

# Advantage First Initial Call Script

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## CONNECT

### Connect and Build Trust

**CLIENT VERIFICATION:** Perform client verification by confirming first and last name

#### Inbound Introduction:

Thank you for calling Advantage First where all calls are recorded for quality assurance. This is (Your Name), how can I help you?

Great! Could I get your first and last name ?

#### Outbound Introduction:

Hi, may I speak with (prospects first and last name)? Hi (prospects first name) this is (your name) with Advantage First where all calls are recorded for quality assurance. How are you today?

(Prospects first name), I'm calling in response to your online inquiry. Are you looking for help with your debt?

### Verify PII with client

#### ESTABLISH ROLE / SET THE AGENDA:

As I said, I'm with Advantage First . We provide customized debt solutions that help everyday Americans manage their debt and improve their finances.

As your Certified Debt Consultant, my job is to guide you through all of your options for dealing with high-interest debt. Then we will choose the one that's right for you together.

## LEARN

So, the first step is to go over your current financial situation.

Approximately how much unsecured debt were you looking to get some help with? (Unsecured debt is debt that's not tied to collateral, like a house or a car). Okay, let's confirm this with a soft credit pull. This won't affect your credit.

#### Verbatim -

"In order to verify your identity, you need to authorize Advantage First to access your credit report for debt review purposes.

Please confirm your authorization to access your credit report for this purpose by stating "I Agree" and pressing any key now."

*\* Hold and wait to hear key tone to confirm client's authorization*

#### Must ask for Co-Applicant and Additional Debt:

Are we just focusing on your debt or is there another member of your household who needs help with debt as well? If yes, add co-app in CRM.

I see you have about XX (number of accounts) accounts totaling around \$XX,XXXX (estimated total debt amount). Does that sound about right?

I am excited to show you how we can help you reach your financial goals. Before we begin, is there anyone else in the household who helps you in making financial decisions? (Helps minimize "Let me talk to my spouse objection.")

#### DISCOVERY:

As I mentioned earlier, the first thing I'd like to do is really understand your goals and how you got into this situation.

Overarching question you are trying to find the answer to when asking Discovery questions:

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- Can this person afford to pay off the debt on their own, or do they need help?
- 2 key points to hit the discovery bullseye:
  1. Can the prospects make aggressive monthly payments (2x - 3x) without making any additional charges?
  2. Are there any resources to make lump sum payments on the debt?

Tip: Jot down key financial distress words/phrases as you go through discovery. Recap prospect responses. Acknowledge goals and obstacles. Notate hardship in the Lead Details section under Hardship & Goal. If hardship is medical, select medical and obtain doctor information and make them aware they may not be able to utilize that same provider.

To learn which options may benefit you, let's go ahead and discuss your situation.

- Past:
  - So tell me (prospect's name), how did this debt accumulate?
  - What options have you already looked into?
  - Are you current or behind on your payments with your creditors?

<p><b><u>If current:</u></b></p> <p>Present:</p> <ul style="list-style-type: none"><li>○ Are you worried you will become late or fall behind in the next several months?</li><li>○ Are you using the cards for everyday things like gas/groceries? How much are you charging on the cards each month?</li><li>○ Are you paying minimums, or are you paying more than the minimums? How much (more) are you paying?</li><li>○ If you adjusted your budget, are you able to pay double or triple on each of the cards and not make additional charges?</li><li>○ Can you afford to pay around \$XXX (Double their current minimum payments) to the creditors every month?</li><li>○ Do you have any emergency savings? If yes, how much?</li></ul> <p>Future:</p> <ul style="list-style-type: none"><li>○ Do you have any additional money coming your way? (i.e. large bonus, opportunity for OT, large commission check)</li><li>○ Do you have a family member who can give or lend you the money?</li><li>○ Do you expect to get a tax return that is large enough to cover all your unsecured debt?</li><li>○ Can you sell a large ticket item?</li><li>○ What financial goals would you like to accomplish in the next 3-5 years?</li></ul>	<p><b><u>If behind:</u></b></p> <p>Present:</p> <ul style="list-style-type: none"><li>○ Are you past due on all the cards or just some? If some of the cards... How many are you past due on?</li><li>○ How far behind are you?</li><li>○ Are any of your accounts in active litigation? (If they ask what that means: Have you received a summons and complaint?)</li><li>○ What is motivating you to get rid of the debt now? What is your goal?</li><li>○ Are you in a place where you can afford to put around \$ every month? (Provide estimated monthly program amount)</li><li>○ Will that be something you would be interested in?</li></ul> <p>Future:</p> <ul style="list-style-type: none"><li>○ Do you have something in mind that you are trying to accomplish like making a big purchase?</li><li>○ What financial goals would you like to accomplish in the next 3-5 years?</li></ul>
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Now let's take a closer look at your debt. We are looking at a total unsecured debt amount of about \$XX,XXX (Total Estimated Debt). Unsecured debt is debt that's not tied to collateral, like a house or car.

