

FACTION MORTGAGE LEADS SCRIPT

1. INTRO

Hello, _____? Hey_____, this is (NAME). I am giving you a call back regarding the request you submitted for information on the mortgage protection options... How are you doing?

Is this the first time you have looked into mortgage protection? Were you looking for coverage for just yourself?

Mortgage protection is life insurance. You are using life insurance products to pay off or pay down your mortgage in case you pass or become sick. It does take it a step further than your typical life insurance coverage because it has living benefits. This will give you access to your coverage while you are alive if you get sick. Such as cancer, stroke, or heart attack. Medical debt is the #1 cause of bankruptcy, so this will ensure you are protected as a homeowner. Does that make sense?

So, my job is really simple. There are 32 different A-rated companies that offer this type of coverage. I have access to all of them. This allows me to guarantee that the options we look at for you today will be the best and most affordable in the state... Okay?

2. TRANSITION TO NEEDS ANALYSIS

So, what we'll do today is run through about 2 minutes of questions just to get an idea of which company is going to be offering the best rates for your specific situation. Then we will go over those options. If those options look good, the most important thing I do is help you get qualified for the coverage...

- So, how much is left on the loan?
- Okay, do you know how many years do you have left to pay on that loan?
- Do you have any plans to pay it off any sooner, or are you just playing that by ear?
- And how much is your monthly mortgage payment, including taxes and insurance?
- And if you were to sell the home today, what would you get for it? ***EQUITY***

Awesome, so you have \$\$\$ in equity. That's the number we want to circle and underline. We want to make sure that money DOES NOT go back to the bank in the worst-case scenario. We never know what life looks like in 5, 10, or 15 years from now. If the worst case happens, we want to make sure that equity stays in your family's hands, right?

HEALTH INFO

- It looks like you are ____"age"__ correct? **Collect DOB**
- Are you a smoker of tobacco?
- Any major medical conditions such as cancer, heart attack, stroke, or diabetes?
- Are you taking medications for anything?
- Height and weight?

EXISTING INSURANCE

- Now looking into other insurances.. Most families I speak with typically have 3-4 different life insurance policies in place. Do you have any existing life insurance?
 - How much coverage?
 - What was the purpose of that coverage? Final expenses/Income replacement?

GOLDEN QUESTION: Ask EVERY time

- Do you have anything that would pay out to your family, that would help them out, god forbid something happened to you tomorrow, such as a 401k, stocks, bonds mutual funds?
- **IF YES:** *Notate or Tag the lead in your CRM - During cementing, you will "Reset" an annuity presentation opportunity*

RESURFACE THE WHY

- Okay, just a few final questions here.. So, god forbid something happened today. Would your family keep the home, or would they downsize and just need time to sell it?

3. QUOTE OPTIONS:

Okay, so like I mentioned I have a software on my end that compares all the companies in the state to see which ones are offering the most affordable rates. I am putting in your information now. Give me a moment while I run this

EQUITY PROTECTION PROGRAM (WHOLE LIFE)

So based on your age and health, covering the *full* loan amount on your home would be like taking on a second mortgage. It's expensive, and honestly—it's not necessary.

The good news is: the bank doesn't need the full loan paid off right away when something happens to you. What really matters is that the monthly payments are taken care of. That way, your family—whether it's your spouse, kids, or loved ones—doesn't have to worry about losing the home or the \$XXX,XXX in equity you've already built up.

Does that make sense?

So here's what we focus on: Covering the mortgage payments for a period of time to give your family breathing room. Whether they decide to stay in the home, sell it, or rent it out—this protection gives them time and options, not panic and pressure.

WHOLE LIFE BENEFITS - (IF GOING WITH TERM, BENEFITS WILL BE DIFFERENT)

1. Go ahead and write down **Living Benefits**, are you familiar with that? - If you were ever to develop something chronic, critical, or terminal such as cancer, have a heart attack, stroke – you can take the coverage while living – TAX-FREE – to offset the cost of medical bills and give you time to get back on your feet and keep you from going into any kind of serious debt.
2. Next, write down **BUILD CASH VALUE**. A portion of the premiums will actually build interest. Nothing to make you rich, but something you can use down the line.
3. Finally, if you could write down **Permanent & Immediate** - So this is a permanent **whole-life policy**.. And what that means is you'll have day 1 coverage. No waiting period. And your coverage will be guaranteed for life, and premiums will never increase.

