

# TWO-MINUTE TEACHER

AUTOMATE YOUR REALTOR MARKETING  
AND SIMPLIFY ANNIEMAC WORX!



## Download the Teleprompter App

Download the Video Teleprompter App on your smartphone or iPad. We paid \$19 for the VIDEO TELEPROMPTER PRO APP and have been very happy with the functions and results.



## Copy and Paste

Copy and Paste your scripts into the Video Teleprompter App. Simple cut and paste to add several TmT Scripts for your videos.

*Hint: make edits before uploading*



## Upload and Schedule

Upload and Schedule release dates in AnnieMac's Denim Social Platform. This is the easiest part. Fully automated Social Media Deployment to your Real Estate Community.

## ABOUT THE TWO-MINUTE TEACHER

AnnieMac's Elite Producers and Leadership Committee have brought their experience to your aid.

The fully automated Realtor campaign aims to free you up from the burden of marketing and prospecting individual Real Estate Agents.

Imagine you employed a full time Business Development Loan Partner who just kept procuring Real Estate Hand Raisers that become future referral partners.

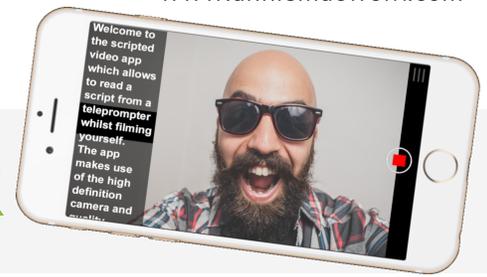
Add your personal worxsignup.com link so that your agents can sign up for the class! Please contact us if you don't know it and we will fill you in!

## Don't Hesitate to Call

 800.299.WORX (9679)

 service@anniemacworx.com

# TWO-MINUTE TEACHER



## Real Estate Staging Designation

### Elevate Your Real Estate Game with Home Staging Expertise!

#### Short Script :

Are you ready to take your game to the next level? Picture this: homes that sell faster, with offers that'll make your heart race.

Have you ever wondered about the magic touch that makes some houses fly off the market while others languish? It's called proper staging, and it's like giving your home a makeover that attracts buyers like bees to honey. 🌻 And here's the kicker: staged homes sell a whopping 40% faster and can reel in offers 6-13% higher than homes that haven't had that special treatment.

We're happy to introduce the Staging Certification from AnnieMac Worx! 🎉 It's your ticket to becoming a bona fide real estate staging expert. Get ready to learn the ropes, pick up tricks of the trade, and boost your arsenal with a certification that sets you apart from the crowd.

Comment 'STAGING' below and our team will get you set up!

#### Long Script:

Are you ready to take your game to the next level? Picture this: homes that sell faster, with offers that'll make your heart race.

Have you ever wondered about the magic touch that makes some houses fly off the market while others languish? It's called proper staging, and it's like giving your home a makeover that attracts buyers like bees to honey. 🌻 And here's the kicker: staged homes sell a whopping 40% faster and can reel in offers 6-13% higher than homes that haven't had that special treatment.

Now, let's get real. In today's real estate arena, sellers are looking for more than just an agent. They want someone who can guide them through the maze of preparing their home for the market. Think about it - they're seeking an agent who can ramp up their home's appeal, slash the waiting time, and banish the stress that can come with those long, agonizing listing periods. That's where AnnieMac Home Mortgage steps in, ready to be your partner in success! 🍷 We're here to help you become a real estate staging Expert, and who better to learn from than the incredible Mrs. Victoria Guillot (pronounced GOYO), a seasoned top producer and professional staging consultant? She's like the fairy godmother of home staging!

It's your ticket to becoming a bona fide real estate staging expert. Get ready to learn the ropes, pick up tricks of the trade, and boost your arsenal with a certification that sets you apart from the crowd.

So, if you're itching to up your real estate game, cut the wait times, and skyrocket your success, don't miss out on this golden opportunity. Head over to AnnieMac Worx today, and let's embark on this exciting journey together. Your future in real estate awaits - let's make it shine! ✨🔑

Comment 'STAGING' below and our team will be in touch!

# TWO-MINUTE TEACHER



## DOMINATE YOUR GEOGRAPHIC FARM AREA

### Unleash Your Real Estate Success with Geographic Farming!

#### *Short Script:*

Realtors, let me ask you something: do you have a favorite subdivision or community that you absolutely adore? Maybe it's that charming neighborhood with the cozy coffee shop on the corner, or that friendly enclave where everyone knows each other's names. If you've got a special spot that holds your heart, then geographic farming might just be your golden ticket to real estate greatness!