We are able to see additional information from your credit report which helps us understand how you've been handling these debts. Your overall usage is at XX% (Credit Utilization). This is the percentage of your available credit that you are currently using. Financial experts typically recommend keeping your overall usage at 30% or below for good credit health. High utilization may impact your credit negatively, does that make sense?

Are any of your accounts in Late Payment status, or are any accounts in collection status?

## CREDIT REPORT REVIEW:

Now, let's review your credit report starting with each of your unsecured debts.

Please tell me if we are missing any debts. Sometimes there are debts that don't show up on your credit report like high interest loans, medical debt, or business debt. (Go through each creditor along with the estimated amount owed for each.) Does all this sound correct to you?

Address any of the following that you see in the credit report.

- Late payments and maxed or near-maxed accounts (credit utilization)
- New accounts opened in the past year
- Unsecured loans - what were they used for?
- Alternative lenders (e.g., Rise, Avant, Springleaf, etc.)
- Auto deficiency
- High payments on automobiles, mortgages or student loans

Certain types of debt may not be eligible for a debt solution. These include secured debts, which are tied to collateral like a house or car, as well as federal student loans, tax debt.

## REFLECT BACK CLIENTS SITUATION:

To make sure I understand this correctly...review back on what the client has provided about their situation and their current financial struggle.

## OPTIONS

Summarize the debt solutions available.

## REVIEW OPTIONS:

Now that we understand your situation, let's go over your options to put your debt and your stress in the past.

- **Minimum Payments:** Basically, keep doing what you're doing now, understanding that it may take 10, 20, even 30 years to pay off. This is likely one of your longest options. I think we are on the phone today because you are looking for an alternate solution, right?
- **Consolidation Loan:** Have you tried to get a loan? If not, why not? If yes, what happened?  
Getting a consolidation loan could be an option if it's within your budget and if you qualify. However, it can be difficult for many consumers with (high debt-to-income ratios, late payments, etc.) to get an unsecured consolidation loan.
- **Consumer Credit Counseling (CCCS):** This option is not typically designed for past due debts and unsecured loans. CCCS works with creditors to reduce interest rates. Not all creditors participate in this program. And, enrolling in this type of program could have a negative impact on your credit. This program can take up to 5 years to complete.
- **Bankruptcy:** As you probably already know, this option has an extreme effect on your credit, and it can stay on your report for up to 10 years. It is designed to help eliminate or repay part or all of your debt depending on which type of bankruptcy you qualify for. Most people want to avoid this if possible. What are your thoughts?
- **Debt Resolution:** This is a hardship-based program that negotiates new terms with your creditors to help reduce the total amount owed on each of your eligible debts. If you qualify, this program can provide you with three major benefits:

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1. Free up cash with one low monthly program payment
2. Significantly reduce what you owe
3. Get rid of your debt in as little as 24-48 months

(Prospect's name), based on the information you gave me earlier in the call and the goal you're trying to accomplish, I'd recommend a debt resolution program as your best option to get rid of your debt and free up cash each month.

