Hi <prospect’s name>,

Hope you’re doing well since we last connected. I wanted to share some information with you about a product that is becoming increasingly popular with Canadians aged 55 and older.  A CHIP reverse mortgage provided by HomEquity Bank is a product with strong benefits no other product on the market provides. You may have questions about reverse mortgages, so below I have answered some common questions to get you started.

**How much can you get?**

You can receive up to 55%\* of the value of your home *tax-free.*

**What is a reverse mortgage and how does it work?**

It is a loan secured against the value of your home, but unlike a traditional Home Equity Line of Credit (HELOC) or a second mortgage, you are not required to make monthly mortgage payments for as long as you live in your home. You always maintain ownership and control of your home.

**Why get a reverse mortgage?**

Here are some examples of how clients commonly use it:

* eliminate debt payments
* help a child or grandchild with a down payment on a home
* purchase a new home (right-sizing instead of having to downsize the home)
* increase cash flow to improve lifestyle (e.g. vacation, new car)
* pay healthcare costs
* pay for an unexpected expense (e.g. home repairs)

If you would like to learn more, please feel free to email me back or give me a call. I’d be glad to answer any of your questions and we can determine if this product may be an option for you.

Thank you,

<Name>

\*Some conditions apply