Imagine this: you, as a real estate agent, stepping into the shoes of the neighborhood's honorary "matriarch" or "patriarch." What truly makes a farm area thrive in 2023 is that hyper-local sense of community. It's about fostering those genuine connections that make a place feel like home.

If you're ready to dominate your geographic farm area, create a sense of community that radiates like sunshine, and level up your real estate journey, don't miss out on this chance. Your farm area success story is waiting - let's make it legendary!

Comment 'FARMING' below and our team will get you started.

#### *Long Script:*

Realtors, let me ask you something: do you have a favorite subdivision or community that you absolutely adore? Maybe it's that charming neighborhood with the cozy coffee shop on the corner, or that friendly enclave where everyone knows each other's names. If you've got a special spot that holds your heart, then geographic farming might just be your golden ticket to real estate greatness!

Imagine this: you, as a real estate agent, stepping into the shoes of the neighborhood's honorary "matriarch" or "patriarch." What truly makes a farm area thrive in 2023 is that hyper-local sense of community. 🏡☀️ It's about fostering those genuine connections that make a place feel like home.

Join Co-Founder of AnnieMac Worx, Kerry Fitzpatrick, a superstar who raked in a whopping 11 million dollars a year in her farm area alone. She's here to spill the beans on best practices and the kind of wisdom that only comes from experience.

So, if you're ready to dominate your geographic farm area, create a sense of community that radiates like sunshine, and level up your real estate journey, don't miss out on this chance. Your farm area success story is waiting - let's make it legendary! 🌻🚀

Comment 'FARMING' below and our team will get you started.

# TWO-MINUTE TEACHER



## The Pet Friendly Real Estate Agent Certification

### Embrace Change: Become a Pet-Friendly Real Estate Pro!

#### Short Script:

🐾 Are you ready to dive into a transformative opportunity that not only empowers you but also helps the 85 million pet lovers facing pet discrimination all over America? Well, listen up Realtors, because AnnieMac Home Mortgage is on a mission, and we want YOU to be a part of it!

Have you ever found yourself in a tough spot, watching a hard-earned real estate commission slip through your fingers, all because of a beloved furry friend? 🐶🐱 Breed restrictions, weight limits, and those exotic pet hurdles - they can put a serious cramp in your style, especially when trying to find that perfect home for a pet lover.

If you're itching to break free from those old restrictions, broaden your horizons, and make a real difference for all those pet-loving clients out there, don't miss out on this golden opportunity to earn your Pet Friendly Realtor Certification! Let's turn pet discrimination into pet celebration, one home at a time. 🏠🐾

Comment 'PET FRIENDLY' below and our team will get you started.

#### Long Script:

🐾 Are you ready to dive into a transformative opportunity that not only empowers you but also helps the 85 million pet lovers facing pet discrimination all over America? Well, listen up Realtors, because AnnieMac Home Mortgage is on a mission, and we want YOU to be a part of it!

Have you ever found yourself in a tough spot, watching a hard-earned real estate commission slip through your fingers, all because of a beloved furry friend? 🐶🐱 Breed restrictions, weight limits, and those exotic pet hurdles - they can put a serious cramp in your style, especially when trying to find that perfect home for a pet lover.

If you're itching to break free from those old restrictions, broaden your horizons, and make a real difference for all those pet-loving clients out there, don't miss out on this golden opportunity to earn your Pet Friendly Realtor Certification! Let's turn pet discrimination into pet celebration, one home at a time. 🏠🐾

In just a short span, you'll unlock the secrets behind the Fair Housing Amendment of 1988. Yep, we're diving into the nitty-gritty of the law, and we're not stopping there. Ever heard of Emotional Support Animals and American Service Animals? Well, get ready to unravel the federal guidelines surrounding them. It's like getting a crash course in pet-friendly superpowers! 🐶🐱

Let's embark on this exciting journey together. The paws-ibilities are endless, my friends! 🐶🐱🏠

Comment 'PET FRIENDLY' below and lets get started!

