

INTRO/CREDIBILITY

Hi CLIENT, this is (AGENT FULL NAME). I'm the senior underwriter assigned to help you today with going over your mortgage protection options, making sure your legacy is protected.

Okay perfect. So just to explain to you a little bit about who I am and what I do, I'm a SENIOR medical underwriter for family first life... so you have someone who knows what they're doing, and I always find the best deal for coverage! OK?

Ok so a couple security measures here, bc we will be working with your personal info such as you social and your banking info for the application. I want you to have my personal info as well.

I always give my insurance license number, which is (NPN) you can look that up on the state dept of insurance website to verify I'm actively licensed to help you. ok? and my direct line for contact is (CELL).

I work with all of the a-rated insurance carriers in the country that offer the mortgage protection plans. It's my job to be like the eyes and ears for the carriers, they don't require any blood draws or medical exams, they just had me talk to you to verify your eligibility and go over your options. So I just need to run through some questions with you FIRST to see if you even need mortgage protection BC some people don't need it. But If you do need it, we will figure out what you qualify for based on health and age. then I can pull the best carrier for you, the one that going to give the most coverage at the lowest cost. If we find a good solution for you and fits in your budget, all we can do today is put in an application to see if we can get you approved. Ok? Now if you get approved, the policy it gets mailed to you house and you have 10 days to look over it, upgrade it, down grade or if you don't want to protect your family anymore for some reason you can always cancel it. Ok?

FIRST CLOSE

Ok now in order to apply for the one you like; you must be a citizen or at least have a workers permit. So are you a citizen?

Ok and the most important is... you must have a bank account to make your monthly auto draft to your carrier. Do you know you routing and account number?

ok good deal let's get started

FACT FINDING

So who all lives in the home and who is going to have to deal with the mortgage in the event that you pass? Ok what's their first and last name?

What do you think BENEFICIARY are going to do with the home?

Just to verify, I have you have a mortgage for 100,000 with LENDER for your property at ADDRESS...

you're paying how much a month?

Health information to see what they qualify for...

What's your DOB?

Ever Been diagnosed with cancer, stroke, heart attack, c.o.p.d?

Ok what have you been diagnosed with?

How long ago were you diagnosed?

What meds do you take? Any meds you were prescribed that you no longer take?

What's your height and weight?

Smoker or Non-Smoker

Any DUIs, felonies, trouble with the law?

What do you do for work? How long have you worked there? *if recent ask about old 401k for potential annuity rollover*

Ok how often do you get paid? How much do you typically get after taxes on each check?

Do you have insurance through work? We don't count that bc If you were to get critically ill like cancer or stroke and you couldn't return to work soon enough for them...most jobs will have to let go to get someone else to do your job now your work insurance doesn't exist.. so now if you succumb to your illness... no coverage pays out.

So do you have insurance outside of work that you personal own?

**Yes How long does it last? Ok great I'm so glad you do! What company, how long ago did you get it, monthly price, and coverage amount? When I check for your mort protection options ill check for life insurance as well just so you know what's the best out there while we're at it.

**No Oh no! Well, that does leave you at risk for what we just went over you know... so I advise that you get coverage outside of work as well.... When I check for your mort protection options ill check for life insurance as well just so you know what's the best out there while were at it.

PICTURE PAINTING OF THE WHY

Find the why!!!

For Healthy clients up to 65 -**Living Benefit term deals**

Ok so for starters I just need to see where we are...

How long would your job pay you if you were sick or unable to work? Most jobs are 30 days for short term to a max of 6 mos. with the best disability coverage, but it's only going to pay you 60% of your income. How would that effect you way of living to take a reduction of income like that? Now after a while your job will let you know they cant keep your spot forever they have to get someone else to do the job. It's a business so you know they aren't going to pay the new employee and you... So lets think through this... how long could you pay all your bills if you weren't receiving income? Ok now how would you pay your bills when the money runs out? Do you have family members who are sitting on a couple million to pay your bill indefinitely? Ok and how would it make you feel to have to make them pay? So you would have to move out? Where would you go? Is that an ideal place for you and your family? Ok so do you think its easier to have to go through all of this turmoil, on top of being sick and disabled or to have a policy to pay you in the event something like this happens? So would you say its important to you for your family to be able to keep the home in the event financial crisis? So can you see how it makes financial sense to have a mortgage protection policy in place?

