



Critical Time Period

Client Name and Spouse, to cover your entire mortgage at your age would be very costly, in fact it would be well over \$_____ a month. That is an amount obviously that I would not recommend for you. Keep in mind that my job is to get you coverage that you will qualify for, not to get you declined. With Mortgage Protection there are really two options. There is the mortgage payOFF plan, and the second option is the mortgage payMENT plan. This option in your situation is much more affordable and what about 82% of my clients typically end up going with.

Client Name and Spouse, What most of my clients find is that when someone passes away, there is an immediate need for money to pay the mortgage payments, burial costs, and anything else that is an immediate need. We call this period, the "Critical Time Period" because not only does your family have to deal with the emotional loss of a loved one, they have to deal with financial changes that happen during this time. People go into foreclosure not because the banks wants the payoff, but because the bank wants the payment. It would be nice if the bank called you up to say they are sorry for your loss, take the next 6 months or 2 years of payments off. But, that's not how it works does it?

What this policy is going to do for you is buy you some time. Most importantly, you get to grieve in your own time. The last thing we want is for **spouse name**, to be at your funeral worries about the next mortgage payment. This will also give you the time to make a plan if you need to sell the house or refinance. Finally, this plan allows you to protect the equity in your home, in which your equity becomes your benefit.

This type of policy is going to be a much better option for you because: 1) We can actually get it for you. 2) Its affordable. And 3) it's a permanent product, which means if you qualify you are guaranteed to receive a benefit as long as you pay the premiums."

"Now, let's see how much time we can buy spouse name..."

Options Example

Example: Client has a \$900 mortgage payment:

A: \$35,000 death benefit = 38 months/3.8 years of payments. Cost is \$320/month.

B: \$25,000 death benefit = 27 months/2.3 years of payments. Cost is \$250/month.

C: \$15,000 death benefit = 16 months/1.3 years of payments. Cost is \$130/month.

"Which option best suits you?"

(Keep going until you find a plan that fits the budget. It's not uncommon to sell only 3-6 months of coverage if that's what the budget allows. Something is always better than nothing.)