# TWO-MINUTE TEACHER



## FINANCIAL WELLNESS JUST FOR REAL ESTATE AGENTS SCRIPT

### Secure Your Financial Wellness with AnnieMac Home Mortgage!

#### *Short Script:*

Let's talk about a name the real estate community might recognize: Dave Ramsey. He's not just a financial expert; he's *the* financial guru of our nation. And when it comes to financial peace, he's the guy who knows the ropes inside out. 🌟

His team at Ramsey Solutions has a squad of financial wellness coaches who've helped millions of people navigate the murky waters of debt, credit, savings, and securing their financial future. Impressive, right?

We are proud to introduce The Financial Wellness Seminar JUST for Realtors with AnnieMac Worx. It's like a treasure trove of wisdom and insights tailored specifically for you. If you're ready to take charge of your financial wellness, secure your peace of mind, and ride the waves of prosperity, look no further.

Comment 'FINANCIAL WELLNESS' below and our team will be in touch!

#### *Long Script:*

Let's talk about a name the real estate community might recognize: Dave Ramsey. He's not just a financial expert; he's *the* financial guru of our nation. And when it comes to financial peace, he's the guy who knows the ropes inside out. 🌟

His team at Ramsey Solutions has a squad of financial wellness coaches who've helped millions of people navigate the murky waters of debt, credit, savings, and securing their financial future. Impressive, right?

We are proud to introduce The Financial Wellness Seminar JUST for Realtors with AnnieMac Worx. It's like a treasure trove of wisdom and insights tailored specifically for you taught by Dave Ramsey's team. It's like a treasure trove of wisdom and insights tailored specifically for you, the real estate champion. We want to extend our heartfelt thanks to Dave Ramsey and his incredible team of financial wellness coaches spread across the country. 🙌 You guys are changing lives, and we're honored to be able to bring this to our Real Estate Partners.

If you're ready to take charge of your financial wellness, secure your peace of mind, and ride the waves of prosperity, look no further. Cheers to a brighter, wealthier future, my friends! 🍷🌟 Comment 'FINANCIAL WELLNESS' below and get started today!

# TWO-MINUTE TEACHER



## Take Ten Listings (6 Week Coaching Program)

### Elevate Your Listings Game with AnnieMac Home Mortgage!

#### Short Script:

Picture this - listing inventory, that's the crown jewel in the real estate realm. It's like having a treasure chest full of opportunities. But we get it, in today's market, even the most qualified buyers can be caught in the home shopping loop because of the scarcity of fresh listings. Well, fear not, because we're rolling up our sleeves and diving into the trenches to help you out!

If you're hungry for success, eager to make a mark in this market, and ready to take charge of your listings destiny, then it's time to join hands with AnnieMac Home Mortgage. We are offering a multi week coaching program that's all about Taking TEN listings this year through AnnieMac Worx.

We've teamed up with some of the best real estate trainers and top-notch listing agents of today. These are the folks who know the ins and outs of today's strong seller's market like the back of their hands. They're here to spill the beans on what's \*really\* working, and trust us, it's pure gold. Comment 'LISTINGS' below and lets get started together!

#### Long Script:

Picture this - listing inventory, that's the crown jewel in the real estate realm. It's like having a treasure chest full of opportunities. But we get it, in today's market, even the most qualified buyers can be caught in the home shopping loop because of the scarcity of fresh listings. Well, fear not, because we're rolling up our sleeves and diving into the trenches to help you out!

Let's talk about our philosophy - it's all about paying it forward. Since the inception of AnnieMac Home Mortgage, we've been all about helping realtors like you take more listings and close more deals. It's not just business; it's about building a community that thrives together. 🤝💰  
How do we that exactly? Well we are offering a multi week coaching program through our real estate productivity platform known as "Take 10 Listings".

We've teamed up with some of the best real estate trainers and top-notch listing agents of today. These are the folks who know the ins and outs of today's strong seller's market like the back of their hands. They're here to spill the beans on what's \*really\* working, and trust us, it's pure gold.

If you're hungry for success, eager to make a mark in this market, and ready to take charge of your listings destiny, then it's time to join hands with AnnieMac Home Mortgage and AnnieMac Worx. Your success is our success, and together, we're unstoppable! 🌟🏆  
Comment 'LISTINGS' below and lets get started together!

# TWO-MINUTE TEACHER



## REO Listing Opportunities

### Discover REO Opportunities with AnnieMac Worx!

#### *Short Script:*

Let's face it, there are millions of families across the United States grappling with the possibility of foreclosure. While the pandemic's impact was cushioned by stimulus checks and mortgage forbearance, the reality is that even after all that, experts predict over 2.3 million families could still face foreclosure when the Foreclosure Freeze comes to an end.

