

INTRO / FORESHADOW (SMALL TALK, NOT LOAN RELATED)

Great news, (Client Name) - You will love what we have here.

Do you have a pen and paper handy so you can take notes?

1. First, we'll recap your situation and review how the Reverse Mortgage can benefit you.
2. After that, I'll answer any questions you have, give you your loan #, and customize the welcome package so we can send that out to you.
3. (Client name) From there, we'll talk about getting you scheduled for your reverse mortgage education and the rest of the process.

RECAP GOALS

I'm thrilled that you called in. You mentioned:

Goals (tie in emotion)

1. _____
2. _____
3. _____

I'm excited and can't wait to help you out. So, let's make sure I am using the most updated information.

- You are _____, (age) correct?
- And you owe \$ _____, on your mortgage, right?
- With a payment of \$ _____, correct?

OR

- And you do not owe anything on the home, correct?

When we spoke, you thought your home was valued somewhere around \$ _____ and \$ _____, right?

Since we last spoke, I spent quite a bit of time researching recent sales in your area, and my best estimation of what your home *might* be worth is somewhere between \$ _____ and \$ _____.

Present Loan Option 1, 2, or 3

AMOUNT NEEDED TO SATISFY THE CURRENT MORTGAGE

If your home appraises for \$ _____, the great news (client name), we will be able to pay off your current mortgage so that you are free of having to make that monthly mortgage payment. Remember that you are still responsible for taxes, insurance, and home maintenance, just as you do now. If the home appraises for more, you will be delighted to know that you can access additional cash.

[\(Go to Benefits Current Mortgage\)](#)

PROCEEDS AVAILABLE

If it appraises for _____, we will be able to get rid of your current mortgage (if applicable), and you will have approximately _____ available to you. So, let's write this down. Right away, you will have access to _____, and after 12 months (unless FIXED), you'll have an additional _____ available to you. That extra unused money will be public in a line of credit.

And the great thing is that your unused portion is guaranteed to grow at the same rate as your loan. So, what that means to you, (client name), is if you need the money in a year, you have access to it.

If you don't need it, in 5 years, you will have approximately \$ _____ available.

And ten years from now, you could have access to \$ _____.

[\(Go to Benefits\)](#)

LESA (IF APPLICABLE)

Based on your information, a Life Expectancy Set Aside may be applied to your loan. We are going to set aside a portion of your proceeds to pay your taxes and insurance for approximately _____ years.

It's going to feel great not having to worry about paying the taxes and HOI for the next _____ years.

FUNDS TO CLOSE We can help you and improve your situation. I am confident we can get you to a position where you don't have to make any more mortgage payments by bringing some money to the closing table. Grab a pen and paper, and let's walk through this together.

BENEFITS - CURRENT MORTGAGE

By eliminating your mortgage payment of _____ per month, you will see a cash flow increase of _____ per year. In 5 years, you could have _____ set aside and in 10 years, you could have \$ _____ set aside.

So, you can see this program can make an immediate impact and make a difference and a positive change for your future. This will allow you to (tie emotional goals & paint the picture): Goals 1,
Goals 2, Goals 3.

BENEFITS-FREE & CLEAR

By owning your home free and clear, you can achieve maximum flexibility with our line of credit. More and more people are taking advantage of the line of credit to extend the life of their retirement savings and provide a safety net for future expenses, such as medical or home expenses. Imagine having guaranteed access to your home's equity should you need it. It's better to have and not need it than to need it & not have it.

You know (Client Name), there is much value in having **guaranteed** access to money. **Imagine** not having to worry about how the real-estate or financial markets are doing and having \$ _____ in your pocket _____ years from now.

This will allow you to: (Emotional Goals/Paint the Picture):

CLOSE-PIVOT TO WELCOME PACKAGE- *ARP WELCOME PACKAGE OR COUNSELING OBJECTIONS*

This will work well for you. Let's go ahead and get started on your welcome package. Let me confirm your email address.

Email Address: _____

I will email you a link so you can access your welcome package online. What we'll do is e-Sign the welcome packet and application.

You can review and sign the documents right there on your computer.

This is super easy and will streamline the process so we can help you accomplish Goal 1, Goal 2, & Goal 3.

*(If they don't have an email address); Would you prefer I fax it or mail it to you through UPS?

Remember, the appraised value of the home determines the actual amount you qualify for—right now, we are simply using estimates.

What would you feel comfortable using as an estimated value, _____ or _____?

Great, now that the time comes for the appraisal, this will be one of the only out-of-pocket expenses, along with the counseling fee.

First, let's ensure we get the welcome package out to you. The following few questions I have about your homeowner's insurance. What company holds your homeowner's insurance? And do you have a particular agent you go through?

COUNSELING NUMBERS - *PROVIDE COUNSELING NUMBERS.*

The next step is getting your reverse mortgage counseling scheduled. This is an educational session done over the phone and takes around an hour. The cost is roughly \$150. *MA requires face-to-face.

Once the counseling session is complete, along with the signed application and supporting docs, we'll have the green light to order the appraisal.

Here's what we're going to do; let me go ahead and start working on this paperwork; in the interim, here are some counseling telephone numbers you can call right now.

Please give them a call and schedule the earliest date and time.

If you get an appointment with the first one, you don't have to worry about calling the other numbers.

We will re-group in the next 30 minutes; at that point, I'll have everything almost ready to go with the welcome package. And at the same time, you will let me know the day and time of your counseling session. Sound good so far? Great.

OUTRO - *MENTION REFERRALS*

I've really enjoyed talking with you today and am excited about possibly helping you (Client Name) and (Spouse's Name). As I mentioned earlier, much of my business is through referrals. It'd be my pleasure to educate your friends or family members. With that being said, who do you know that I may be able to help?

***Re-engage the client, build additional rapport, and let them know you are not all business all the time—You truly care**

***Something they have mentioned during your time speaking to them: Weather, sports, pets, family, hobbies, plans for vacations, plans for the day/week/month, etc.**

As I said, I'll call you back in "30" minutes to get the counseling date/ time.

POST CLOSE: CALL BACK TO GET COUNSELING SESSION DAY/TIME

Schedule a follow-up to review documents if you are not doing an e-sign today.

Hi, it's _____ . So, what date and time were you able to get your counseling set for?

If yes: Great, thank you for scheduling that. (Takedown date/ time):

SCHEDULE F/U FOR APPLICATION REVIEW

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