



# Mortgage Protection Sales Guide

For Virtual or Telesales  
Appointments



\*This guide is for agent use only.

# NOTES

- Build rapport throughout the conversation. It's not serious sounding, stay relaxed but somewhat professional. DO NOT use big words.
- Ask questions about things you hear the in background (dogs, cats, birds, construction, etc.)
- The goal is to get them talking, laughing, and get their guard down. Have fun and protect the family.
- Smile while you're talking, they can hear it.
- The more formal you make the process the more likely you will get them to say that they want you to send an email quote or follow back up with them. Use your personality.

**VERIFY  
THAT  
ALL  
PARTIES  
ARE  
PRESENT**

Hey \_\_\_\_\_ its \_\_\_\_\_ calling you back for the mortgage protection phone appointment, how's your day going?

(If co-borrower or married/spouse/partner) – Is Mr./Mrs. \_\_\_\_\_ there with you?

If not ask where he/she is and how long until they're with you/on the phone?

- If it's a couple minutes, just small talk –
- if its like 30 mins to an hour DO NOT try to go through it then unless they are both on the phone, reschedule the appointment.

(If they are both on the phone or if the person is single keep going)

# VERIFY IDENTITY & INFO

OK I'm just getting everything pulled up.

So, let's see, looks like you're located at address:

---

is that correct?

Ok great, so apparently, we haven't gone over the mortgage protection insurance options with you yet and that's what they assigned me to you.

The coverage is based on your:

- age
- health
- and income

.....and from there I'll know what the options and the cost will be.

# VERIFY AGE & HEALTH INFO

Use the needs analysis form to take notes

For the health part, its just your medications and diagnosis so let's start with that.

For you sir you're currently how old?  
And ma'am how old are you?

Do Either of you use any type of tobacco?  
Have you in the last 3 years?

Ok and for you sir, what medications are you currently prescribed? (let them go through their list or the names)

Ok and ma'am, what medications are you currently prescribed?  
(let them go through their list or the names)

# VERIFY AGE & HEALTH INFO

Use the needs analysis form to take notes

VERIFY FOR BOTH PARTIES:

Are there any medications prescribed that you take every now and then or choose not to take?

Any inhalers?

The insurance carriers will pull the last 10 years of your rx history which will show everything prescribed even if you choose not to take it or you were taken off of it. Is there anything else that might show up?

# TERM OR CRITICAL PERIOD?

VERIFY FOR BOTH PARTIES: This is for agent use only

## HEALTH QUESTIONS: (A "YES" ANSWER DOES NOT DISQUALIFY)

- Stroke or TIA
- 3 or more chronic pain meds or prescribed any opioids 3 or more times.
- Heart Attack
- COPD or Lung Disorder
- Stent Implant
- Organ Transplant Cancer- Excluding Basil Cell Skin
- Bipolar or Schizophrenia
- Oxygen use in the last 5 years
- 3 or more blood pressure meds prescribed at once
- SS Disability
- Prescribed Neurontin or Gabapentin and a diabetic drug or insulin
- 3 or more driving violations in the last 4 years.
- Prescribed Nitro for chest pain of Angina – even preventative
- Hospitalized 3 or more times in the last year for the same condition.

Ask each spouse their height and weight.  
Notate on needs analysis.

# TERM OR CRITICAL PERIOD?

VERIFY FOR BOTH PARTIES: This is for agent use only

## HEIGHT AND WEIGHT CHART:

| <u>Minimum Weight (lbs)</u> | <u>Height (ft)</u> | <u>Maximum Weight (lbs)</u> |
|-----------------------------|--------------------|-----------------------------|
| 82                          | 4'8                | 185                         |
| 85                          | 4'9                | 193                         |
| 88                          | 4'10               | 198                         |
| 91                          | 4'11               | 207                         |
| 94                          | 5'0                | 212                         |
| 97                          | 5'1                | 221                         |
| 101                         | 5'2                | 225                         |
| 104                         | 5'3                | 234                         |
| 107                         | 5'4                | 243                         |
| 111                         | 5'5                | 250                         |
| 114                         | 5'6                | 259                         |
| 118                         | 5'7                | 265                         |
| 121                         | 5'8                | 274                         |
| 125                         | 5'9                | 281                         |
| 128                         | 5'10               | 292                         |
| 132                         | 5'11               | 298                         |
| 136                         | 6'0                | 307                         |
| 140                         | 6'1                | 314                         |
| 144                         | 6'2                | 325                         |
| 147                         | 6'3                | 336                         |
| 151                         | 6'4                | 342                         |
| 155                         | 6'5                | 353                         |
| 160                         | 6'6                | 360                         |

# TERM OR CRITICAL PERIOD?

## USE THIS TO DETERMINE WHAT KIND OF POLICY TO SELL AND WHAT BENEFITS THEY CAN GET

- If the client is below age 59, fits the height and weight guidelines, answers NO to all the health questions, and has very few health conditions, you can quote **QUILITY TERM** once you get to pricing options. You will go to Quility Term App on myunitrust home page.
- If the client is below age 75, fits height and weight guidelines, answers NO to all health questions, but has other moderate health ailments, you may use Insurance Toolkit for **STANDARD TERM OPTIONS** once you get to the pricing options later.
- If the client is below 85, or does not fit height and weight guidelines, or answers YES to any of the health questions, you may use Insurance Toolkit for **FINAL EXPENSE** once you get to the pricing options later. This will be Payment Protection Options Only.

