

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



STAGING SCRIPT

Hi my name is ABC XYZ and I am your Two Minute Teacher for Real Estate Staging.
Have you ever received any formal training on the of Staging Residential Real Estate!
Did you know that houses that are staged properly sell 40% faster and achieve offers that are 6-13% higher than non-staged homes?
Listing candidates are demanding more from their Real Estate Agent.
Sellers want an agent that can help them properly prepare their home for the marketplace. They want an agent who can maximize their equity position, speed up the sale and reduce the stress of long listing periods.
AnnieMac Home Mortgage wants to partner with you in becoming a Real Estate Staging Expert. Join veteran top producer and Professional Staging Consultant Mrs. Victoria Guillot (pronounced GOYO) for a free Staging Certification from AnnieMac Worx.
Sign Up today for AnnieMac Worx and have access to all Teaching, Training, and Coaching!



FARMING FRIDAYS SCRIPT

Hello, My name is ABC XYZ and I am your Two Minute Teacher for farming a Real Estate Subdivision.
Do you have one subdivision or one community that you specialize in?
Top Agents are proving that geographic farming might be the best way to take listings in today's Seller's Market.
Farming is not about postcards and recipe cards anymore. Geographic Farming is about creating a sense of community, a sense of belonging, and a pride in your neighborhood.
As a Real Estate Agent, you need to become "the matriarch" or "patriarch" of your community and be the guide to everything that makes your neighborhood special.
Today Farm areas are about private groups on Social Media, Home Owner Text Updates, and creating neighborhood camaraderie.
What makes a Farm Area work in 2021 is a hyper-local sense of community!
Sign Up today for AnnieMac Worx and have access to all Teaching, Training, and Coaching!



PET FRIENDLY REAL ESTATE AGENT SCRIPT

Hello, My name is ABC XYZ and I am your Two Minute Teacher for The Pet-Friendly Real Estate Agent.
AnnieMac Home Mortgage wants to partner with you to help the 85 million pet lovers that face pet discrimination in Country Clubs, Condos, and HomeOwner's Associations across America.
Have you ever lost a Real Estate commission because of a pet?
Do breed restrictions, weight restrictions and exotic pet restrictions limit the number of homes you can show to a pet lover?
During this short course, you will learn the law behind the Fair Housing Amendment of 1988 and the federal guidelines associated with Emotional Support Animals and American Service Animals.
Join AnnieMac Home Mortgage for this absolutely FREE course to become a Pet-Friendly Real Estate Agent in your local market.



TWO-MINUTE TEACHER



FINANCIAL WELLNESS JUST FOR REAL ESTATE AGENTS SCRIPT

Hi my name is ABC XYZ and I am your two minute teacher for financial wellness in residential real estate. *AnnieMac Home Mortgage wants to partner with you to bring financial peace and financial wellness to the forefront of our relationship. When it comes to financial wellness "our success really is measured by yours!"* Dave Ramsey is the nation's leading expert on Financial Peace. *Ramsey Solutions Financial Wellness Coaches help millions of people navigate debt, credit, savings, and financial security issues but when we found a Ramsey Solutions Coach that had decades of Real Estate experience, we knew we were up to something special.* Join AnnieMac Worx for "Financial Wellness just for Real Estate Agents" and join us in thanking Dave Ramsey and all of the Ramsey Solutions financial wellness coaches across the country.



WHITE LABELED BROKERAGE EDUCATION INTRANET PORTAL (BROKER FRIENDLY)

Hello, My name is ABC XYZ and I am your TWO MINUTE TEACHER introducing FREE education INTRANET for your Real Estate Brokerage. *AnnieMac Home Mortgage has hired 16 instructor teams with over 70 modules to help your Real Estate Agents grow their production.* We offer FREE CE Credits, deep-dive certifications, and effective business development coaching programs that are always FREE for your Real Estate Agents. *Since CoVid, Online attendance of our curriculum is up over 1600% and our Broker Partners are demanding white-labeled education portals. A white-labeled intranet allows your agents to access our training curriculum through your Brokerage Brand, It's great for TEAM LEADERS too.* Early adopters are already recruiting agents to their Brokerage as a result of this unique collaboration. *Collaborate with AnnieMac Home Mortgage on a Turn Key education intranet for your Brokerage and FREE recruiting tools that go to work for you right away.*



Take Ten Listings (6 Week Coaching Program)

Hello, My name is ABC XYZ and I am your Two Minute Teacher to Take TEN Listings AnnieMac Home Mortgage and I would like to partner with you to help you take more listings over the next few months.

