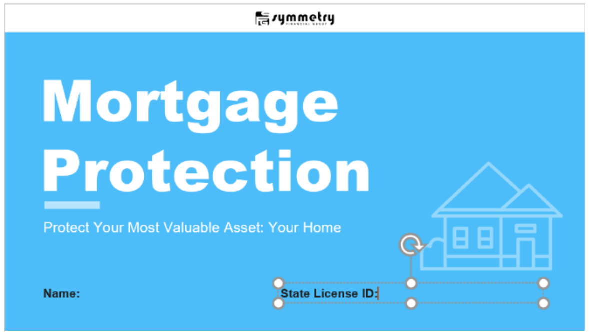
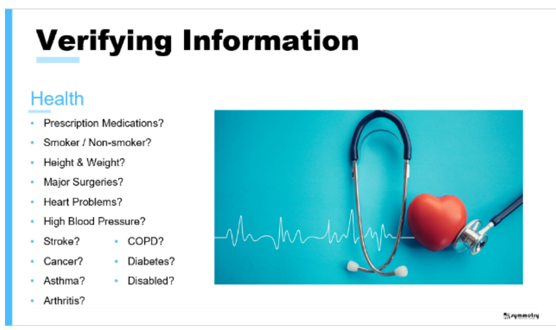
Presentation Script

Rapport – Build rapport here and just try and find a connection. You want to try and keep talking until you become conversational with them and not so serious



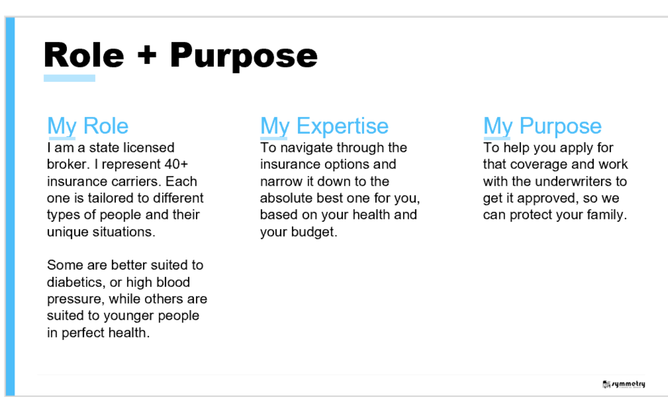
Slide 1

So like I said, my name is _________ and I am licensed in the state of _________. The company I work for is Symmetry Financial Group. We have been in business for 10 years now and one of the products that we offer is mortgage protection.



Slide 2

Now before we get started, I want to confirm some of the health information that we gathered on the phone. I don't work for the insurance companies, really I work for you and my job is to take your health and age and get you the best company and product for your specific situation. But if something shows up on your health profile that I don't know about, that can obviously change which companies we need to go with



Slide 3

So I am a state licensed broker and I represent 40+ insurance carriers. Each one is tailored to different types of people and their unique situations. Some are better suited to diabetics, while others are suited to younger people in perfect health. So what I do is navigate through the insurance options and narrow it down to the absolute best one for you, based on your health and budget. So my goal here today is to help you apply for that coverage and work with the underwriters to get it approved, so we can protect your family.

Slide 4

And we do that by partnering with some of the top insurance carriers. You may have heard of some of these like Mutual of Omaha, AIG, or John Hancock. We also work with a lot of companies that only do life insurance and mortgage protection that you may not have heard of like American Amicable or United Home Life. Each of these carriers has specific qualities they look for in who they approve and that's why we do that work for you so we can take you to the right company.

Slide 5

So why do we need mortgage protection? Well every 17 minutes someone buys mortgage protection but doesn't live long enough to pay the second premium. Which means they got it just in time. But even with that, 98% of all Americans do not have a plan in place to pay off the mortgage should their income-earning spouse experience an untimely death. So with mortgage protection, you don't have to leave your home to chance, you get to leave it to your family.

Slide 6

Now not everybody needs mortgage protection, and that’s what I’m here today to figure out, is this a necessity or a luxury? And if it is a necessity, we're going to figure out how much coverage do you ACTUALLY need. Because most agents are going to come over and try and sell you the most coverage that you qualify for, and they are going to do that not because it benefits you more, but because the more I sell you the more money I make. But I don’t do business that way. My goal is to show you the minimum amount of coverage that will accomplish your goals and protect your family. If you want more than that, of course I’ll show you those options but my goal is to show you the minimum. So with that in mind, do you currently have any life insurance in place? How much coverage do you have? Is it term or whole life? When does it end? And is it work insurance or a personal policy?

