



IN-HOME PRESENTATION SCRIPT

Warm Up:

Ask your client conversational questions in order to make a connection and get to know them as people. Where are you from? What do you do for a living? Where did you two meet?

Present your client(s) with the form (lead sheet) they've filled out and go through that form with them:

Are you familiar with Mortgage Protection?

Ok, what I am going to do is break it down for you and then we will find a marriage between your concerns and your budget. Once we do that, we need to send in an application to the insurance company for approval. Sound good?

We represent several companies that offer Mortgage Protection insurance including Foresters, Americo, Mutual of Omaha, GPM, among others.

(Refer to form)

The first part of this form covers the death benefit. Simply speaking, the death benefit ensures your mortgage will be paid off in the event of your death.

- 1) Now, you can choose to either protect the bank/lending institution or you can protect your family. Which one will you choose to protect?
- 2) What this means is you choose your beneficiary, which is your family, not the bank.
- 3) Basically, this makes your plan, your protection, portable, so if you sell or refinance your mortgage, it goes with you and not the bank or lender.
- 4) It stays level and does not decrease. It's what's called "level/level" (premium and death benefit). However, we also have the kind where the death benefit decreases with your loan.
- 5) It is full coverage and covers any type of death from accidents to health-related death.
- 6) If you qualify, there is also coverage if you don't die that will cover you for stroke, heart attack, cancer, and diseases like ALS. It's called the living benefit. Most companies do not cover this, but we have several companies that do.

Next is Disability:

The entire design of this plan is to make certain you don't lose your home in the event of a disability. There are 2 options, 1 is for accident and the other is for health-related disabilities like cancer, stroke, heart attack, and Alzheimer's. I will break it down for you in a minute. It is much more difficult to qualify for than the death and living benefit, so I need to see if it is something we can even offer you.

Next is Return of Premium (ROP) - Cash Back Option (CBO):

If you qualify for this option, it does exactly what it says it does: returns all of your premium at the end of the term if you don't die. There is an extra charge for this benefit. It works like this: you have

your cost for your policy over here and you have an extra charge for the return of premium over here. If you outlive your plan you will get both back. Does that make sense? Are you, or have you considered, paying off your mortgage early? This option was designed to help you do just that. If you have a 30-year loan, you could select the 20-year ROP and at the end of 20 years, take the tax-free ROP and apply it toward your loan. I will need some more information to see if you qualify.

(On the back of the lead, write out each of their monthly incomes, the mortgage amount, the mortgage length, and the monthly mortgage payment.)

Let me ask you a question, (wife's name). What type of financial situation would you be in if (husband's name) died tomorrow? How much of his income could you keep?

(Husband's name), let me ask you the same question. What type of financial situation would you be in if (wife's name) died tomorrow? How much of her income could you keep?

(This is the point where you really need to find out how bad their situation would be if either one passed away, ask them what would they do if it happened tomorrow? Then ask them what would happen if they were out of work for an extended period of time because of an illness like cancer, stroke, or heart attack? Again, dig deep to find out if they have any type of plan in place.)

Which benefits are of the most concern to you and your family?

(Get detailed information on their health and occupation, then check your underwriting guides to determine what company to quote. You need to see what the underwriter sees, so you need to ask them to bring you all of their medication. All the underwriter has to go by is what you have written on the application and what they sees on the report from the MIB, script check, and the Motor Vehicle report.)

Finish the quote and determine if the rate is comfortable. If not, ask what they want taken out to make it comfortable.

Once the premium (price) is agreed on, let them know that we need to send in their applications to see if they qualify.

Fill out app and and acquire the banking information.