Mortgage Loan Modification – Text Message Campaign

**Recommendations and Best Practices:**

* Have prospects opted in to receive texts?
  + Include a checkbox on online forms or physical intake documents such as: Is it ok for [Law Firm Name] to send you text messages?
* Must include disclaimer and opt out (\*Msg and data rates may apply. Text STOP to unsubscribe.)
* Consider one text every 5 days
* Remove from campaign once action is taken

**Compliant Text Message Marketing Platforms:**

[ZipWhip](https://www.zipwhip.com/)

[TextMagic](https://www.textmagic.com/)

[EZTexting](https://www.eztexting.com/)

**Marketing Messages:**

Have you missed a mortgage payment and fear foreclosure?

[Law Firm Name] could help reduce your monthly payment without refinancing and save your home. Schedule a free consultation to discuss your options. [link]

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If you’re struggling to pay your mortgage, an option may be available to make payments more manageable. [Law firm name] can prepare your loan modification application and guide you through the process. Schedule a free consultation to learn more. [link]

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Are you behind on mortgage payments?

You could avoid foreclosure by modifying your loan terms – even if you don’t qualify for refinancing. [Law Firm Name] offers loan modification services that are helping homeowners in [city/area]. Learn about your options by scheduling a free consultation. [link]

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Your mortgage payments don’t have to be a source of stress.

If you’re overwhelmed, schedule a free consultation with [Law Firm Name] to learn about options that reduce your monthly payments and provide relief. [link]

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**Client service messages:**

We look forward to seeing you/speaking to you [date/time] for your mortgage modification consultation. Please reach out with any questions about your appointment. [Law Firm Name, address, phone number]

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Unfortunately you missed your appointment with [Law Firm Name] on [date/time]. If there’s a more convenient time for you, please reschedule your consultation. [link] Contact us with any questions about the free consultation or our loan modification services. [contact info] We look forward to hearing from you.