If Work Insurance only:

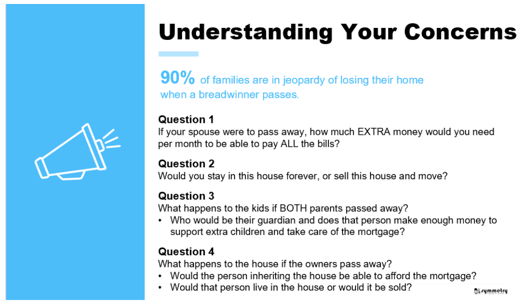
Work insurance is great because its typically really cheap and easy to qualify for, but its not permanent. So if you quit, retire, or get fired, that coverage is gone and if you try and replace it at that point, you may not qualify anymore due to age or health issues.

If Work Insurance or Personal(If only work insurance, still say this):

And what life insurance was originally designed to do is be a protection money, so that if your spouse passed away, and let's say your car broke down and needed $1000 to fix it, and you didn’t have that, that becomes a major emergency. But if you have that protection money then it's an easy fix. But if your spouse must use that protection money to pay for the mortgage, then they don’t have any protection money left. So right now, you have enough coverage to either protect your mortgage, or protect your spouse, but not both. That’s what we're going to take care of today, is get something in place to make sure the mortgage is taken care of, so that your life insurance can do what it was designed to which is protect your family.

Do you currently have any 401k, IRA, savings accounts, or any other money that would be transferred if you passed away?

So I don’t like using these types of accounts for planning when someone passes because they are not permanent. If the stock market has crashed at the same time you pass, you may not have as much money as you originally thought in your 401k or IRA and may not be able to take care of your family. With a savings account, that can be used in case of an emergency like an accident or health issue, but then it is used and wont be there if you pass. So if things go well then your family will just have more money if those accounts are good, but we want to make sure your family is protected in the worst case scenario.



Slide 7

Question 1: If your spouse were to pass away, how much EXTRA money would you need per month to be able to pay ALL the bills? (Ask both the husband and wife and respond separately)

If Answer is GREATER THAN the mortgage:

So even if we were able to pay off the entire home, you would still be negative on your budget every month. So what this protection is going to do is make sure you have time to figure out the finances and get your family in a good position. This will give you time to either raise your income, lower your expenses, refinance the home and get a smaller monthly payment, or put the house on the market and sell it for what its really worth and use the equity plus the extra insurance to move forward.

If Answer is GREATER than Zero but Less than the Mortgage

So even if we paid off the mortgage, money would be tight so what this protection is going to do is make sure you have time to figure out the finances and get your family in a good position. This will give you time to either raise your income, lower your expenses, refinance the home and get a smaller monthly payment, or put the house on the market and sell it for what its really worth and use the equity plus the extra insurance to move forward.

If Answer is ZERO

Some other things to consider is do you have $10-15k set aside for funeral expenses? Would you need to take time off of work and can you afford to? Who's going to take care of the kids? Daycare is pretty expensive so do you have the money to handle those extra things? You may not need as much coverage but having some cushion can really help during those times because the last thing you want to worry about is money while you're mourning a loved one.

Question 2: Would you stay in this house forever, or sell this house and move?

If Answer is Sell

So if you are going to sell the house anyways, why would you pay it off first? Wouldn't it make more sense to keep the money in your bank and use it to supplement your income and pay the mortgage long enough for you to put the house on the market and sell it for what it is really worth and not have to take the first offer? Then you can take the equity from the home plus your extra insurance and use that to buy a new home or use however is needed at that time.

If Answer is Stay

So this coverage is going to give you a few different options. First, you could take some of the coverage and put it into the mortgage and then refinance and get a smaller monthly payment. You could also just keep the money in your bank and use it as a supplement when you need it. It will also protect you in case you cant afford to stay in this home, you can use it to pay the payments long enough for you to put the house on the market and sell it. That way you can wait for the right offer, not just the first one.

Question 3: What happens to the kids if BOTH parents passed away? Who would take care of them? Does that person make enough money to take care of them?

Yes or no respond with below

Wouldn't it be nice to have a policy in place that regardless of that persons finances that they have enough money to not only take care of your kids but also take care of the mortgage?

