

# **THE PHONE SURVEY:**

HELLO \_\_\_\_\_ *(Their Name)* \_\_\_\_\_ THIS IS \_\_\_\_\_ *(Your Name)* \_\_\_\_\_

THE REASON FOR MY CALL IS THAT I HAVE RECENTLY GONE TO WORK FOR COLORADO FIRST MORTGAGE.

I AM INVOLVED IN THEIR EXTENSIVE TRAINING PROGRAM AND AS PART OF MY TRAINING I AM REQUIRED TO CONDUCT A BRIEF MARKETING SURVEY WITH HOMEOWNERS!

I WAS HOPING TO ASK YOU A FEW MORTGAGE RELATED QUESTIONS, IT WILL ONLY TAKE A FEW MINUTES, WOULD YOU MIND IF ASKED?

***(DO NOT PAUSE HERE TO WAIT FOR AN ANSWER, JUST ASK THE FIRST QUESTION)***

WHAT YEAR DID YOU PURCHASE YOUR HOME?

DO YOU REMEMBER HOW MUCH YOU PAID FOR IT?

WHAT WOULD YOU GUESS THE CURRENT VALUE TO BE?

***(Continue asking questions and fill out the entire Blue Lead Sheet, then fax it to us!)***

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*Note: (This is just a survey! Do not try to sell them on anything! Just ask questions and write the information on the Blue Lead Sheet! They are just helping you learn about the mortgage business!)*

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