Presentation Script

After rapport building and once you have sat down at the kitchen table.

The first thing I like to start with is just confirming some of the health information that I went over with you on the phone. With these policies they don't do any blood work or health tests but they do check the M.I.B. which is the Medical Information Bureau. This is basically just a snapshot of your health. As long as that matches what we put on the application then we're good to go.

Go back over health information and dig in for any extra info they may have not told you on the phone.

Slide One

So the name of our company is Symmetry Financial Group. We are a broker and we partnered with 30-40 different insurance companies. NEXT SLIDE

Slide Two

Some of the companies we work with are Mutual of Omaha, founded in 1909 and has over 14.9 billion dollars in assets. Voya, which used to be ING - has over 511 Billion Dollars in assets and over 13 million customers. American Amicable has been in business for over 100 years has 6.7 billion dollars in life insurance coverage today. United Home Life has maintained an A-(excellent) rating from A.M. Best since 1948.

We work with over 20 other companies. The way that benefits you is most people only look at maybe one or two different companies and just assume those are the best rates. But each company has their own characteristics that they look for. So someone who is young and healthy may be better at American Amicable while someone who has some health issues or is older in age might be better at United Home Life. My job is to look at your health, age, and your ultimate goal with this coverage, and find the right company, product, and price that accomplishes your goal. NEXT SLIDE

Slide 3

WHY DO YOU NEED MORTGAGE PROTECTION?

- Every 17 minutes someone buys mortgage protection and will not live to pay the 2nd premium
- 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.
- With Mortgage Protection, you do not leave your home to chance.....you leave it to your family.

Now why is mortgage protection so important? Now I know this is a crazy statistic but every 17 minutes someone buys mortgage protection and doesn't live long enough to pay the 2nd premium, meaning they got it just in time. But even with that, 98% of all Americans don't have any coverage or enough coverage to protect their mortgage should the income earning spouse pass away. And that is what mortgage protection is designed to do, either pay off the mortgage or pay enough to give the spouse or family enough time to figure out the finances and determine what the best course of action is based on the situation they are in at that time. NEXT SLIDE.

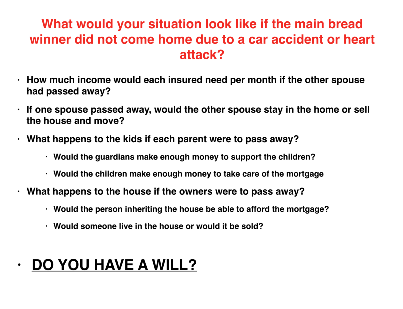
Slide 4

Some families do not need this type of coverage. We are here today to determine YOUR needs. Then we will see if you qualify physically and financially.

- If for some reason we are unable to help you today - do you have a Plan B?
- Do you have any other assets in place to help protect the mortgage?
- Stocks? Bonds? Mutual Funds? Life Insurance? 401k? 403B? Retirement Savings or Pension Plan?

Now not everyone needs mortgage protection. That is my first goal today to determine if this is a necessity or a luxury, how much coverage is actually needed, and what type of coverage makes the most sense. So my first question is do you currently have anything in place that could protect the mortgage? Do you currently have any life insurance coverage in place? How much? What type? Any 401k, IRA, savings accounts..etc? NEXT SLIDE

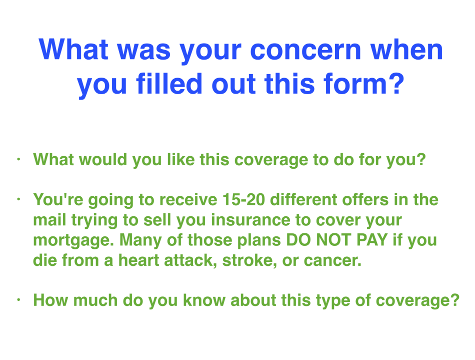
Slide 5



This section may change based on if you are talking to husband and wife, single father, single mother...etc. Ask the appropriate questions for the situation.

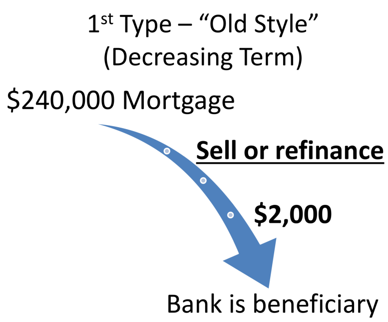
I have a few more questions for ya. If one of you were to pass away, how much income would the surviving spouse need to continue paying the bills as needed? Would y'all stay in this house if your spouse passed away or end up selling it and moving somewhere else? If y'all both passed away, what happens to the kids? Who do they go to? Does that person make enough money to take care of them? If both of y'all passed away what happens to the house? Who does it go to, do they make enough to take care of the mortgage, would someone live in it or would it be sold? NEXT SLIDE