Listing Inventory is the most valuable asset in the Real Estate industry and even our best-qualified borrowers are stuck in the home shopping cycle in the absence of new listings entering the market. We partnered with some of the best Real Estate trainers and some of today's top listing agents to show you what is working in today's strong seller's market.

Our pay it forward philosophy has been helping Realtors take more listings and close more deals since we started AnnieMac Home Mortgage back in 2009!

Join AnnieMac Home Mortgage for this deep dive "multi week" coaching program to Take TEN Listings.



TWO-MINUTE TEACHER



REO Opportunities

Hello, My name is ABC XYZ and I am your Two Minute Teacher for REO Opportunities that can have you taking new listings this year and beyond.

There are millions of families facing foreclosure in the United States right now. The stimulus checks and the forbearance of mortgage payments certainly reduced the foreclosure fall out from Covid 19 but experts estimated that more than 2.3 million families will still face foreclosure when the Foreclosure Freeze is lifted.

REO ASSET MANAGERS are preparing to assign between 30,000 and 100,000 Listings in____ (Your state) alone. AnnieMac Home Mortgage wants to partner with you on REO OPPORTUNITIES!

We will be hosting a 30 minute workshop on REO OPPORTUNITIES and providing a good list of Applications you can submit.

If you are good with details and admin or if you have a good personal assistant that can help with administration, REO OPPORUTNITIES MAY BE A GREAT FIT FOR YOU.

At AnnieMac Home Mortgage our success as a mortgage lender really is measured by your success as a Real Estate Agent! Sign Up today for AnnieMac Worx and have access to all Teaching, Training, and Coaching!



AnnieMac Worx

Hello my name is ABC 123 and I am your Two Minute Teacher on AnnieMac Worx.

SLOW THIS PART DOWN and annunciate each of the two

When is the last time a mortgage banker helped you take a listing?

(pause)

Have you ever wanted to hire a business development coach but maybe you just couldn't justify the expense?

I want to introduce you to AnnieMac Worx and the National Lunch & Learn League, where Real Estate Agents from across the country join and enter a community of camaraderie, structure, and direction with other Agents from different markets all over the United States.

The AnnieMac Worx Real Estate Productivity Platform offers deep-dive training modules to get you earning more commissions right away, we have hired some of the brightest Real Estate coaches in America to work with you more closely over our multi Week Coaching Systems.

Join the AnnieMac Worx Real Estate Productivity Platform for access to Fortune 500 caliber teaching, training, and coaching all at no cost and with no obligation.



NextGEN Real Estate

Hello my name is ABC and I'm your Two Minute Teacher on NextGen Real Estate. I want to invite you to a unique course. The NextGen Real Estate Agent will show you what some of the most innovative Realtors in the country are doing right now to compete and win.

We want to highlight best practices that are working to take more listings, help more buyers and ultimately get their offers accepted in the face of stiff competitive headwinds.

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TWO-MINUTE TEACHER



Renovation Lending Designation

Hello, my name is ABC and I am your Two Minute Teacher on Renovation Real Estate Professional and I want to offer you an opportunity to make more money with AnnieMac in 2022!

Have you ever watched FIXXER upper with Chip and Joanne Gaines, how about The Property Brother or so many other renovation shows on HGTV? Do you wanna know what all of them have in common? They were all REALTORS just like you!

If you become renovation certified with AnnieMac Home Mortgage, you will become an expert at FHA 203k and Conventional Homepath Renovation Lending.

You will be able to write As IS offers and we can lend on the "future renovated appraised value". This is an exciting program for buyers that can't find the right home in their price range!