# VERIFY INCOME

Use the needs analysis form to take notes

VERIFY FOR BOTH PARTIES:

“so now to the income part.....”

For you sir, what is your NET monthly income by yourself, roughly...?

Ok and for you ma'am what is your NET monthly income by yourself roughly?

Ok and how much is the new (or existing) mortgage payment going to be?

And if something happens to both of you at the same time, who do you want to leave the house to?

# WHAT THIS DOES NOT COVER

Ok now I'm going to go over what the insurance does and what it doesn't do and I'm going to start with the bad part first.....

So, what the insurance WON'T Cover is

1. Suicide
2. Dying while committing a felony
3. Dying while participating in riot

So as long as you guys don't plan on doing anything like that, you're good.....

# WHAT THIS DOES COVER

What It Does Cover:

## 1. Death Benefit

This covers death of any type – whether it's

- Natural
- an accident
- or caused by pre-existing conditions

....It doesn't matter how.....

# WHAT THIS DOES COVER

## 2. Terminal Illness

(All Term & FE Apps excluding Graded Policies)

This is where if you're told by a doctor you have like 12 months or less to live as a life expectancy due to an illness or disease the insurance carrier will let you start using a portion of the death benefit while you're living.

You can start paying the mortgage payment while you're living. Most people usually have increased medical expenses and they usually can't work during this time.

# WHAT THIS DOES COVER

## 3. Critical Illness

(Standard Term Policies Only)

This is where if you have a heart attack, stroke, or cancer, you can start using a portion of the death benefit while you're living based on the severity of the situation

This is so you can use it for mortgage payments, lost income, medical expenses – whatever you need to use it for.

# WHAT THIS DOES COVER

## 4. Chronic Illness

(All Standard Term Policies & Some FE Policies)

This is where if you basically can't take care of yourself for  
Some Examples:

- Bathing
- Dressing
- Eating
- Toileting
- Transferring yourself
- Or a severe cognitive impairment for 90 consecutive days

You can start using your death benefit ahead of time for the mortgage, your long-term care expenses, medical expenses, whatever you need to use it for its up to you.

# STOP AND CHECK

Do all of those make sense?

OK so now I'm going to go over a couple things that I would want to know about this protection if it were me or MY family.

These are the questions I would ask:

# OLD VS NEW KIND

## Questions I'd Want To Ask:

### **WHAT'S THE DIFFERENCE BETWEEN REGULAR LIFE INSURANCE AND THIS COVERAGE?**

- The difference is old school regular life insurance just pays at death and that's it.....you won't see any of the benefit while living.
- Whereas this type of life insurance covers death and covers you while you're living like we discussed earlier. This will allow you to access a portion of the benefit in cash while living. There's no physical exam and today's application process is simple and streamline.

# IF MY LENDER CHANGES

## Questions I'd Want To Ask:

**WHAT HAPPENS TO THE INSURANCE IF THE LENDER SELLS YOUR LOAN, YOU REFINANCE ELSEWHERE, PAY IT OFF, ETC?**

...nothing happens – it goes wherever you go as long as you continue to pay for it. Your beneficiary(s) can still use the money for whatever they see fit as a tax-free benefit.

- Assist with final expense costs
- Cover unforeseen expenses
- And more

OLD  
VS  
NEW  
KIND

# Questions I'd Want To Ask:

**DOES THE BENEFIT DECREASE WITH THE MORTGAGE OR DOES IT STAY THE SAME?**

**IF SELLING CRITICAL PERIOD**

“The benefit stays the same and is based on your mortgage payments not your mortgage balance. You won't have to worry about your premiums increasing either.”

**IF SELLING TERM OPTION (ONLY IF THEY QUALIFY)**

Let them know that the death benefit stays the same, but you do have some options that will decrease with the mortgage as well if that's more appealing to them

Now based on that do you guys have any questions you can think of? Besides how much does it cost? (They usually laugh and say yeah how much is it) then say, “ok let's go through that.”

# 3 OPTIONS FOR COVG

## 3 OPTIONS FOR COVERAGE

So, there's 3 different options and everyone is a little different on what they get:

**OPTION 1:  
(ONLY FOR THOSE QUALIFIED EARLIER FOR QUALITY  
TERM OR STANDARD TERM OPTIONS)**

The first one is the one everyone thinks of and it's the one that covers the full balance of the mortgage.

# 3 OPTIONS FOR COVG

## 3 OPTIONS FOR COVERAGE

### **OPTION 2:**

**(ONLY FOR THOSE QUALIFIED EARLIER FOR QUILITY TERM OR STANDARD TERM OPTIONS)**

The second one is based on paying off half of the balance of the mortgage so whoever get's the property only has to worry about the other half of the mortgage.

