



Script for Initial Hero Call

“Hi Taylor, how are things? (normal beginning to conversation, ask how house is, kids, etc). That’s great! So I wanted to call and let you know that I’ve recently teamed up with the Hero Loan Team to offer special deals to all of our Heroes: Police Officers, Firefighters, Military Veterans, Medical Workers, and Teachers. We want to make sure you guys get great savings when you buy, sell or refinance a home. Since you are a Hero yourself, I wanted to make sure you knew!” (Pause here, they may ask questions, they may not).

“One of the other things we do which is awesome is we do a Hero of the Month in each of our Hero categories, where the winners get \$250. I wanted to let you know I’m going to go ahead and nominate you as a ****Hero Role**** for this month! You don’t need to do anything, just wanted to give you a heads up as you’ll probably get an email about it.” (Pause again, they’ll probably thank you).

“Now to encourage nominations we also give the nominator \$50 if someone they nominate wins in a category. Is there anyone in one of the other categories you can think of to nominate? (Pause, they may give you something right away, otherwise move into memory jogging.) How about Police Officers, do you know any that you think do a great job? Anyone in the medical field you know that is deserving? (if they just have nothing, give them a lifeline in the future) Well hey, if you can ever think of anyone in the future, give me a call. We really want to reward people who are serving our community.”

(Try to get them to nominate someone while you are on the phone, chances of them calling you back are slim.)

“Great! Well hey, do me a favor and spread the word to your coworkers. I can confidently say that they will get taken care of better than anywhere else!”

Main Focus Points

1. Catch up
2. Teamed up with Hero Loan Team
3. Nominating You
4. Anyone to nominate
5. Ask them to spread the word



Nominated Call Back

“Hi Taylor, I wanted to touch base. So, the bad news is, you just missed being named a Hero of the Month last month.” (Pause for response, usually positive). The good news is, you can still get \$50 if you nominate someone else and they’re selected. We ask anyone nominated to pay it forward and nominate someone else to make sure we keep it rolling. Is there anyone else you work with that you think is deserving? How about one of the other categories, do you know a teacher who does a great job?” (Get responses)

“Awesome! Well hey, if you need anything in the future, reach out, I’m happy to help. And also if you ever think of anyone who is deserving, let me know so we can make sure to get them nominated!”

Main Focus Points

1. Good News/Bad News
2. You didn’t win but you still can
3. Anyone else from work?
4. Anyone from another field?
5. Let us know in the future

Initial Social Media Post Sample

“I’m super excited to announce that I’m teaming up with the Hero Loan Team to start a Hero Program in my real estate business. Law Enforcement, Firefighters/EMS, Military Veterans, Medical Personnel & Educators will all be eligible for HUGE Savings/Credits when they buy, sell, or refinance a home through me and my partners!

Reach out if you want to know more!”

Hero of the Month Social Post

“It’s that time again. I’m taking nominations for the Hero of the Month Award that I do every month with the Hero Loan Team. If you know a deserving Police Officer, Firefighter/EMS, Military Veteran, Medical Worker or Educator that is deserving of a \$250 prize, reach out and let me know!