What I would like to do next is give you some more details on how the debt resolution program from Freedom Debt Relief works so you can make an informed decision, okay?

## PERSONALIZED SOLUTION:

Great, so with \$XX,XXX (total estimated debt) of eligible debt, we were able to create a personalized Freedom Debt Relief Program for you. Let's review the details:

If you qualify for this solution, you can choose the term and payment that best fits your goals.

The Lowest Payment is \$XXX for approximately XX months

The Fastest Payoff is \$XXX for approximately XX months

Which program do you feel works best for you?

The total cost of your program is approximately \$XX,XXX (FDR Total Cost to Client). So compare that to your original debt balance and you'll get a savings of about \$XX,XXX (Savings Compared to Current). (DO NOT GIVE SAVINGS ESTIMATE TO NY MEMBERS).

Not only could you pay much less than your original debt balance when they restructure the terms with your creditors, just think of all the compounding interest you'll avoid having to pay with this program. Please note, these are *estimates* - your actual savings could come in higher or lower than this, but Freedom Debt Relief's advanced, patented technology is designed to make these estimates highly accurate.

How does that sound?

SELL

Sell the FDR program.

Let's compare the Freedom Debt Relief program versus making minimum payments to your creditors.

Making only the minimum payments on your credit cards might feel like you're staying on top of things, but it's not really helping you get rid of your debt. Credit cards often have high interest rates - averaging around 18% - which means interest keeps piling up each month on top of what you already owe. So, while you're paying the minimum, your overall debt isn't shrinking much - it's like running in place. And if you keep relying on credit cards, your debt could grow even faster, making your monthly payments even higher, and making it even harder to break free from this debt.

At Freedom Debt Relief, they help you tackle your debt, all with a smart plan. Instead of juggling several minimum payments to different creditors, you'll make **one low monthly program payment**, and this payment covers everything: all of the debts you enroll in the program, and all fees. They take the guesswork out of due dates, amounts owed to each creditor, or which creditor to pay first - just one simple payment and a clear plan to help you get on a path to become debt-free faster than making your minimum payments.

Based on what you've shared with me, I believe the Freedom Debt Relief program would allow you to stop overusing credit, free up cash each month, and resolve the debt faster. (Refer to their answer to "what are you hoping to achieve?" and "what is your goal?")

What do you think?

## PROGRAM OVERVIEW:

The Freedom Debt Relief program uses a proven 4-step process. Here's how it works.

1. **Dedicated Account and Monthly Deposit:** As part of the FDR program, they put together a plan that consolidates all of your enrolled debt payments into one monthly deposit. Starting today, instead of making monthly minimum payments to your enrolled creditors, you'll deposit funds into an FDIC-insured account set up for your debt relief program. No payments will be

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made from this dedicated account until new terms are negotiated with your creditor and you approve repayment to begin. This account is in your control and you'll be able to verify and see the funds through your dashboard and their convenient mobile app.

2. **Negotiations:** Upon enrollment in the program, FDR's patented technology designs a roadmap for negotiations with each creditor at the appropriate time. As you build funds in your dedicated account, they reach out to your creditors to negotiate restructured payment terms, which means that you will pay a reduced amount and resolve the debts in a shorter period of time. While they cannot promise specific terms or timing, over 40% of FDR clients see their first set of new terms within 1 month of their first full deposit, and more than two-thirds of their clients start to see new terms by the end of their 3rd month.
3. **Settlements:** Freedom Debt Relief does not settle one account at a time. Their goal is to restructure the terms of multiple debts simultaneously and move your program into debt repayment as fast as possible. When they negotiate restructured terms, they work to negotiate a significant discount on the outstanding balance as well as repayment amounts and timing. Additionally, FDR negotiates the stopping of future interest and fees and ongoing creditor calls with the new terms.

