



Mortgage Protection Presentation Blueprint

Step 1: Computer Set Up and Rapport Building

- **In Person** - Get to the kitchen table, set up your computer. Be friendly but busy. This sets the tone for the rest of the appointment.
- **Virtually** - Have your computer set up before the appointment, tabs should be open and logged in for the carriers you plan to use, and quote tools up. We recommend dual monitors to keep your scripts, presentations, etc on a separate screen with your webcam facing directly at you.
- Introduce yourself and set the tone and pace for the appointment
- Ask conversational questions

Step 2: Explain your Role and Purpose

"Your mortgage lender _____, refers out to us all the time at the Mortgage Protection Center of Haven Financial Network. What HFN does is, assigns out to an advocate or case worker to take care of your family. That's who I am. I am assigned to your family and about 15 others this week.

My job here today is to walk you through some questions regarding the mortgage and how it is set up. I will have some questions about your finances, about your health, and more specifically about what you want to do and why you filled out the letter (or submitted a request online) so I can figure out what you need.

Now we are an independent agency, which means we work with about 10-15 companies that deal with these particular products. I'm not partial to any specific one, I'm partial to you and what fits your wants, needs, and most importantly, your budget. I'm going to show you a couple of different options and you guys let me which program you want. You're going to pick out your program. We will fill out the application, and I'll turn that in as soon as possible. We should hear back from them sometimes today, up to two weeks. That can vary based on the time of year and the case load of the underwriters. Does that sound fair enough?"

Step 3: The Why

Resurrect the emotion. This is a good time to present the lead to the client, (show it on your screen or slide to them in person) and ask them, "The most important question, and what our main concern here is, what do you want this protection to do for you?" Shut up and LISTEN! This is the most important step in the script.

People buy out of emotion, this is where you bring them back to the emotion that they first had when they filled out the lead. Repeat what you heard back to them and tell them you respect their decision to protect themselves and their family.



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Step 4: Underwriting and Client Qualification Form

- Verify the information by going back over the information you gathered on the initial phone call.
- Use the Client qualification form to begin your financial and health qualification of the client
- Use the carrier underwriting guides and/or quoting tools to make sure they qualify.
 - Carrier guidelines and application questions will always be the best source. Your job here is to put the client in the right product FIRST, not get them declined and have to rewrite them multiple times.
 - Ask the questions as they are written on the application, ask more questions to clarify when needed.

"I need to go over just a few things here, your date of birth is"... **Follow the CQF**

Step 5: Presentation

"I'm going to start by showing you the comprehensive coverage. I want you to be very comfortable in telling me if any of the options do not fit you budget wise or coverage wise. This should be something that fits very comfortably for you, and if it doesn't work, again, I need you to tell me so. Is that fair enough?"

Step 6: Pricing with Emotion

- Say what it does, not what it is.
- When using the Critical Time Period concept this step is critical

"The way your mortgage protection plan works is that BOTH of you will be covered for \$400,000. Mr. Smith, if something should happen to you, your wife will immediately receive \$400,000, and that's paid 100% income tax-free.

Also, if something should happen to you, Mrs. Smith, your husband will receive \$400,000 immediately and income tax-free. Now, if both of you die at the same time, the family will receive both amounts, so \$800,000 and that's important because, with most plans, your family would just receive one amount.

- This death benefit is 100% TAX-FREE. It is also debt/creditor free too.
- Level Death Benefit. Benefit doesn't decrease with mortgage
- Permanent. Coverage cannot be canceled because your health changes
- Portable. If you move or refinance the mortgage, the coverage remains in effect
- Level Premium. Premiums DO NOT INCREASE as you get older

Now, your monthly premium is \$150 per month and that is GUARANTEED to stay level for 30 years, AND, that is for the both of you.



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(If ROP) Now, let's say it's 30 years down the line and you didn't die. If you cancel this plan at that time, you will receive all your money back or \$____ in your case. That's every penny you have paid out over the past 30 years! With most plans when you cancel, you don't receive anything back, you just stop being covered.

ANOTHER benefit is that this plan includes multiple accelerated death benefits, meaning if you are diagnosed by your physician to have a heart attack, stroke, cancer, Alzheimer's, or Dementia you can receive a portion of your death benefit while you are still living. The portion of the accelerated death benefit that you will receive is dependent on the severity of your illness. The more severe, the higher the accelerated benefit.

- So, when you die, YOUR FAMILY IS TAKEN CARE OF
- If you get sick, YOU ARE TAKEN CARE OF
- **(If ROP)** And if NONE of these things happen, you are GUARANTEED to get every penny back that you put into the program.

Option 2

The Second plan comes with all the features and benefits as the first plan, except half the cost and half the coverage. That plan is only \$_____ per month. And remember I conduct annual consultations so we can always upgrade you to more coverage next year. This way you can get used to the monthly payments. Both plans WILL protect your family in the event you die, which plan makes more sense to you?

- Don't speak until they do!
- Once the client chooses the product assume the sale!
- If they object, use the 3 P's and flex down to a lower-priced product. (Mr. Client, I understand how you feel, and usually when my clients say no it's because of three things. It's either the PRICE, they feel the PRODUCT doesn't fit their needs, or they just don't like ME. (Person) Which is it for you guys?

Step 7 Finish the Application

(Immediately after the client confirms the product choice)

What is your middle initial?..... And to confirm your address is 123 Abc St.?

If medical questions were not asked, you must do that now.

NOW in order to QUALIFY, I must ask you some medical questions. If the answer is YES, stop me, otherwise I'm going to put down the answer is No. Again, my job is to put you in the best product for you, please be 100% honest with me. The more information you give me the easier the underwriting process will go, fair enough?



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Step 8: Take Away

- Unless they are approved via instant decision, they are not approved yet...you are trying to get them approved. If they are declined for any reason, you will be back with another option.

Step 9: Close and explain what happens next

- Give the client any conditional paperwork needed if taking a paper application.
- Leave them information on what they are applying for, and your contact information such as a business card or digital business card.
- Let them know that you will be in touch with them within a week and let them know that should they see a charge for _____ company, that they have been approved and you will be contacting them soon and that their recurring payments will be on ___ day of the month moving forward.

Step 10: Uncover Advanced Market Opportunities and Referrals

- If you don't ask, you won't uncover it. The key is to ask with every client and prospect. The Client Qualification Form will help guide on what questions to ask. Always review these results with your mentor



Additional Closes

The 99% Rule

(This is for clients that can't qualify for their entire mortgage. Clients who are older, or who have medical impairments)

Now, **Client Name** I am not trying to be rude, and I definitely don't want to offend you, so if I do, I apologize but most of my clients appreciate the fact that I tell them what they need to hear, and not what they want to hear.

Client Name, 99% of the insurance companies out there would find you uninsurable. Do you know what that means? What that means is that the insurance companies don't feel that you're going to live long enough for them to make a profit off you. Your window for getting insurance before you had the ____, ____, and ____ **(list all medical impairments)**, was wide open. Now that you have these medical impairments, your window has closed. The value that I bring to the table is that being a broker, I have access to any of the active insurance companies out there. If I could find a company that would even be willing to make an offer, and you had the opportunity to grab on to some coverage to protect your family in the event you die, would you take it?

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.



Additional Closes

"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.)