



## Requesting Permission to Close Your File (Email Template)

This template is great for leads that have gone unresponsive. or that you were never able to successfully connect with in the first place. 30 days or beyond after the lead was generated is generally a good time to send this out.

Simply copy and paste the text below into your email marketing software, insert the link driving recipients to your leadPops Purchase Funnel, and select the segment of your database you want to send to.

Send this out towards this end of the month.

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**Subject:** Requesting Permission to Close Your File

Hi %FIRST\_NAME%,  
I am writing to follow up on my email, text, and voice mail.

I am in the process of closing out files that I've been unsuccessful in making contact with over the last few weeks.

With rates this low and the end of the month approaching, I need to clear up room in my schedule to help people who want to => [buy a home in the next few months.](#)

Typically, when I haven't heard back from someone, it means they are either really busy, or aren't interested.

If you are interested, what do you recommend as the next step?

Thanks for your help.

--

Your Email Signature

**P.S. You may be able to pre-qualify\* for a home loan... so don't wait -- this could be your chance purchase with a monthly payment you can afford!**

**See if you're eligible for a no-obligation pre-qualification. [Start Here](#)**

\*A pre-qualification is not an approval for credit and does not signify that underwriting requirements have been met.



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### Footer content for your email:

Fairway logo, LO name, title, NMLS#, phone number that is tied to the Originator's NMLS#, branch address, Equal Housing Lender logo, and applicable state license disclaimers.

Also include an opt out button or a clear and conspicuous explanation of how the recipient can opt out of future emails.

Disclaimer for email: Copyright©2018 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-877-699-0353. All rights reserved. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates and programs are subject to change without notice. All products are subject to credit and property approval. Other restrictions and limitations may apply. Equal Housing Lender. (Insert branch address if required by state). [Insert state required disclaimer]

\*This is a Fairway Independent Mortgage Corporation promotional email. Email Confidentiality Notice: The information contained in and transmitted with this communication is strictly confidential, is intended only for the use of the intended recipient, and is the property of Fairway Independent Mortgage Corporation NMLS #2289 or its affiliates and subsidiaries. If you are not the intended recipient, you are hereby notified that any use of the information contained in or transmitted with the communication or dissemination, distribution, or copying of this communication is strictly prohibited by law. If you have received this communication in error, please immediately return this communication to the sender and delete the original message and any copy of it in your possession.

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As you can see, it's just that easy! And this isn't just a one-time thing, either.

You should be adding links to your Funnels into EVERY email you send, including integrating them as a standard part of your template, if you're doing something like a monthly e-newsletter.

You can also, just as easily, embed a nice call-to-action button in any email or newsletter, and also include one in your email signature.

The best part is: we can help you with ALL of this.