps me to flawlessly handle hundreds of (BIG CLIENT name) files annually. Unlike many of these brokers, breaking into the business, my focus is NOT "scattered" amongst any client that will "take me". My team is highly trained on (BIG CLIENT name) processes, and we support primarily (BIG CLIENT name) outsourcers, as well as (BIG CLIENT name) Direct (I am a large volume "direct" broker). Our gross execution rates are extremely high and our run off rate is off the charts as well (obviously, this is critical to both me and my clients.) With such a focus on (BIG CLIENT name) task completion standards and guidelines, we are able to deliver accuracy and speed EVERY TIME, without exception.

Sorry for the long-winded email (I get a little passionate about my business...a good thing I guess :-). In any case, I realize that you probably have some good broker relationships in place, and I definitely don't want to step on anyone's toes. I just wanted you to personally have my information, in case you need another very solid broker resource here in Atlanta. I'd love to support you with your (BIG CLIENT name) portfolio, should the need arise.

Thanks again for taking the time to read this. I know you are busy like me. :-)

Best Regards,

Mike Costigan

p.s. My team is highly specialized AND departmentalized, in order to provide "early" task completion and serious accuracy. We know our role is to make life EASY for our clients, and our innovative processes can do that for you.

p.p.s. Oh yeah, I service 23 counties here with my 3 offices. By handling such a wide area, I can always assure you that I can be your "go to" guy for just about anything and the communication between the AMs and my team will always be solid, once we handle volume for you (of course, even though I have a track record of consistently "killing it" in REO, I realize that I will have to PROVE myself, just like anyone else, and I am very anxious to do so.)

Email to an outsource firm that handles a lot of properties for any specific client:

Hi Christine,

I want to thank you, in advance, for taking time to read this. I know you are very busy and I appreciate your time, so I'll keep it brief.

I just wanted to reach out to you very quickly in regards to supporting you here in Atlanta with your xxxxx portfolio. I am a very high volume (literally hundreds of files annually) REO broker. I have a top notch, highly specialized, supporting staff, that truly understands the "supporting" role that a broker serves, when handling files for our default clients.

I am reaching out to you directly, as I wanted to personally relay my experience in handling xxxxxx files. I am not only a Direct broker for xxx, but I also serve as a preferred broker, for most of their outsource partners. My team is intimately familiar with xxx processes and guidelines, and we are used to handling them in volume, with ease and efficiency. Our execution rate is through the roof and our turnover (sales) monthly is extremely high on xxx files as well.

In any case, I realize that you probably have some good broker relationships in place, and I definitely don't want to step on anyone's toes. I just wanted you to personally have my information, in case you need another very solid broker resource here in Atlanta. I'd love to support you with your xxx portfolio, should the need arise. I assure you, my team and I can take the ball and run with it on xxx files, right out of the gate, WITHOUT any learning curve.

Thanks again for taking the time to read this. I know you are busy like me. :-)

Best Regards,

Mike Costigan

REO
Rockstars

p.s. As I mentioned, I am extremely familiar with xxx guidelines. Internally, our guidelines require "early" completion of tasks and double QC on all files for accuracy. I always make sure that my clients look PERFECT to the banks.

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