



PROTECTING A MORTGAGE WITH TERM

Your step-by-step guide to increasing your Term sales

Step #1: Compile a list of prospects and clients you would like to contact. (Consult with your MGA regarding Do Not Call Legislation.)

Step #2: Send them a [letter or email](#). Here is a sample to get you started.

Dear Mr/Mrs. Prospect:

Subject: Want more control over your mortgage protection?

Is your mortgage insurance protecting you...or your lender? I've been able to help people protect their home with a plan that puts their needs first. I'd like to do the same for you.

Attached/Enclosed is a brochure featuring unique mortgage protection using Equitable Life's Term life insurance. Let's talk about how to put more control in your hands.

Sincerely,

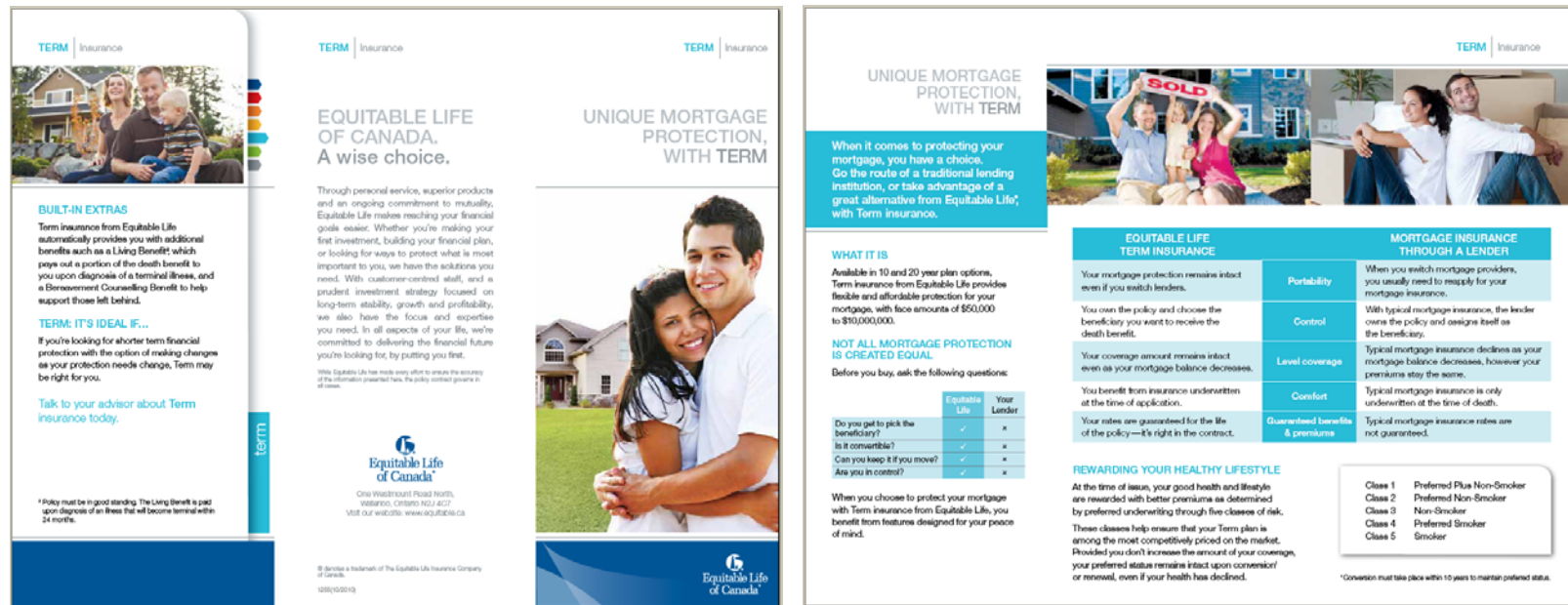
Advisor's name

Contact information

Watch this CBC Marketplace report on how mortgage insurance from banks or lenders may not be as beneficial as personally owned term insurance for mortgage protection.

[In Denial – Mortgage Insurance:
Not always a sure thing](#)

Step #3: Send them the revised [UNIQUE MORTGAGE PROTECTION, WITH TERM brochure #1255](#). The new smaller size (8 ½" X 3 ½") is perfect for mailing.



If contacting by mail

Take the pdf of the brochure to your local printer and have the necessary copies printed.



If contacting by email

TIP! Save print and postage costs by running an email campaign. Simply attach the pdf to an email and send it out!

Step #4: Generate new prospects by placing a personalized, professionally designed [TERM INSURANCE ad](#) in a local newspaper or association newsletter.

Step #5: Run this continuous-play [slide show](#) in your reception area to keep the message going.