Usually, people like to refinance the much lower balance, so it makes their mortgage payment much less – to make it easier for the survivor(s) to take It on the new debt.

# 3 OPTIONS FOR COVG

## 3 OPTIONS FOR COVERAGE

### **OPTION 3:**

The third option is based off the mortgage payment amount.

It covers the full mortgage payment for 1, 2 or 3 years.

So, when you pass away, your survivor(s) won't have to worry about the mortgage payment for that timeframe.

This provides them time to figure whether they want to sell the home, keep it, rent it, etc....giving them time to figure out how to take care of this new debt that could be a burden on them.

Do those options make sense to you guys? Do you have any questions to far?

# 3 OPTIONS FOR COVG

## Take note on where to go next

**VIP!!!**

**Based on how the client answered the health questions, if they fit in the height/ weight guidelines, you will either write:**

- Quility Term (quote standard rate class and e app on myunitrust homepage)
- Standard Term - (quoted in insurance toolkit and either paper app or e app)
- Final Expense Critical Period – (quoted in insurance toolkit and either paper app or e app)

# PRICING

## FOR CLIENTS AGES 18 – 50 WHO QUALIFY FOR QUILTY TERM OR STANDARD TERM OPTIONS

(START WITH LEAST EXPENSIVE OPTIONS)

Ok, so we will start with the least expensive first, so you don't fall out of your chair – just Kidding

So, for 1/4 of your Mortgage Balance, it's \$\_\_\_\_\_ per month  
for 1/2 of your Mortgage Balance, it's \$\_\_\_\_\_ per month

“Based on that, do either of those make more sense for you or do you want to see anymore options?”

- If they say no, ask “ok, so which option works best?” close the sale and begin the application process
- If they say yes, show them the 3 /4 option and the full balance and ask again, “Which one of these now work for you?” close the sale and begin the application process

# PRICING

**FOR CLIENTS AGES 51-75 WHO QUALIFY FOR QUILITY TERM OR STANDARD TERM OPTIONS: (Quility max issue age is 59)**

(START WITH LEAST EXPENSIVE OPTIONS)

Ok, so we will start with the least expensive first, so you don't fall out of your chair – just Kidding

So, for 1 Year of Mortgage Payment Protection, it's \$\_\_\_\_\_ per month  
(multiply the mtg payment x 12 for face amount)  
for 1.5 years of Mortgage Payment Protection, it's \$\_\_\_\_\_ per month  
(multiply the mtg payment x 18 for face amount)

“Based on that, do either of those make more sense for you or do you want to see anymore options?”

- If they say no, ask “ok, so which option works best?” close the sale and begin the application process
- If they say yes, show them the half balance option and the full balance and ask again, “Which one of these now work for you?” close the sale and begin the application process

# PRICING

## FOR CLIENTS AGES 18-85 WHO QUALIFY FOR FINAL EXPENSE CRITICAL PERIOD OPTIONS ONLY

(START WITH LEAST EXPENSIVE OPTIONS)

Ok, so we will start with the least expensive first, so you don't fall out of your chair – just Kidding

So, for 1 Year of Mortgage Payment Protection, it's \$\_\_\_\_\_ per month  
(multiply the mtg payment x 12 for face amount)  
for 1.5 years of Mortgage Payment Protection, it's \$\_\_\_\_\_ per month  
(multiply the mtg payment x 18 for face amount)

“Based on that, do either of those make more sense for you or do you want to see anymore options?”

- If they say no, ask “ok, so which option works best?” close the sale and begin the application process
- If they say yes, show 2 Year and 2.5 Year Mortgage Payment Protection options and ask again, “Which one of these now work for you?” close the sale and begin the application process

# TIPS ON QUOTING AND CLOSING

If they want to see more options beyond the first 2 you show, and you don't think its going to be WAY outside of their budget show it to them.

If you know it will be way out of their price range, tell them: I'll show it to you, but are you sitting down?..I don't want you to have a heart attack because it might be kind of expensive.”

Once you tell them they will react positively or negatively either way jump right in and say, “ok so based off of this which one of these options works best for you (or you guys)?”

# TAKE THE APP

If they choose an option, immediately say – ok so I assume you want everything (mail, policy, etc.) to go to the \_\_\_\_\_ address?

Ok and what's your email?

Ok great, we should be done in about 10-15 mins let me get this pulled up..... just a moment....

Begin writing the application

# HOW TO HANDLE “THINK ABOUT IT”

If you hear “I need to think about this” or something of the sort:

Reply

“Are you thinking about which option is best or if you need to get this at all? If you’re deciding which option to get, let’s just start with the lower option and you can call and increase it later. Does that work?”

Discuss the value and ask them questions about what this coverage could do for their family

# WARM DOWN

Once app is done give your Name, Cell Phone Number, and Email to the client. Let them know the policy should arrive in the mail within the next 14 days.

Let them know that if they call you to leave a voicemail and you'll call them back. You're helping other families.

Just remember the insurance carrier is:

Your Policy Number is: \_\_\_\_\_ (if known)

The monthly premium is: \_\_\_\_\_

“Just remember when you get your paperwork if you have any questions, call me please.”