Now, here's where things get interesting - REO Asset Managers are gearing up to assign a significant number of listings. And guess what? In **\*\* (Your state) \*\*** alone, they're looking to hand out anywhere from 30,000 to 100,000 listings! That's a goldmine of opportunities right there.

We are offering you the chance to attend our REO Listing Webinar that we'll walk you through the ins and outs and even provide you with a fantastic list of applications you can submit.

Ready to tap into your new potential?

Comment 'REO' below and our team will get you access.

#### *Long Script:*

Let's face it, there are millions of families across the United States grappling with the possibility of foreclosure. While the pandemic's impact was cushioned by stimulus checks and mortgage forbearance, the reality is that even after all that, experts predict over 2.3 million families could still face foreclosure when the Foreclosure Freeze comes to an end.

Now, here's where things get interesting - REO Asset Managers are gearing up to assign a significant number of listings. And guess what? In **\*\* (Your state) \*\*** alone, they're looking to hand out anywhere from 30,000 to 100,000 listings! That's a goldmine of opportunities right there.

We are offering you the chance to attend our REO Listing Webinar that we'll walk you through the ins and outs and even provide you with a fantastic list of applications you can submit.

Here's the cherry on top - AnnieMac Home Mortgage wants to team up with you on these REO opportunities. We're all about helping you take those listings and turning them into successful deals. So, are you ready to dive into the world of REO opportunities, tap into your potential, and take your real estate journey to new heights?

Comment 'REO' below and our team will get you started!

# TWO-MINUTE TEACHER



## Renovation Lending Designation

### Step into the World of Renovation Real Estate with AnnieMac!

#### Short Script:

Now, let's chat about something fun – have you ever tuned into shows like Fixer Upper with Chip and Joanne Gaines or The Property Brothers? If you've been drawn into the world of renovation magic on HGTV, here's a cool fact: those hosts, just like you, started out as REALTORS!

Guess what? I've got a golden ticket to share – becoming renovation certified with AnnieMac Home Mortgage. This certification isn't just a badge, it's your passport to becoming an expert in FHA 203k and Conventional Homepath Renovation Lending.

Imagine being the superhero for these buyers, helping them turn their dream homes into reality. It's like bringing those renovation dreams to life, one deal at a time!

Want to learn more?

Comment 'RENO' and our team will send you access to the webinar

#### Long Script:

Now, let's chat about something fun – have you ever tuned into shows like Fixer Upper with Chip and Joanne Gaines or The Property Brothers? If you've been drawn into the world of renovation magic on HGTV, here's a cool fact: those hosts, just like you, started out as REALTORS!

Guess what? I've got a golden ticket to share – becoming renovation certified with AnnieMac Home Mortgage. This certification isn't just a badge, it's your passport to becoming an expert in FHA 203k and Conventional Homepath Renovation Lending.

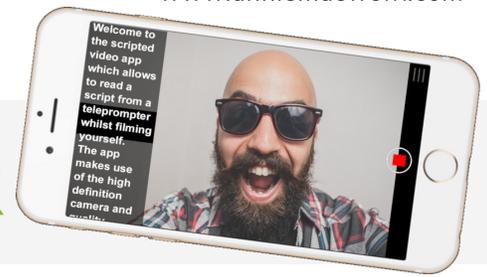
Think about this – you'll have the power to craft As-Is offers, and guess what else? We can lend based on the "future renovated appraised value." Yep, you heard that right – we're talking about a program that's tailor-made for those buyers who are hunting for a home but can't quite find the right fit within their budget.

Imagine being the superhero for these buyers, helping them turn their dream homes into reality. It's like bringing those renovation dreams to life, one deal at a time!

So, are you ready to step into the world of renovation real estate, boost your earnings, and become the go-to expert for buyers looking to transform their home visions into brick-and-mortar reality? Your journey to becoming a renovation pro starts here! 🏠🔧

Comment 'RENO' and our team will get you started!

# TWO-MINUTE TEACHER



**It WORX!**

## Elevate Your Real Estate Game with AnnieMac Worx!

### Short Script:

 Let me ask you a question - when's the last time a mortgage banker rolled up their sleeves to help you snag a listing? Take a moment and think about it.