Slide 6



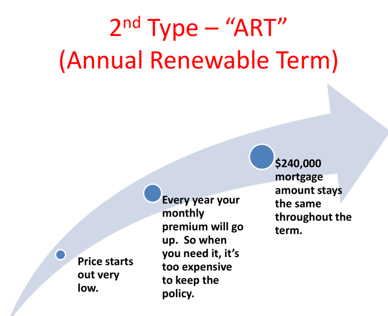
Now when you received this form, what was going through your head that made you decide to fill it out and send it back to us? What would you like this coverage to do for you? Ok, great. Now you are going to receive a lot of other letters if you haven't already, offering to sell you more insurance, but many of these plans DON'T pay if you die from heart attack, stroke, or cancer and some just don't make any sense. Now how much do you know about this type of coverage? Ok I am going to go over some of the different policies out there that exist so that you know which policies to stay away from and which ones are good. NEXT SLIDE

Slide 7



The first kind you may see is decreasing term. This is the old school way to do mortgage protection. The only companies who typically still offer this are the mortgage companies because they want to protect their loan, not necessarily your family. The problem is that your mortgage and your coverage is always the same. So as your mortgage decreases so does your coverage, but your premiums don't decrease. So you are paying the same amount of money for less and less coverage over time which doesn't make any sense. The second problem is that the bank is the beneficiary. So if you pass away, your family doesn't get anything, the bank does. It takes all the control and all of the options away from your family and forces them in one direction. That is why I never recommend that type of coverage. NEXT SLIDE

Slide 8



The next kind is Annual Renewable Term. The prices on this policy start really low, and that is what draws most people in. But they go up in price every year so at some point it gets too expensive to afford and most people cancel the policy. Meaning all of the money they spent is gone and they are not covered during the last half of the mortgage, which is the most dangerous time. How do you create a budget if you don't know how much it is going to cost. NEXT SLIDE

Slide 9

3rd Type - "Accident Only"

- Will not pay if you die of cancer, heart attack, or any other other natural causes
- Many accidents are not covered, which is why these premiums are so incredibly low.
- Most won't pay if you die 30-60 days after the accident occurs.

The next kind is accident only. This isn't a bad type of coverage but it is used for a specific purpose. It only pays out if you die in some type of accident. So I don't ever recommend this as someone's only form of coverage but as a supplement or for someone with a dangerous job or someone who drives or travels a lot. NEXT SLIDE

Slide 10

4th Type - Medical Exam

- 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

The next type of coverage is Full Med. This is where a nurse comes out and sticks you with a bunch of needles, checks your blood, urine, height weight, blood pressure, orders all your medical records. The main problems with this type of coverage is first, they always quote you PREMIER rates which are almost impossible to qualify for. So after 3 months of testing they come back to you and say we got you approved but your rate is now double or triple in price. And the second issue I have is that if you are declined with this coverage, it goes on your MIB record and you are now blacklisted from most insurance companies across the country. I only recommend this type of coverage for people who need millions of dollars worth of coverage.

Slide 11

Mortgage Protection

- **No Medical Exam**
- **No Blood Work**
- **No Medical Records**
- **No Height and Weight Measurements**
- **The Insurance Carrier Takes Most of the Risk**

Now with our type of coverage, there is no medical exam, no blood work, no medical records, and no height and weight measurements. The insurance carrier is going to take all the risks. And that is important because...NEXT SLIDE

Slide 12

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**

In one territory we had 5 men who didn't know they had prostate cancer when they applied with our coverage. Since then 2 of them have passed away. Now because the insurance carrier took all the risk, the mortgage for their families was paid and they were protected. Had those men got a full med product, they would have been declined and their families would not have been protected.

Only talk about the next two bullet points if the client qualifies for ROP. If they don't just skip it and go to last bullet point.

Now one of the products were going to go over is called Return of Premium. Basically, if you are kind enough to not pass away, then you get all of your money back at the end of the term making it a zero cost mortgage protection. It is like a savings account but with mortgage protection benefit included.

And the last thing I'll go over on this slide is the safety net. If you are diagnosed with a terminal illness and you have less than a year to live, you can pull the full amount of the insurance policy out early while you are still living, and use it to take care of your family, your health, or go on vacation(laugh). We had a lady who was diagnosed with an aggressive form of cancer. She needed an experimental drug but her HMO didn't cover experimental drugs. And she needed $100k to pay for it. Luckily she had the safety net, and she used $100k of her policy to pay for the drug and the other $100k to live on. And it cured her cancer and she lived. We had another guy that took his wife on an around the world vacation. Hopefully you don't need this but if you did, you can see how it could be a life changer for you and your family. NEXT SLIDE

Slide 13

5 Keys to Good Mortgage Protection

1. **Level Death Benefit -** Not Decreasing
2. **Level Premiums -** Premiums are designed NOT TO CHANGE.
3. **You OWN the Policy -** Not the lender.
4. **You Name the Beneficiary -** it's not the lender.
5. **It is PORTABLE -** The plan will follow you from loan to loan, house to house - Other plans will terminate when you sell or refinance your home**.**

Now there's 5 things you want to look for in good mortgage protection. #1 is a level death benefit. Your risk of dying increases over time, why would you want your coverage to decrease? #2 is level premiums. How can you create a budget if the cost increases over time? #3 and 4 is you own the policy and can name the beneficiary. That way your family benefits from this policy, not the bank. And the last one is that it is portable. So if you ever decide to move, or refinance, your policy will stay in place. You don't have to cancel and re-apply based on your new age and health like other mortgage protection policies. NEXT SLIDE

