Home Presentation Script

1. Rapport Building.

How long have you lived here?

How long have you been married?

Work/Retired – what did you use to do? Or what do you do?

First ask the husband then the wife.

1. Personal Introduction / Who we are.

We are Family First Life, we protect families’ mortgages, we do every type of life insurance, but we specialize in retirement planning. Introduce yourself. I have been in the industry for \_\_\_ years. Tell them a little about you. Use your presentation binder. Include pictures of your family. They need to that you connect with them, that you understand the value of family.

1. We had a chance to talk quick on the phone. (Transitional phrase). The ask them The 3 questions:
2. Do you have any health conditions we should now about? Like diabetes, heart attack , stroke.
3. Do you take any prescriptions meds now or in the past?

-Dig deep on this. They may have been prescribed a med but never took it. They don’t think those should count.

-Ask them several different times, word it slightly different each time.

-Are there any other medical issues or injuries in the past we should know about?

1. Have you had any operations or surgeries?

-BE THOROUGH. Complete on husband first and then the wife. Be sure to exhaust the questions. To avoid the mishaps.

-Any others in the past? Were you prescribed anything that you did not take?

-Subtly dig it out of them.

1. Inventory life Insurance and retirement plan.

(At this point you know what you are writing due to the health answers.)

1. Do you and Mary have anything else in place to offset the mortgage or protect each other, like a life insurance or retirement plan. (Crossover phrase)

(Put your foot in the ground – YOU are the field underwriter – You are evaluating them. The whole thing is formulated. It is obvious you are there to help. – Don’t get bullied. Show that you care, make them feel special, back it up with authority evaluating them. Then when it comes to financial evaluation they are more likely to give you the information.

Overcome objections: If they are asking why you need this information or why you want to know. “If you have a million dollars in a 401K you might not need as much mortgage protection.”

Inventory the husband – thoroughly again with each policy.

Types of insurance: Work, Term, UL policy, Accidental, AARP – mail order whole life. AARP, AAA (mail order), Met Life, NY Life, Colonial Penn, Globe Life, Global – they really suck! Gerber (through the mail). No good. But directly form an agent is actually pretty good. Whole life 25,000 policy is crappy! Prices go up, priced too high, 2 year graded windows.

When it comes to a Term policy – ask: How much coverage? What is face value? What is benefit? When did you get it? How many years left on it? What is name of company? How much do you pay per month?

Terms that are new = meaning 10+ years left. Terms that are expiring = less than 7 years.

Universal life

Compartmentalize each policy. Goal: either replace it or evaluate it. Go through each one. Inventory husband completely and then wife complete. Evaluate each one, one by one, when you have done the complete inventory then you can give them suggestions.

Have them get the policy out and review them.

If they do not have the policy- call the company and get the details of the policy.

Details that they gave you may or may not be true. Literally half they time they are wrong on what they think about their policy.

Physically review the policy.

What do you have as far as 401K? How much is it worth? What other investments do you have to protect each other?

Determine income situation. What is salary? Do you get a disability check? Pension – does your pension cross over?

You need to know how much is the mortgage payment? How much is their income?

Is there equity in the house? Do we need to put critical period coverage in place? WHY???? The purpose of life insurance is to overcome the financial loss of someone passing away. Mary, if something were to happen to Bobbie, what would that look like for you? Have her verbalize it in front of her husband. Help them realize their reality.

Objections you may receive: His rebuttal, we have some bills we want to pay. We have this that or the other. Paint the picture! Verbalize the picture!!! Don’t let the husband back out of this reality. Shed light on the issue.

If they say “I need to think about it” ------

BUILD THE WHY!!!! PLANT IT IN THE GROUND. IF YOU GET TOO NICE!!!

SKILL LEVEL, STRUCTURE.

Correct me if I am wrong Bobbie, you filled this out to protect Mary if something were to happen to you. Mary, correct me if I am wrong, Bob makes the income, if something were to happen to Bob, where would you be?

Bobbie, correct me if I am wrong, you filled out this form because you were concerned that if something should happen to you would want to alleviate the financial burden on Mary. Is that correct?

By getting that acknowledgement you go the approval to drill down.

Ask questions that elicit a yes answers.

Mary, God forbid something happened to Bobbie, what does that look like for you?

Is it fair to say, that it would be hard for you to keep this house?

So, it is my job to see if we can find something to meet your needs and your budget.

There are 3 levels of protection.

1. Whole mortgage 2. Half the mortgage 3. Critical period coverage.

Critical period coverage:

Most importantly, if you find something it has to meet your needs and your budget. Let see if we can find something that makes sense.

As you know, coverage is based on our age and our health. As we mature, the price goes up so what most of my families are looking at is getting a piece of critical period coverage.

Because when someone passes away it is tragic. There are so many preparations that need to take place, the last thing that family wants to worry about is where it the money for the mortgage. This way you can put in a buffer. That can help make the mortgage payment s for a period of while Mary figures out what she wants to do. Sell the house, keep the house, or rent it out.

And even to sell a house takes time. You need to find the right broker, put it on market, maximize the selling price, and go through escrow.

So again, most of my families are looking at a year or two of mortgage payments. You are paying $1,000 per month. That is $12,000 a year so 2 years of mortgage payments is 24,000. Lifetime coverage. That is \_\_\_\_\_\_\_\_ a month. That never goes up, like some of those AARP things you get in the mail.

It’s not gonna make anybody rich. But it is enough to pay the mortgage for a number of years.

Her is two years of mortgage payments.

Can you see how that makes financial sense?

Then closing

Okay, now what I need is your license.

Let me think about – perfect. The way the program works, if you find something that might meets your needs and your budget, all we can do today is submit a request for coverage. It takes 7-10 days to process. And other seven days for them process it, print it, and mail it to you.

Now all I need is your license.