(pause for a moment)

Now, here's another question - have you ever wanted to bring on a business development coach to supercharge your growth, but the price tag just made you pause? You're not alone, my friend.

The AnnieMac Worx Real Estate Productivity Platform isn't just another platform - it's your gateway to earning more commissions right off the bat. We're talking deep-dive training modules that'll kickstart your journey to financial success. And guess what? We've brought in the best of the best, some of the brightest real estate coaches in the whole of America, to work closely with you through our multi-week coaching systems. It's like having the Fortune 500 caliber right in your corner.

All this incredible teaching, training, and coaching? It's all on the house - no cost, no obligation.

Ready to know more?

Comment 'GROWTH' and our team will get you started!

### Long Script:

 Let me ask you a question - when's the last time a mortgage banker rolled up their sleeves to help you snag a listing? Take a moment and think about it.

(pause for a moment)

Now, here's another question - have you ever wanted to bring on a business development coach to supercharge your growth, but the price tag just made you pause? You're not alone, my friend.

The AnnieMac Worx Real Estate Productivity Platform isn't just another platform - it's your gateway to earning more commissions right off the bat. We're talking deep-dive training modules that'll kickstart your journey to financial success. And guess what? We've brought in the best of the best, some of the brightest real estate coaches in the whole of America, to work closely with you through our multi-week coaching systems. It's like having the Fortune 500 caliber right in your corner.

But hold onto your hats, because I'm about to introduce you to something that's about to change the game - AnnieMac Worx and the incredible National Lunch & Learn League. Imagine this - real estate agents from all corners of the country coming together in a community that's all about camaraderie, structure, and finding your true direction. It's like your real estate dream team from coast to coast!

So, are you ready to take a leap, seize the reins of your real estate destiny, and unlock a world of growth and potential? Join the AnnieMac Worx Real Estate Productivity Platform today. And guess what? All this incredible teaching, training, and coaching? It's all on the house - no cost, no obligation.

Comment 'GROWTH' and our team will get you started!

# TWO-MINUTE TEACHER



## Agents In Action Orientation

### AnnieMac Worx Orientation: Lets get started!

Script: Has a mortgage banker ever helped you take a listing? When was the last time a \$6 billion dollar mortgage company offered you the opportunity to build your business?

If I could show you a way to increase your production, would you spend 30 mins to learn how?

In just 30 minutes, we're diving deep into 5 incredible proprietary income-producing opportunities that are about to revolutionize your real estate journey through our EXCLUSIVE Real Estate Productivity Platform.

So, what's on the menu? Let's break it down:

**\*\*1. Cash Buyers Mastery:\*\*** Discover how to work magic with cash buyers, even if the market decides to take a breather. You'll be equipped with game-changing strategies to keep those cash deals flowing.

**\*\*2. Buy Now Sell Later Strategy\*\*** Ever wanted to take more listings? We've got you covered. Dive into our innovative Buy Now Sell Later Strategy that's all about expanding your listing prowess.

**\*\*3. Dominate Your Geographic Farm Area:\*\*** Want to add \$3 million to your volume? Uncover the secrets of creating a potent geographic farm area that sets you apart from the crowd.

**\*\*4. Master the Art of Real Estate Staging:\*\*** Differentiation is key, and becoming a real estate staging expert is your secret weapon. Say goodbye to blending in with the "Sea of Sameness."

**\*\*5. Mortgage & Real Estate Technology:\*\*** Imagine having your Mortgage Partner in your back pocket? It's like reinventing the real estate transactional experience and boosting your efficiency.

Our success as a mortgage bank is *\*directly\** tied to your success as a real estate agent. We're all about maximizing your efficiencies and productivity, making your journey smoother than ever before.

So, if you're ready to transform your real estate game, tap into these income-producing gems, and propel yourself to new heights of success, here's your chance. Comment 'SUCCESS' below and our team will get you started!

# TWO-MINUTE TEACHER



## The National Lunch and Learn League Event

### Elevate Your Education with AnnieMac Worx's National Lunch and Learn League!

#### *Short Script:*

Realtors, have you ever thought about attending the NAR Convention or your State Convention for some top-notch education? Yeah, we get it - those events can cost a pretty penny. But guess what? AnnieMac Worx has your back, and we're here to bring that same level of incredible curriculum and speakers right to you!

Introducing the National Lunch and Learn League. It's where professionals like you, who are on the same wavelength, gather to take their education to the next level. So, if you've missed out on those conventions, don't worry - we're bringing the convention to you.

