TOP 5 FINANCING INTRO SCRIPTS

By Chris Scoville and Improvifi

THE KING SCRIPT

"How are you planning to take care of the investment today? Would you prefer to use your money or use ours? Most homeowners choose to use our Consumer Credit Center because the payment options keep things comfortable and predictable. I can show you a couple simple monthly plans that make this really easy."

SCRIPT 1

The Early Introduction Script

"Before we even get into the details, I want you to know something. Every project we do comes with simpleandcomfortablepaymentoptions.Mostfamiliesusethembecauseitkeepsthe project stress free. You can pay in full or you can choose a monthly option. I will show you both so youcanpickwhatfeelsright."

SCRIPT 2

The Comfort Builder Script

"My job is to make this project comfortable for you. I will show you the full investment and I will also show you the payment programs homeowners use most often. That way you can choose what fits your home and your budget without pressure."

SCRIPT 3

The Anchor And Assumptive Script

"Once we look at your project, I will walk you through three simple choices. A pay in full option, a sameascashoption,andalowmonthlypaymentoption.Mosthomeownersendupchoosing the monthly option because it keeps things easy. I will show you all three so you can pick what works best."

SCRIPT 4

The Affordability Reset Script

"Here is the reality. Almost nobody has money sitting around for a project like this. That is exactly why we offer flexible monthly plans. The goal here is to get your home fixed the right way and make the payment comfortable. Once you see the options, this becomes a much easier decision."

SCRIPT 5

The Problem Solver Script

"There are two parts to every good decision. Solving the home problem and choosing how to pay for it. I will show you the solution and then show you the payment options. Most families want something that feels comfortable each month. We have simple options that make that easy."