EQUITY PROTECTION 2 Yr 1.5 Yr 1 Yr

Now the 2-year program is a \$30,000 benefit, 1.5 years is a \$20,000 benefit and the 1 year program is \$15,000

2 YEAR

So the first option here is the 2 year equity protection.. This is gonna guarantee that your monthly payments are taken care of for 2 full years. So when something happens to you, your (Family) aren't struggling to figure out where this money is coming from and argue over who's taking over payments. This gives them plenty of time to decide who the house is gonna go to and how they want to handle things with you being gone. It's a \$30,000 benefit.. That one is going to be (\$\$) a month

1.5 YEAR

Now, a lot of people go with the 1.5 year program just because that's a sufficient amount of time to figure things out when you're gone and takes the burden off the family - \$20,000 worth of coverage... that one is going to be (\$\$) a month

1 YEAR

And then the one year program, that's really the bare minimum we wanna drop down to - reason being, a year is plenty of time if they did decide to sell the home and it makes sure that nobody's struggling to come up with the monthly payments.. This way, they can put the house on the market and get it sold within a years time and protect the (\$\$\$ of equity) you have built up. That's a \$15,000 benefit... that one is gonna be (\$\$) a month

CLOSE

Like I mentioned before, those are guaranteed to be the best rates in the entire state for your specific situation. The reason why they have the best rates is because they are hard to qualify for. The biggest thing we do is submit an application to make sure we can make sure you qualify for the coverage.

Out of those options, which would make the most sense for you?

Mortgage Protection Setup: (TERM COVERAGE)

Awesome so I have a few options for you. Do you still have that piece of paper handy. Okay great, so i'm going to show you what taking care of 100%, 75% and 50% of your mortgage looks like. So 100% is going to be xxx,xxx of coverage. 75% is going to be xxx,xxx of coverage. And 50% is going to be xxx,xxx.

PITCH COMPANY

So, based on your age and health, the company that's going to be showing you the best rates is going to be with (COMPANY) if you want to write that down. Are you familiar with them?

Now they are an A+ rated company and when it comes to life insurance, they've been around for over 100 years - they pay claims within 24-48 hours to your family when something happens to you and it's one of the best out there when it comes to the benefits that come along with their products.

TERM BENEFITS

1. **IMMEDIATE COVERAGE:** This means you will be covered for the full amount of coverage from day one. No waiting period
2. **LEVEL PREMIUMS:** This means that your premiums will never increase or change during the term length of your coverage
3. **LIVING BENEFITS:** If you were ever to develop something chronic, critical, or terminal such as cancer, have a heart attack, stroke – you can take the coverage while living – TAX-FREE – to offset the cost of medical bills and give you time to get back on your feet and keep you from going into any kind of serious debt.
4. **RENEWABLE/CONVERTABLE:** At the end of the term, you can either renew your coverage or convert it to a permanent policy without having to any medical underwriting.

MORTGAGE PROTECTION 100% 75% 50%

100% - This one obviously takes care of the full amount of the mortgage so no matter,where, or how you die the entire mortgage is taken care of and is (\$\$\$) a month

75% - Now honestly, people typically just want to take care of 75% of the mortgage - Reason being over the next few years you're going to continue to keep paying your mortgage down – so

at a certain point this will actually be 100% of the mortgage. (\$\$\$) of total coverage that will be (\$\$\$) a month

50% - So this is the bare minimum amount that we need to put in place.. but honestly covering half the mortgage is still sufficient if something does happen to you and will help out tremendously in paying down the loan and that one is just (\$\$\$) a month.

CLOSE

Like I mentioned before, those are guaranteed to be the best rates in the entire state for your specific situation. The reason why they have the best rates is because they are hard to qualify for. The biggest thing we do is submit an application to make sure we can make sure you qualify for the coverage.

Out of those options, which would make the most sense for you?

REBUTTAL CLOSE

"I need to think about it / talk to my wife"

Right, of course – if you didn't think about it or speak with your wife I'd call you crazy (or I'd be concerned). But this would be a necessity to have right?

client says yes

So the biggest thing we do today is just see if we can get you approved. This is not approved yet through underwriting so we do need to see which one you get approved for before any final decision can be made.

If we were able to get you approved, which option were you leaning more towards? (Go with a smaller option)..

Okay so let's go with the (small option) just to see if we can get you qualified, that way it's comfortable for you and so we can get the paperwork out to you to review... then if you are approved, we can always look at adding more coverage. Does that sound fair?

If you keep getting pushback...

"hypothetically if your spouse was on board is this something you would get put in place?" yes
"okay perfect well lets see if we can even get you medically qualified first that way you have the proper information to speak with your spouse"

If you keep getting pushback...

Obviously its tough right now for you financially I totally understand. But its going to be extremely difficult for your beneficiary if you were to pass away with no coverage in place. So lets just try to get you approved for the bare minimum and down the road as things get better like they always have and always will you can get back up to the recommended. Does that sound fair?

↓ APPLICATION ↓

Application & Cementing Cheat Sheet

1. TRANSITION TO APPLICATION

Okay, what we will do is fill out an application to make sure you can qualify. If you qualify, they will mail you a policy packet with all the details of the coverage and your coverage will be in place. I am going to verify a few pieces of information. Your first name is spelt ____? Last name?

Now, do you receive text messages? I am going to send over my state license. Since I handle sensitive client information, the state requires that I get fingerprinted, do a background check, and take a state exam to get that license.

2. SSN

** Fill out all other information on the page before asking for SSN **

(COMPANY) will need your social to verify your medical history and make sure you are healthy enough for the coverage. What's your social?