Register now for this FREE certification from AnnieMac Worx.



Win/Win Buyers Agency Class

Hello My name is <first last name> at AnnieMac Home Mortgage and I want to invite you to a short live event that will definitely help you sell more homes and make more money in 2022.

The AnnieMac Worx Real Estate Productivity Platform is a FREE service for all Realtors and this month we have been studying ELITE REALTORS that earned over \$1Million (one million dollars) in commissions recently (as in the past 12 months).

We learned that many of them leverage a buyer presentation and legal document to secure a commitment from their home shoppers before they show them any houses. BUYER AGENCY is a "controversial topic" among residential Real Estate Agents but I think we might be able to clear up some of the misconceptions and show you how to make BUYER AGENCY a win win relationship. Sign Up today for AnnieMac Worx and have access to all Teaching, Training, and Coaching!



TWO-MINUTE TEACHER



Cash2Keys

Hello, my name is ABC and I am your Two Minute Teacher on The Cash2Keys Program.

At AnnieMac Home Mortgage we want your clients to have a fair shot at owning their dream home. That's why we've partnered with AnnieMac Private Equity Cash2Keys to provide access to two groundbreaking programs that give both new and existing homeowners a smooth, stress-free path to homeownership.

Competition is fierce in today's market, and chances are that your client's offer is being pitted against a dozen other buyers bidding way above market value, or something even more enticing to sellers... cold, hard cash.

That's why we've created Cash Offer, a powerful new way to pursue their ideal home. Nothing generates interest or conveys financial confidence to sellers or their agents like a strong cash bid, and this program will help them make an offer that they simply can't refuse.

And Buy Now, Sell Later eliminates the need for current homeowners to sell before buying their new dream home. How? Our affiliate, AnnieMac Cash2Keys, buys the home so your client can move right in while taking the time to comfortably sell their old one. Then we sell that new home directly to them as soon as they are ready - EASY!

Register now for this FREE certification from AnnieMac Worx and change the way you work with your clients!



Agents In Action

AnnieMac Home Mortgage is hosting The Ultimate Real Estate Lunch & Learn with 5 Proprietary Income Producing Opportunities. During this important 30 minute demo, Agents in Action will discover...

How to work with more CASH BUYERS even if the market slows.

How to take MORE LISTINGS with our Buy Now Sell Later Partnership.

Add \$3m Volume with a proper GEOGRAPHIC FARM AREA.

Become a Real Estate Staging Expert and differentiate yourself from the "Sea of Sameness" in residential Real Estate.

Get to know our Simple CRM services and keep an MLO in your pocket. This technology is Reinventing the Real Estate transactional experience.

"Our success as a Mortgage Bank is measured by your success as a Real Estate Agent" Our focus is on the efficiencies and productivity of our Real Estate Partners.

REGISTER Now



NL2

National Lunch and Learn League Events

Hello, my name is ABC and I am your Two Minute Teacher on The National Lunch and Learn League Events (NL2)

The NL2 is where like minded professionals join together to further their education. Chances are you haven't gone to the NAR Convention or your State Convention either, they cost a pretty penny to attend!

AnnieMac Worx brings that level of curriculum and speakers to our Real Estate Professionals through our National Lunch and Learn League Event every first Wednesday of the month at 12:30 PM EST.

We have key note speakers such as Dave Ramsey's organization, Floyd Wickman, Russ and Kerry Fitzpatrick themselves (Founders of Worx) who pass down wisdom and cutting edge leadership to our Real Estate Partners!

(Mention the upcoming NL2; contact the AnnieMac Worx Team for the topic)

This month's National Lunch and Learn League event is taking place on (ABC) at 12:30 pm est across all AnnieMac Worx Social Media Channels focusing on the topic (ABC). You'll learn (abc)

If you would like to attend the upcoming National Lunch and Learn League Event sponsored by AnnieMac Home Mortgage, please register using the link in the caption/comments below!

(Contact AnnieMac Worx for the registration link)



TWO-MINUTE TEACHER



Worx For You Package (product for MLO's)

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)



More Coming Soon...