Question 4: What happens to the house if the owners pass away?

Regardless of answer

Wouldn't it be nice to have a policy in place that regardless of that person's finances that they have enough money to take care of the mortgage so that way you don't lose all of that equity you worked so hard to build?

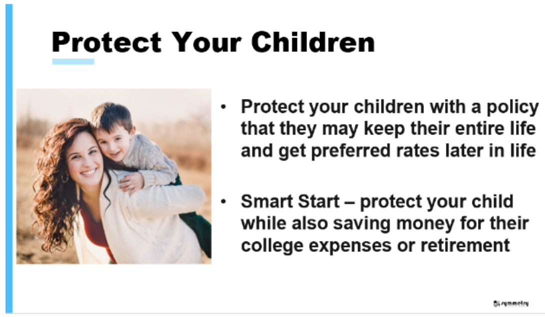
Would that person live in the house or sell it?

If Sell

If they are going to sell it, then they don't need to pay it off first. Doesn't it make more sense to give them enough money to make payments on the mortgage until they sell it, and then they can get the equity you've built and use that as their main benefit?

If they would live in it

Then what this coverage can do is give them long enough to figure out their finances and determine if they can afford to live there or if they need to sell the house.

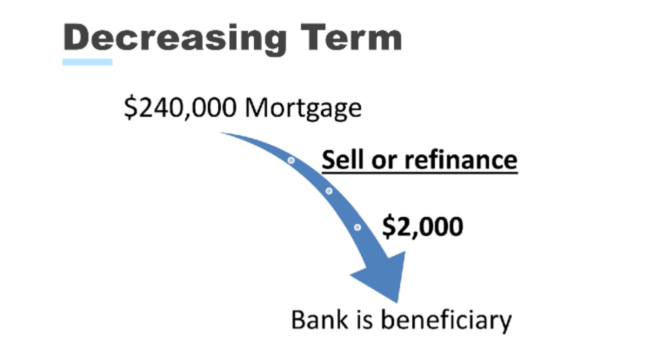


Slide 8

Now we also offer policies that protect your children or grandchildren. These policies protect your children with a policy that they may keep their entire life and get preferred rates later in life. We also offer the smart start policy that protects your child while also saving money for college expenses or retirement. If you're interested in either of these just let me know and I'll get you some additional information.

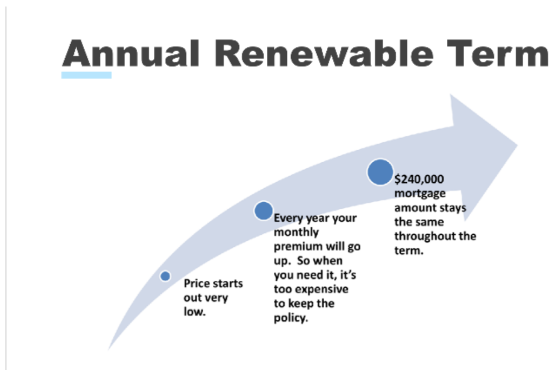
Slide 9

We also offer something that can help protect your retirement. So if you have any 401k's that aren't being matched or any IRAs we can do a rollover into one of these policies that offer a minimum interest guarantee, a guaranteed lifetime income, and also the ability to earn stock market like returns with zero risk. Again, if you're interested in learning more just let me know.



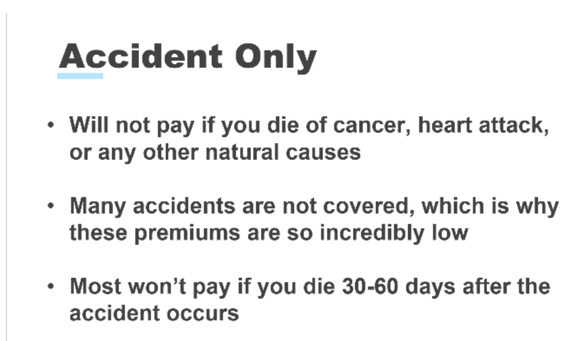
Slide 10

Now this next part is to inform you of the different types of insurance that exist so that you know which ones are in your benefit and which ones are not. This first one is called decreasing term. The problem with this one is that as you pay down your mortgage your coverage amount goes down with it, but your price doesn't go down. So your getting less and less coverage but your price is staying the same which just doesn't make sense. Also, the mortgage company is the beneficiary and the owner of the policy which means they can cancel it or change it at anytime, and if you ever refinance or move that coverage is gone and then you would have to reapply based on your new age and health.