Social Rebuttals - "What do you need my social for?" I totally understand that question Mary... So Mary since no one is coming out to your house sticking you with any needles making you pee in any cups that information goes directly to the MIB the (Medical Information Bureau) from there that's how they pull your medical information to make sure you're going to be healthy enough for that coverage. Does that make sense? So all this does is run your social through the MIB to check your prescription and medical history to see if you're healthy enough to qualify for coverage

Social Rebuttal - "I don't feel comfortable giving my social over the phone."

Oh, then there's no way that you can apply for insurance. I understand why you're uncomfortable because we just met, but that is why I have to give you my license because we are vetted by the federal government and you're able to actually check my background check. But yeah, there's no way that you can submit an application without those three things. They have to verify you, and use your social for your medical records. That is part of the risk level.

3. EFFECTIVE DATE

If you qualify, is there any reason why you would not want your policy effective immediately?

** If they can't do that immediately** - I understand, what is a good day every month for the payment to come out?

4. ROUTING & ACCOUNT INFO

What is the name of the bank that you will be using? ** Google search their bank's routing number **

Okay, looks like they do partner with that bank. When I put in that bank in it auto-populates the routing number. The routing number that comes up is #####. Is that what you have? Perfect, and the account number?

↓ BANKING REBUTTALS ↓

BANKING PUSHBACK 1:

Okay so this is the final step to submit to underwriting - All insurance companies do require a complete application for underwriting to review before we can get a final decision... Will you be using a checking or savings?

So this is the 2nd part of a 3 step verification process.

The first part of the application they verify your identity and health with your social

The second part here, they need to verify your banking to make sure

1 - that there is no fraud associated with your bank account (this is a check insurance companies do to protect them against insurance fraud)

2 - that this bank account is in your name and not somebody else's and that this matches with your social.

This is the final step needed to submit a full application to underwriting so we can get a decision from them and then that way if you are approved, they can mail your policy paperwork out to review. And again, no payments are due today - this just allows us to get that yes or no from the insurance company.

BANKING PUSHBACK 2:

Let me ask you this.. Have you ever handed a check to anyone to pay for anything before? Ok, perfect.. so your routing and account info are at the bottom of a check. That info is meant to be shared.. Nobody can misuse your account just by having that information... No large purchase or anything like that can be made.... It doesn't work like a credit card because it requires your signature and bank authorization. Does that make sense?

BANKING PUSHBACK 3:

It doesn't matter if you put coverage in place with me today or someone else down the road - Insurance companies only accept secure methods of payment like routing and account numbers. They are on checks which we've been passing around to strangers for years.. Does that make sense? Your account info cannot be misused just by someone having that information.

5. SUBMIT * Don't tell the client that they are approved even if they are *

Just to recap, we submitted your life insurance application with (COMPANY) for (FACE AMOUNT) of coverage at (PREMIUM) per month. The policy is now in underwriting. We'll get an answer back within the next day or two. If, for any reason, they try to change the rate, decline you, or adjust the coverage from what we applied for, we'll explore other options right away. If approved, your coverage will go into effect on (EFFECTIVE DATE). Any questions?

A quick favor: please save my number in your phone as (Your First Name) Insurance Agent. That'll make it super easy to find my contact.

Perfect! As soon as I hear back from (COMPANY), I'll give you a call. Have a great day!

** Put in as much coverage info into the "policy details" section of their contact info inside the CRM.*

*Now add the “underwriting” tag. This will take them out of any “unresolved” list. You will switch it to “sold” when you call them back to cement the sale tomorrow**

6. CEMENT

Hello **(NAME)**, just giving you a call back with some good news. Do you have a second? Perfect, I heard back from **(COMPANY)**. They did approve you for the coverage, so congratulations!

I am going to text and email you all your policy information and a link where you can set up your client portal so that you have access to all your policy info while you wait for the packet to come in the mail. You'll receive it in the next 7-10 business days. I will send a text to you in about 2 weeks to make sure that you received that. Do you have any questions for me?

[Client Portal Links: Click here](#)

Perfect, save my name and number in your phone. If you have any questions, don't hesitate to reach out!

** Make sure all the policy details are accurately entered in the “policy details” section and press SAVE before the next step.*

Add “SOLD” tag. This will trigger the sold automation and send them a text and email of their policy details

7. RESET: Annuity Appointment (If Applicable)

Before I let you go, you said you had (\$\$\$) in your (ACCOUNT), right?... How much of that could you afford to lose if the market were to take a turn?

Most of the families I help with mortgage protection also want help protecting their retirement. I work with a specialist who helps my clients eliminate market risk, but still participates in market gains, and in some cases get bonuses on their rollover. Do you have 15 minutes tomorrow or the next day to at least see what's possible with that account?

Awesome, I'm going to double-check that time works with our retirement expert, (SME NAME). I'll text you shortly to confirm.

Now, just so he is more prepared for the call: Do you know exactly how much you have in that account?

You aren't currently working with a financial planner or an advisor, are you?

And do you think you are going to need any of that income here in the next couple of years?

