



HOPE NOW Letter Recommendations

Goal: to improve the borrower experience through clear actionable letters with delinquent customers. These recommendations are based upon high level research and industry best practices. Not all recommendations apply to all letters. It should be noted that the committee is established to only address communication between mortgage servicers and delinquent customers.

- The letter is for your customer, not your regulator
- Reduce long narratives and work towards bullet points
- Clear standard action box or language up front on required homeowner action
- Be distinct with language (i.e. missing vs incomplete)
- Keep language to an eighth grade level
- If possible, only three action items per page
- Always encourage action on the part of the homeowner
- If possible, use decision trees or grids to help identify important pieces of information
- Include status or expiration information
- Consider customer preferred communication platforms (i.e. telephone or web based)
- Ideally, sentence length should only be 22 words or less

To learn more about the HOPE NOW Letter Committee. Please e mail Eric Selk Executive Director, eric@hopenow.com