Get ready to mark your calendars, because every first Wednesday of the month at 12:30 PM EST, we're hosting a power-packed event. And let me tell you, we've got some serious heavyweights in the lineup. These folks are passing down wisdom and cutting-edge leadership straight to our real estate partners. Head on over the comment section and let us know if you want to find out about our upcoming National Lunch and Learn League Event.

#### *Long Script:*

Realtors, have you ever thought about attending the NAR Convention or your State Convention for some top-notch education? Yeah, we get it - those events can cost a pretty penny. But guess what? AnnieMac Worx has your back, and we're here to bring that same level of incredible curriculum and speakers right to you!

Introducing the National Lunch and Learn League. It's where professionals like you, who are on the same wavelength, gather to take their education to the next level. So, if you've missed out on those conventions, don't worry - we're bringing the convention to you.

Get ready to mark your calendars, because every first Wednesday of the month at 12:30 PM EST, we're hosting a power-packed event. And let me tell you, we've got some serious heavyweights in the lineup. These folks are passing down wisdom and cutting-edge leadership straight to our real estate partners. And guess what? Our upcoming national lunch and learn league event is just around the corner. On (ABC), at 12:30 PM EST, we're going live across all of AnnieMac Worx's social media channels. This time, we're diving into the exciting topic of (ABC), and trust me, you're in for a treat. You're going to learn (ABC) and walk away with insights that'll light up your real estate journey. So, if you're ready to elevate your education, connect with like-minded professionals, and tap into a wealth of knowledge, here's the deal.

Comment ' NL2' below and our team will send you the registration link!

# TWO-MINUTE TEACHER



## Cash2Keys REALTOR® Certification

Script:

Welcome to the future of real estate solutions! I'm thrilled to introduce Cash2Keys, the innovative private equity firm that's here to solve not just one, but two major problems in the industry.

Are you tired of constantly hearing that your Real Estate deal has not been accepted? Well, we have the perfect solution for you: Cash Offer. Say goodbye to mortgage contingencies and hello to swift results!

Our Cash Offer empowers you to go to market with confidence, backed by AnnieMac Home Mortgage. Imagine being able to make a cash offer and securing the deal you desire.

But that's not all! For those of you who dream of purchasing a new home but are stuck waiting to sell your current property, we have a game-changing solution: Buy Now Sell Later.

We understand the challenges of selling in today's market, and that's why AnnieMac Cash2Keys steps in. We buy your current home, enabling you to move right into your dream home without any delay.

You can take your time to comfortably sell your old property, and when you're ready, we'll sell your new home directly to you. It's as simple as that!

So, whether you're tired of hearing 'no' or want to make your dream home a reality without the hassle, Cash2Keys has you covered. Join us today and experience a smoother, more convenient real estate journey!

Cash2Keys. Unlocking your real estate dreams.

# TWO-MINUTE TEACHER



## Worx For You Package ( product for MLO's)

### Script:

The AnnieMac Worx Team is proud to present the WORX for You Package to our AnnieMac Home Mortgage Professionals. These new and exciting products showcase YOUR value proposition to your Real Estate Partners. The Worx for you Package includes a personalized Two Minute Teacher Video, a long form REALTOR® membership application AND your very own AnnieMac Worx site branded to YOU!

The Two Minute Teacher Video showcases to your Real Estate Partners your value proposition in a meaningful way. Video marketing is huge in the Real Estate and Mortgage industry; therefore our team wanted you to have your very own video highlighting what you can do differently for them!

Imagine a way where you can know within minutes what your Real Estate Partners want to develop in their personal and professional life? With your long form REALTOR® membership application, you no longer have to imagine. The AnnieMac Worx Team has made it a reality! You will receive the agent's submission within seconds, allowing you with the insight into the Real Estate Agents Career and how you can leverage AnnieMac Worx to increase their production, in turn increasing your business.

You now have the ability to direct your Real estate Partners to your very own AnnieMac Worx Site. Our team will build out a back-office intranet where your real estate partners can access the short-day courses, certifications, and coaching programs branded to you! This then becomes YOUR value proposition rather than an outside vendor. With your very own White Label Site you can compete for today's eager agents and prepare tomorrow's next generation of successful agents!

Would you like to order your Worx for you package? Do so by clicking the link in the caption/comments below.

( Click [here](#) to the Form)