Find the why!!!

For 65 plus **equity protection**)

Ok so for starters I just need to see where we are...

On a scale of 1-10 how important is it to you for BENEFICIARY to be protected from financial burdens when you pass? How much is your home valued at? Ok let's say in 10 years its worth (add \$200k) and you only owe (subtract half of loan). You now have a difference of \$300k and that is called your equity...Did you know this is your money? If you sell the home you can walk away with that check cash! Now let's be clear the bank is after this your hard-earned profit you have in the home. Do you know what happens to your equity in the event that you die? The bank gives your next to kin a chance to pay the loan every month until they refi the remaining balance or sell the home and take the profits from the sale. Now in the event that your family is not able to make a payment they give them a 30-45-day grace period and then they start the foreclosure process. And if the bank forecloses and resales the home that (\$300K) in profit is not shared with your family.. it goes to (their Lender) board of investors Christmas bonus and that not something I want to see happen... don't you agree? How wonderful would it be if the bank would call you after your husband dies and says we are going to post pone you mortgage payments for a whole year while you get things figured out. How WONDERFUL WOULD THAT BE?! Why do YOU think that would it be wonderful for you? ltd be nice right? Well they aren't going to do that! BUT what we CAN do is make sure that in the event something happens we can have a policy pay out a lump sum of money and NOW they don't have to worry about the added stress of paying this \$2000 per mo mort for a long time. Long enough for them to safely figure out what they want to do with the home and keep that \$300k of equity in your family. So that lump sum is not just worth 1-2 years of mort payments its actually guaranteeing hundreds of

thousands of dollars! All because you planned well and put this in place. So can you see how this makes financial sense to have an equity protection plan in place?

Run The Options

Alright I'm going to get started on your options and once we find one you like we can submit an application to make sure your protected from the situations we just talked about. Ok? So in the meantime please get the info we talked about you needing for an application. So that's your social to just verify ID, driver license to make sure your driving record is good and your for auto draft info. So just your routing and account number.

Ok well give me about 5 mins and ill search the market to see who's going to be the best carrier for you.

Now...Explain the value of what it'll do for them to solve their problem that needs to be fixed before you show them any options.

Present the Options

Present the options based on how often they get paid. So if they are paid weekly break the price down by 4. If bi-weekly break down in Two. \$120/mo payment goes as such So we know you need this coverage based on what we talked about... but now the question is do you feel like you manage \$30 per week once you get paid? (weekly checks) or \$60 form your check once you get paid (biweekly).

If No* go back through the picture of what it looks like for them and why this is essential to get in place. If still no lower price and represent what it will do for them!

If yes* ok great now we just need to get you approved! What's your middle initial? If you get approved, would you like the policy to go to the address we have on file? To verify your Id what's your social?

Tie Down

Once approved... Be sure to spend a few mins to congratulate them on their approval and their decision to get coverage in place! Re explain what they have and say as, now if x happens you don't have to worry about x bc you have x to do x... Make this a BIG DEAL!! "WALK A TALLER TODAY NOW THAT YOU HAVE THIS TAKEN CARE OF" "GIVE YOURSELF A HUGE PAT ON THE BACK FOR GETTING THIS DONE."

ALSO MAKE SURE THEY KNOW OTHERS ARE GOING TO BE TRYING TO
CONTACT THEM FOR MP BUT TO TELL THEM YOU'VE ALREADY GOT IT DONE
AND TO NOT LET THEM IN!