1. **EMAIL**  [Profile up to date]

**SUBJECT LINE**: False advertising?

BANNER LINE: Unrecognizable?

[Loan Officer],

If a lead responds to a marketing piece and makes an appointment - will they recognize you? Is your photo and personalization current? *Or are you using a headshot from a different decade*?

Make sure your profile is up to date and surprise people with your great service and professionalism - not an outdated picture. While you’re in there, is your cell correct? Do you have your personal information and logo loaded?

[Link to profile settings]

Ready to level up your business? Make sure the path to contact you is clear and current!

[Signature block – customer company/marketing admin?]