The final terms will be presented to you for approval, and only after your approval will the funds transfer from your Dedicated Account to make payments on these new terms. Again, you are in control of the funds and their disbursements to both the creditors and toward paying the program fees. No fees are paid to Freedom Debt Relief until your debt is in repayment on the new terms.

4. **Freedom:** This program is designed to get you out of debt, for less than you owe today, even with the fees associated with the program. FDR obtains new terms on your enrolled debts due to the trusted relationships they have built with creditors over 20 plus years. They understand that your enrollment in this program is due to a financial hardship and therefore the creditors are willing to make adjustments and concessions on your behalf. While they are restructuring terms, you will likely experience a set back to your credit score, due to late payments. These missed payments demonstrate your hardship to your creditors. However, once they secure new terms then payments from your Dedicated Account will go towards the negotiated remaining balance, and your financial profile should see positive changes. The goal is to be debt free and on that path to a better financial future.

Any questions?

So to recap, the Debt Resolution program is designed to help you free up cash each month, decrease the overall amount you owe, and reduce the time it takes to pay down your debt,

Based on your eligible debt, the program should be able to free up about \$XXX (Est. Monthly Savings from Min) a month, decrease what you owe to approximately \$XX,XXX (FDR Total Cost to Client), and resolve your debt in about XX months, which saves you about XX months (Program Time Savings vs Min Payments).

Also at any point you can put more funds into your program with no prepayment penalties so that you could put this debt behind you even faster. Just a reminder, the number discussed were estimates.

I'd like to share some information about Freedom Debt Relief that should give you some added confidence.

Our partner, Freedom Debt Relief has been around since 2002. They have served over XXX,XXX+ (use most recent stats sheet) consumers and resolved over \$XX (use most recent stats sheet) billion in debt. They are:

- America's largest debt relief company
- Have helped set ethical standards for the industry as a founding member of the American Association for Debt Resolution
- Accredited with the Better Business Bureau
- They are also rated 4.6/5 stars on Trustpilot, one of the largest independent consumer review programs

I am proud to say they have helped all of the people put the stress of debt behind them and move to a much stronger place financially.

How does that feel?

**IDENTIFY & OVERCOME OBJECTIONS:** Refer to rebuttals

**CASH FLOW ASSESSMENT (CFA) - INCOME/EXPENSE SUMMARY:**

A Cash Flow Assessment (CFA) is required for eligibility in all states where FDR offers its services. The CFA must be completed before submitting a file for approval. Fill out the figures with the prospect, all sections must be completed.

Let's make sure your budget looks right. Based on our analysis of your finances, it looks like you have about \$XXX cash flow

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available every month. '

Great! You are steps away from starting your program!

## EXPECTATIONS

Explain next steps.

### NEXT STEPS:

The next step is to send your file for review to see if you are approved for this program. They will review your creditors and your hardship information and confirm your personalized program details. In addition, based on Freedom Debt Relief's 20+ years of experience working with thousands of creditors, they'll estimate which two creditors will likely settle first and when! How does that sound?

We can go over that together and talk through any more questions you have. Then we can get your program started right away and get you the relief you have been looking for.

Before I send your file for review, I need to verify a few items with you. Can you verify your current physical address (**must be their current residence**)? Date of birth? Spelling of your first and last name? Your social security number? And the best email address for you?

I will be working hard on your file. Fingers crossed that you can get approved!

Place client on hold and submit to UW:

- If auto-approved: move to Program Summary Script
- If sent for manual-underwriting: advise the client that UW needs more time to review their file and schedule a call back (approximately 15-20 min). Once approved, move to Program Summary Script

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## Historical Approval & Version Log:

Ver #	Prepared By	Description	Line of Business Approval & Date	Compliance/ Legal Approval & Date	Published Date	Effective Date
1	Allison Saumier / Chad Fillmore	Initial Submission for formal approval	Ben Whitlatch / Sr. Manager Wholesale Accounts / 2-25-2025	Keghan Spoonemore / 2/27/25	February 2025	February 2025