Slide 11

Next is the Annual Renewable Term. The price of this coverage starts out really low and that's where they get you, but every year it goes up in price and at some point, becomes too expensive to afford and people end up canceling it. Then you lose out on all the money you have put into it and you're not covered during the last half of the mortgage, which is the most dangerous time. So how do you create a budget, if you don't know how much it's going to cost.



Slide 12

Accident only coverage is a great coverage to have as long as you know what its for. This coverage will not pay if you die of cancer, heart attack, or any other natural causes and many accidents aren't covered. This is why these policies are so low in price and easy to get approved for. But they are still good supplemental policies to add some additional protection for accidents.

Full Medical

- Nurse comes to your home
- Sticks you with a needle
- Draws blood and urine
- Measures height, weight, and blood pressure
- Orders medical records
- 40-50% are rated or declined
- Risk is transferred from the life insurance company to you

Slide 13

The last type is a full medical. This is where a nurse comes to your home, sticks you with a bunch of needles, draws your blood, urine, measures your height, weight, and blood pressure, and orders all of your medical records. 40-50% of people that apply for this coverage are either rated or declined so all of the risk is transferred to you, not the life insurance company. What they don't tell you is that if you get rated or declined, that goes on your MIB record and no insurance company will approve you after that so its very risky.

Symmetry Financial Group

symmetry FINANCIAL GROUP

- No medical exam
- No blood work
- No medical records
- No height and weight measurements
- The insurance carrier takes most of the risk

Slide 14

Now with Symmetry, our policies don't require a medical exam, no blood work, no medical records, no height and weight measurements. The insurance carrier takes all of the risk. And that's important because…

The Value of Mortgage Protection

- In one territory we had 5 men who did not know they had prostate cancer the day they applied for coverage – 2 have died
- Because the insurance carrier took most of the risk, THE MORTGAGE WAS PAID
- Return of Premium – if the insured is kind enough to not die, they get all of their money back
- Zero Cost Mortgage Protection
- Safety Net is included – Accelerated Death Benefit Rider – No Additional Cost

Slide 15

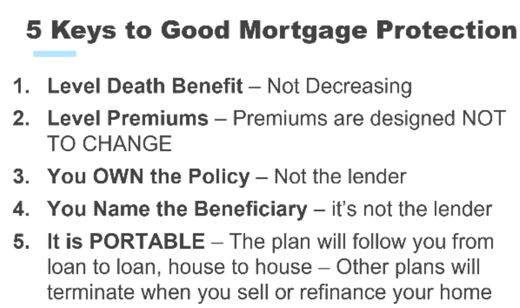
In one territory we had 5 men who didn't know they had prostate cancer when they applied for our coverage, and unfortunately 2 of them have since passed. But because the insurance carrier took all of the risk, their mortgage was paid and their family was protected. Had they tried a full medical policy the cancer would have shown up in their blood work and they would have been declined and their family would have been unprotected.

(If showing ROP say these next two bullet points, if not then skip them)

Now one of the options I'm going to show you is called return of premium. Which basically is if you're kind enough to not pass away during the term, you get all of your money back. So basically it becomes a zero cost mortgage protection.

(Continue here if not showing ROP)

Now all of our policies come with a safety net, which is if you were diagnosed with something terminal and have less than a year to live, you can go ahead and get most of the life insurance money so you can use it to prepare your family and take care of your health.



Slide 16

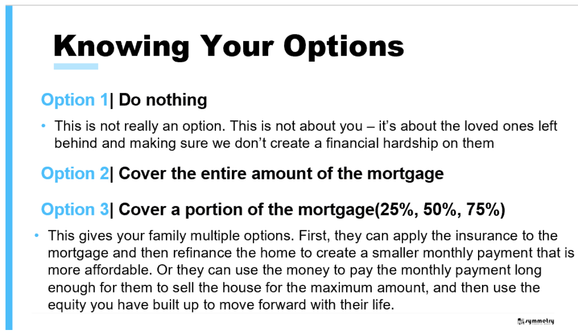
Now there are 5 keys to good mortgage protection.

1. First, you want to have a level death benefit. Your risk of dying is increasing over time so why would we want your coverage to decrease.

2. Second, we want level premiums. I want you to be able to afford this today and 20 years from today. If you have to cancel this policy due to budget somewhere down the road, it defeats the whole purpose of getting this coverage in the first place.

