1. **EMAIL** [Ease of log-in/use]

**SUBJECT LINE:** Take vs. Save

BANNER LINE: Timesaving vs. Time-consuming

[Loan Officer],

It's typical to be skeptical about new systems and tools and wonder, "*How much time will it take to get up to speed?*"

Our new Marketing Operating System is all about time - not what it *takes*, but what it SAVES. The Daily Digest comes straight to your inbox and lets you know what marketing is going out, where you need to be and who to call…

A screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated A screenshot of a social media post

Description automatically generated

Take a minute to save a ton of time – and grow your business! [link to their user account]

[Signature block – customer company/marketing admin?]