MCU 102- Email and verbal scripting for delivering the TCA

* Introduction
* MC Why
* Agenda for call- Learn to use available scripting for both email and video communication
* Navigate to EDGE and book mark the link
* Open one of the sample reports (FHA v Conv)
* Show jump buttons to navigate to the generate link area quickly, then preview the report
* Explain all four quadrants of the report. Make sure to use the highlighting to explain how the short term area is calculated
* Draw attention to the payment stream as a sales tool for overcoming the stigma of FHA loans carrying MI for life of loan. The payment stream will show it declining and most borrowers and originators don’t know that the MI payment declines each year based on the last 12 months average loan balance.
* Open up a second window and put it side by side with the preview window
* Explain the concept of using EDGE live or the preview to drive the presentation while the borrower is viewing it.
* Demonstrate a short explanation to the borrower while driving EDGE live- should be about 3 minutes or so.