3. Third and fourth is you should own the policy and be able to name the beneficiary, that way its your family who benefits from this coverage not the bank.

4. And last, it's portable. This plan will follow you from loan to loan and house to house. Other policies will terminate when you sell or refinance your home.



Slide 17

Now we have 3 options when looking at the amount of coverage to get. Option 1 is to get nothing. That's not really an option in your situation and heres why***……(Go over all of the things you talked about earlier on why they need the coverage. Ex. You don't have any life insurance in place, you have enough to cover the house or your family but not both, spouses income isn't enough to cover the bills…etc. Go over as many as you can remember.)***

Option 2 is to cover the entire amount of the mortgage.

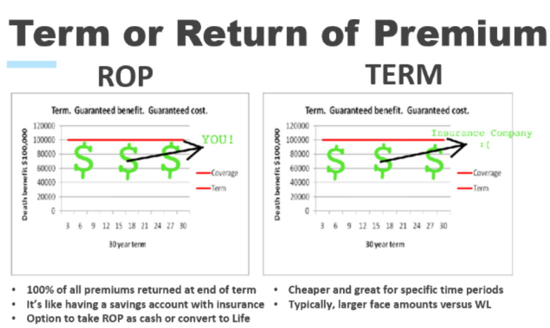
If they qualify and price is reasonable:

Now you do qualify for this amount of coverage and it is a reasonable option. But it's also the most expensive. So I told you earlier I was going to recommend the minimum amount of coverage that would protect your family which is why I'm not going to recommend this option, but it is an option for you.

If they don't qualify or price is unreasonable:

Now due to your age or health, you don't qualify for this amount of coverage but even if you did, it's not what I would recommend for you anyways.

Option 3 is to cover a portion of the mortgage, 25,50, or 75%. This option gives your family multiple options, first they can apply the insurance to the mortgage and then refinance to create a smaller monthly payment that they can afford. Or they can use the money to pay the monthly payment long enough for them to sell the house for the maximum amount, and then use the equity you have built up to move forward with their life.



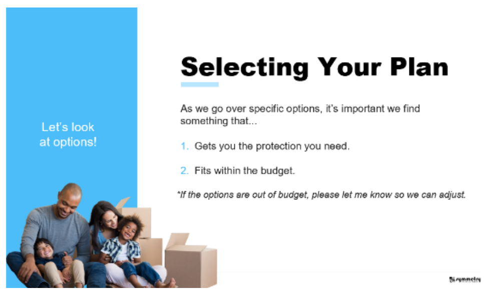
Slide 18

(If you are not showing ROP then skip over this slide and then explain which product you are showing them here)

Now the 2 options that I have prepared for you are a term and return of premium. The way these work is you have a start and an end, if you pass away during that time it pays out whichever amount you chose. But if you outlive the policy, you don't get any money back it just ends. With return of premium, it works the same way except that if you outlive the policy you get your money back. So with term, its cheaper and you get more coverage but no money back. With return of premium, you get your money back but its more expensive and generally you get less coverage. Which one of these options do you feel like hit your goals the best?**(only pull out the quotes of whichever option they pick.)**

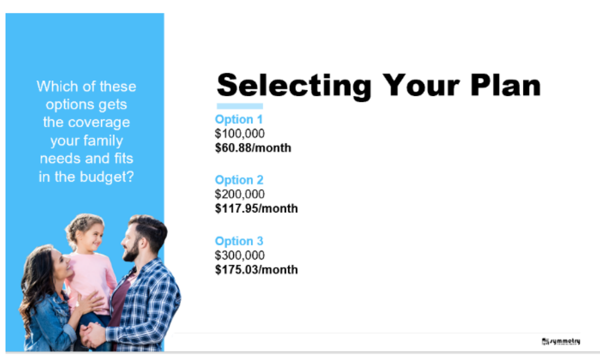
If they say I'd like to see both

I can definitely show you both, but I'd like to start with the one you are most interested in and then we can go from there. So which one of those options speaks to you the most?



Slide 19

Now as we go over your specific options, it's important that we find something that gets you the protection you need but that also fits within your budget. Sometimes when I show the quotes, my clients might say they need to think about it, and usually what that means is that it either isn't what they wanted or it didn't fit the budget. If its either of those things just let me know so that I can show you some other options that might fit what you're looking for.



