

**Appendix A to Supporting Statement of
Bureau of Consumer Financial Protection
Quantitative Testing of Integrated Mortgage Loan Disclosure Forms**

Consumer Participant Recruitment Telephone Script

1. Hello, my name is **[first and last name]**. May I speak to **[name]**?

If someone other than Respondent asks why you are calling, say: I'm calling regarding an important study about mortgage loans and disclosures.

(Check one answer)

- No one by that name at this number → Go to question 2
- Respondent not home or busy → Go to question 2
- Speaking to Respondent : Respondent comes to the phone → Go to question 3

2. Confirm you have dialed correctly. If no one there by that name, ask if respondent was ever at this number (do they have his/her new number)? If not home or busy, leave a message.

If no new number is given, finalize as not located.

3. Hello, my name is **[your name]** and I'm calling from **[marketing company's name]** for the Kleimann Communication Group. They are working with GfK Research and its Knowledge Panel. We are calling you because you are a member of the Knowledge Panel and want you to participate in a study to improve mortgage loan disclosures for the Consumer Financial Protection Bureau (CFPB) in Washington, DC.

We have chosen you to participate in a study being held during the week of (Insert date). In this study, we will ask you to answer a series of questions and give your opinions about disclosures you receive when you purchase or refinance a house.

I want to tell you some required information about this effort. We anticipate talking to us will take about 10 minutes of your time.

An agency, like the CFPB, may not conduct or sponsor a collection of information, and a person, like you, is not required to respond to a collection of information unless the collection of information displays a valid control number assigned by the Office of Management and Budget (OMB). The OMB control number for this collection is 3170-XXXX. The collection expires on XX/XX/XXXX.

Also, a federal law called the Privacy Act tells the federal government how to treat the personally identifiable information contained in your answers to these questions. To understand how and when your personally identifiable information is handled, you can read GfK Research's Privacy

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Statement on its website <http://www.knowledgenetworks.com/company/privacy.html>. CFPB will not obtain or access any personally identifiable information on this project about survey participants. CFPB will only obtain and access anonymous results and aggregated analyses of those results. CFPB will treat the information received consistent with its confidentiality regulations at 12 C.F.R. Part 1070 and pursuant to its Privacy Act Statement on its website at www.consumerfinance.gov under CFPB.022 Market and Consumer Research Records.

4. For this study, we will want you to come to our offices and participate in a session for about 60 minutes of your time. We will pay you \$75 at the end of the 60 minute session for your participation. Do you have a few minutes to answer some pre-qualifying questions? (if “No,” what would be a convenient time to call back?)

If needed: The exact location of the interview is _____

(Check One Answer)

- Yes
- No → Call back time _____
- Refuse → Terminate. Thank you for talking with us.

5. Are you a mortgage loan broker, lender, loan originator, or settlement agent?

- Yes → Terminate. I am sorry, but this study is focused on people who are less familiar with the real estate industry. Thank you for talking with us.
- No

6. Are you a realtor, appraiser, or title insurer, or do you work in an office that deals with the real estate transactions?

- Yes → Terminate. I am sorry, but this study is focused on people who are less familiar with the real estate industry. Thank you for talking with us.
- No

7. Would you be involved in the decision in your household about choosing and closing on a mortgage loan to buy a house or refinance?

- Yes, I am involved in the decision-making.
- No → Terminate. I am sorry, but the focus of our study requires us to get information from a person who is involved in making financial decisions. Thank you talking with us.

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8. Have you **ever** bought a house and financed it with a mortgage loan?

- Yes, bought → Skip to Q10
- Yes, refinanced → Skip to Q10
- No → Continue to Q9

9. Do you intend to buy a house and finance it with a mortgage loan within the next

- 5 years → Skip to Q13
- 10 years → Skip to Q13
- 15 years → Skip to Q13
- Never → Terminate. I am sorry, but the focus of this study is on people who will be taking out mortgages. Thank you for talking with us.