Slide 14

4 Options For Good Mortgage Protection

- Option 1 - **Do Nothing** - This is really not an option. This is not about you - it's about the loved ones left behind and making sure we don't create a financial hardship on them.
- Option 2 - **Cover the entire amount of the mortgage**
- Option 3 - **Cover a portion of the mortgage**(25%/50%/75%) so the loan can be reamortized reducing the payment so the survivor can afford to make the reduced payment.
- Option 4 - **Critical Period Coverage** - Provides the family with 1-5 years of payments so the home does not have to be sold in a fire sale situation. If the breadwinner dies, the bank ONLY wants the next month's payment - NOT the full amount of the loan.

This section will change a little bit based on what type of coverage you are showing. For a young customer who covering the entire amount of the mortgage is possible, you may want to be positive about that option. For an older or unhealthy customer, you may want to explain why that's not a good option. Be more positive about the options that make the most sense for each customer. Read each option and explain why or why not that option makes sense for them. For

Critical Period Coverage, this is the most important slide to help them understand why getting less coverage is ok. Look below and choose the right option for each customer.

Young and Healthy
Option 1 is no coverage. I wouldn't recommend this option because...give specific examples as to why this isn't a good option for them. Examples: No coverage at all, not enough coverage..etc.

Option 2 is to cover the entire amount of the mortgage. Because of your age and health this is an option for you.

Option 3 is to cover a portion of the mortgage. 25, 50 or 75%. This gives your family a couple option. First option is to take the money and put it into the mortgage and refinance it to get a more affordable payment. Second option is to keep the money in the bank and just keep paying the mortgage and the bills for as long as you need to figure out what the best direction would be.

Option 4 is just enough coverage to give your spouse a year or 2 to figure things out and make sure they are not at the funeral wondering how they are going to pay for the mortgage.

Middle Aged and Healthy
Option 1 is no coverage. I wouldn't recommend this option because...give specific examples as to why this isn't a good option for them. Examples: No coverage at all, not enough coverage..etc.

Option 2 is to cover the entire amount of the mortgage. This may be an option for you but obviously it will come down to budget. This isn't always the most efficient way to make sure the mortgage is protected. Which is why Option 3 is the most popular.

Option 3 is to cover a portion of the mortgage. 25, 50 or 75%. This gives your family a couple option. First option is to take the money and put it into the mortgage and refinance it to get a more affordable payment. Second option is to keep the money in the bank and just keep paying the mortgage and the bills for as long as you need to figure out what the best direction would be.

Option 4 is just enough coverage to give your spouse a year or 2 to figure things out and make sure they are not at the funeral wondering how they are going to pay for the mortgage.

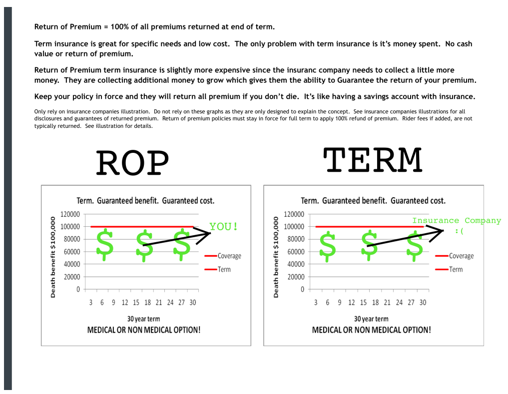
Older or Unhealthy
Option 1 is no coverage. I wouldn't recommend this option because...*give specific examples as to why this isn't a good option for them. Examples: No coverage at all, not enough coverage..etc.*

Option 2 is to cover the entire amount of the mortgage. This really isn't an option in your situation just because of age or health and to be honest, I don't usually recommend this to most of my customers anyway. Option 3 is typically the most popular.

Option 3 is to cover a portion of the mortgage. 25, 50 or 75%. This gives your family a couple option. First option is to take the money and put it into the mortgage and refinance it to get a more affordable payment. Second option is to keep the money in the bank and just keep paying the mortgage and the bills for as long as you need to figure out what the best direction would be.

Option 4 is just enough coverage to give your spouse a year or 2 to figure things out and make sure they are not at the funeral wondering how they are going to pay for the mortgage.

Slide 15



You will only go over this slide if you are going to show the ROP and TERM options. Otherwise just explain how Whole Life works.

There are two products I am going to show you Term and ROP. Term has a start and an end, in this example its 30 years. You make your monthly payments during this time, if you pass away it pays out the coverage option you choose. But if you don't pass away, then at the end of the term, the insurance company keeps all the money. ROP works the same way, except if you are still alive at the end of the term, you get all of your money back dollar for dollar. ROP is the better option, term is the cheaper option. We're going to start with ROP but if we don't find something that fits your budget and what you are trying to accomplish then we can definitely switch to term.

Show Quote Sheets and explain. Watch Presentation video to learn how to show prices and close the sale.