Slide 20

So the options that I prepared for you are $__________ in coverage for $______/month, $_______ in coverage for $_____/month, and $______ in coverage for $____/month. In my opinion I would choose either option 1 or option 2 and here's why:

(Go back over each of the reasons why they need this coverage. Talk about how it protects their equity, their spouse, their kids, their parents…etc.)

So that's what I would recommend but which one of these options do you feel the most comfortable with?

If they choose an option:

Great, your first payment typically comes out in a day or 2, after that it comes out on whatever day you want it to. Do you have a particular day you like your bills to come out on? ***(Start filling out the application)***

If they say they need to think about it:

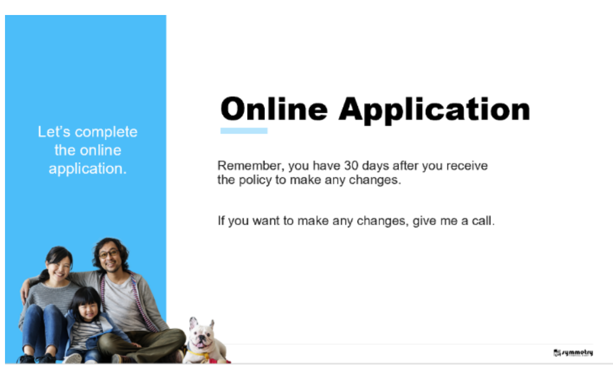
We can definitely do that. Now this isn't me trying to close you or sell you but based on my experience, we have had people who have asked for a couple of days to think and when we did reach out to them, we found out that something had happened and one of them had passed away. You can imagine how difficult that is for us as we were this close to protecting that family. Now by filling out an application, you're not obligating yourself to anything. You actually have 30 days from the day you receive your policy to make any changes so if you want to raise your coverage, lower it, or even cancel it, you just give me a call and I will take care of it for you. But, while you're thinking about it you will actually have whats called temporary insurance. Which means that from the time you sign the application to the time it gets approved, you are protected as long as your application does get approved. So if you were to pass away tonight after signing it, and it took a week to get approved, your spouse would receive that payment as soon as it got approved. So what I typically recommend is we pick an option that you are the most financially comfortable with, and then if you need to raise or lower it you just call me and I will take care of that for you. So which of these options do you feel the most financially comfortable with?

If they choose an option:

Great, your first payment typically comes out in a day or 2, after that it comes out on whatever day you want it to. Do you have a particular day you like your bills to come out on? ***(Start filling out the application)***

If they still need to think about it:

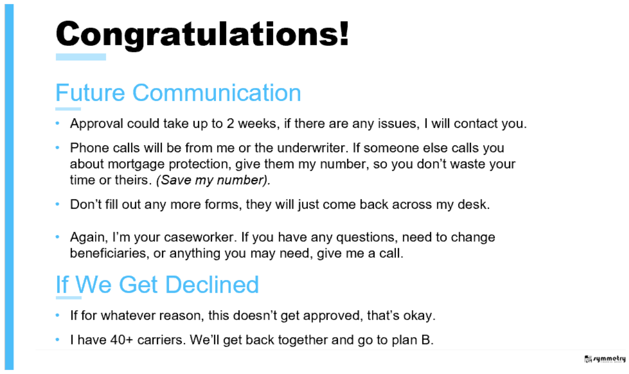
No problem, how many days do you think you need to think it over? Great I will reach out to you then.



Slide 21

(After the application is complete go over these next 2 slides)

Now remember if you need to raise the coverage amount or lower the coverage amount just give me a call and I will take care of that for you.



Slide 22

Alright so approval of this policy could take up to 2 weeks, and if there are any issues I will make sure to contact you. Any phone calls about this policy will either be from me or an underwriter, so if anyone else calls you about mortgage protection, just let them know you already took care of it and give them my number if needed, that way you don't waste your time or theres. Also, don't fill out any more forms and they will just come back across my desk. And remember that I am your caseworker, so if you ever have any questions or need to change beneficiaries or anything just let me know. Also, another service I provide my clients is to make sure your family has my information so that if anything does happen to you, they can call me. I will help them submit the death claim and make sure they are taken care of during that time. That way they aren't alone in trying to figure everything out.

Now in the event you do get declined, that's ok. These are just the initial options, we work with 40+ carriers so well get back together and go to plan B. It was great talking with you and we will talk soon!