10. Have you bought a house and financed it or refinanced a mortgage in the past 5 years?

- Yes, bought → Skip to Q12
- Yes, refinanced → Skip to Q12
- No → continue to Q11

11. Do you intend to buy a house and finance it with a mortgage loan again or refinance again within the next

- 5 years → Skip to Q13
- 10 years → Skip to Q13
- 15 years → Skip to Q13
- Never → Terminate. I am sorry, but the focus of this study is on people who will be taking out mortgages. Thank you for talking with us.

12. Have you experienced a delinquency, default, or foreclosure within the past 5 years?

- Yes
- No

13. What is your marital status?

- Now married
- Widowed
- Divorced
- Separated
- Never married

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14. What is your current household income? Household income refers to the total amount of money everyone in your household together brings in each year before taxes. Would you say it is:

- Less than \$35k
- \$35,001-70,000
- \$70,001-125,000
- Over \$125,000

15. The Consumer Financial Protection Bureau has posted mortgage disclosure forms and a proposed rule about the forms on its website. Have you seen these forms, commented on them, or previously participated in a study about mortgage disclosure forms conducted by Kleimann Communication Group?

- Yes → Terminate. I am sorry, but you do not fit the background we need for participation in this particular study. Thank you for talking with us.
- No

I will now give you the interview times that we have available. The interviews will take no longer than 60 minutes. (Calendar to be updated before each call.) **[Revise this calendar as necessary.]**

Day and Date					

- No, can't make those times → thank Respondent for time, end of interview
- Refuse → thank Respondent for time, end of interview

I will send you a letter confirming the time and date of your session, and giving you the exact location of the session. The letter will include a number for you to call if you have any questions. In order to send you the letter, I need to have your current address.

If marketing group does not have address listed, ask Respondent to give a current address and list below.

If marketing group has address listed, ask Respondent if it is still correct:

(Check One Answer)

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- Yes, address is correct → continue
- No, address is not correct → make corrections below, then continue.

Address: _____

City/state/zip: _____

And to make sure I send it to the right person, can I check the spelling of your name? (Verify name is correct as listed, make any changes below.)

(Check One Answer)

- Yes, name is correct → continue
- No, name is not correct → make corrections below, then continue

Respondent's correct name: _____

We will need to call you the day before the session to remind you about the appointment. Is it OK to call you at this number?

(Check one answer)

- Yes, ok to call this number → continue
- No, call different number → record number below

Number to call to remind Respondent: _____

**Thank you for your help. I'm glad you can come to the session.
Please watch for a reminder letter from (marketing company's name).**

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Acknowledgement Letter to Participants

[Date]

Dear **[participant]**:

Thank you for agreeing to participate in the mortgage loan disclosure research being conducted by Kleimann Communication Group for the Consumer Financial Protection Bureau (CFPB).

Below are the date, time, and location that we have reserved for you. We are also attaching directions for you.

[Date, time, and location here]

If you cannot keep this appointment, please call us at **[local number here]**. For this study to be successful, we need a certain number of confirmed participants, so if your plans change, it is vitally important that you contact us to let us know you can no longer participate.

If you wear glasses or a hearing aid, please make sure you bring those as the study requires looking at a document and answering questions about the document.

We look forward to meeting you and hearing your valuable insights for this important research.

Sincerely,

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Participant Reminder Telephone Script

1. Hello, my name is **[first and last name]**. May I speak to **[name from confirmed participant list]**?

Speaking to Respondent : Respondent comes to the phone → skip to question 3A

If someone other than Respondent asks why you are calling, say: I'm calling regarding an important study of mortgage loan disclosures that **[name from confirmed participant list]** is participating in. Is **[confirmed participant]** in?

2. If no, ask, may I leave a message for him or her? Go to question 3B
3. A. My name is **[first and last name]** and I'm calling from **[marketing company's name]** for the Kleimann Communication Group to confirm your participation on **[date and time]** for the mortgage loan disclosure study. Will you still be able to make it?

B. If leaving a message say, will you please give **[name of confirmed participant]** this message and have them call me at **[telephone number]** to confirm that they will be able to make it on ____ at _____.

Also, if you [or name of confirmed participant] **wear(s) glasses or a hearing aid**, please make sure you [or he or she] bring[s] those as the study requires looking at a document and answering questions about the document.

Thank Respondent or person taking message.