

Recruitment emails

We will be working with a national home buying website to recruit participants. This partner will send recruitment emails to a sample of its customer list, inviting customers to visit the study website. This document contains three versions of the emails that we will test.

RECRUITMENT EMAIL OPTION 1

Subject line: Help us make home buying easier

In-email headline: Your opinion counts

Body text: Buying a home shouldn't be hard, but for many people it's a very complicated process.

That's why [Partner] and the Consumer Financial Protection Bureau (CFPB) have teamed up to research ways to make home buying and mortgage shopping easier. We're asking home shoppers like you to share their experiences in an effort to identify the types of tools and support needed to make the entire process more efficient and less confusing.

Providing your feedback is easy, and you'll receive a \$[30/20] thank you gift for participating.

Call to action: Start the survey now

RECRUITMENT EMAIL OPTION 2

Subject line: Share your home buying frustrations

In-email headline: Your feedback counts

Body text: Securing a mortgage is often the most complicated step in the home buying process — but it doesn't have to be.

[Partner] and the Consumer Financial Protection Bureau (CFPB) have teamed up to research ways to make home buying and mortgage shopping easier, and we need your help. Sharing your experience will provide valuable insights into developing the tools and support needed to make buying a home more efficient and less confusing.

Completing the survey is easy, and to show our appreciation you'll receive a \$[30/20] thank you gift.

Call to action: Take the survey now

RECRUITMENT EMAIL OPTION 3

Subject line: Help us make the home buying process easier

In-email headline: Your feedback counts

Body text: Buying a home is complicated — but it doesn't have to be.

That's why [Partner] and the Consumer Financial Protection Bureau (CFPB) have teamed up to research ways to make the home buying process easier. We're asking home shoppers like you to share their experiences in an effort to identify the types of tools and support needed to make finding a home and getting a mortgage more efficient and less confusing.

Taking the survey is easy, and you'll receive a \$[30/20] thank you gift for participating.

Call to action: Get started now