

The Builder's FINANCING SCRIPT CARD



INSIGHTS & STRATEGIES

WHEN TO BRING UP FINANCING

- After exploring their pool vision, before presenting the estimate.
 - **Ask:** "Tell me about the pool you've always wanted."
 - **Guide** through must-have features.
 - **Introduce financing:** "Most families like to see both cash and financing options before they make decisions. Would you like me to show you both?"

HOW TO POSITION FINANCING

- Empowerment, not debt.
 - "Financing gives more options without touching savings."
 - "It lets you move forward now instead of waiting years."
 - "Many homeowners use financing even with cash; they want liquidity."

TALKING POINTS THAT WORK

- **Lifestyle:** "Financing lets you enjoy your pool this season without waiting."
- **Upgrade:** "Easier to include features you'll love now and enjoy for years."
- **Budget:** "Spreading costs over time is often easier than one lump sum."

Script with Calculator: "Want me to show you what this could look like with Lyon's calculator? Most families are surprised at how manageable it feels monthly."

OVERCOMING OBJECTIONS

- **"We'd rather pay cash."**
 - Keeps savings intact; start sooner; add upgrades.
- **"We're not sure we want a loan."**
 - No obligation; pre-qualifying shows options.
- **"We want to wait and save more."**
 - Construction costs rise; financing locks in today's pricing.

SAMPLE CONVERSATION FLOW

The Easy Way to Talk
Financing With Clients



1 VISION

"Tell me about the pool you've always pictured. What features are most important to you?"

2 BUDGET SETUP

"Most families like to see both cash and financing options before they make decisions. Would you like me to show you both?"

3 FINANCING BRIDGE

"Financing is about keeping your options open. Many homeowners use it to keep savings intact and still get the pool they want."

4 VISUAL TOOL

"Let me pull up Lyon's calculator so you can see how this looks monthly. Most families are surprised at how manageable it feels."

5 CLOSE

"Now that you've seen both options, which features would you like to include so we can move forward?"

QUICK WINS



- Bringing up financing before the estimate
- Use simple, outcome-focused language
- Show Lyon's loan calculator live



COMMON MISTAKES

- Assuming "cash customers" aren't interested
- Burying in financing at the end
- Overwhelming with loan terms

Have questions or need additional support?
CONTACT US!

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