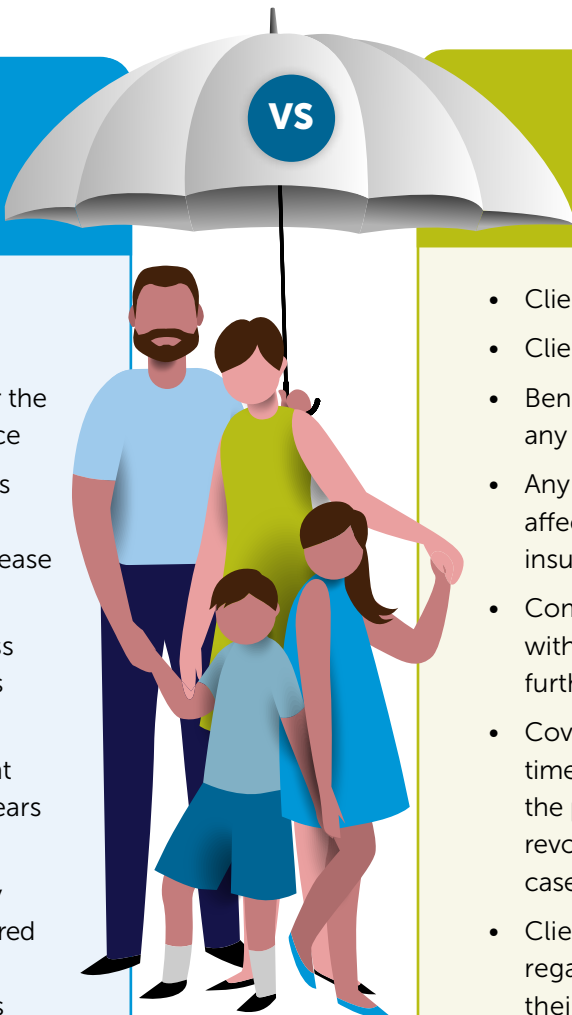


# SHOW MORTGAGE PROSPECTS THE "RIGHT" SOLUTION

Let's look at the differences between typical creditor group coverage purchased from a lender and what you, as an advisor, can offer:



<h2>Mortgage Lender</h2>	<h2>Empire Life Policy</h2>
<ul style="list-style-type: none"><li>• Lender owns the policy</li><li>• Lender is the beneficiary</li><li>• Lender uses the proceeds for the outstanding mortgage balance</li><li>• Any change in lenders means client will have to qualify for coverage and rates may increase</li><li>• Lenders will cover only the mortgage balance, giving less opportunity to reduced rates</li><li>• Post-claims underwriting, increases the risk that a client could be denied coverage years after payment commenced</li><li>• Clients needing to draw equity from their home may be required to forfeit some coverage and possibly reapply at higher rates</li></ul>	<ul style="list-style-type: none"><li>• Client owns the policy</li><li>• Client chooses the beneficiary</li><li>• Beneficiaries may use proceeds any way they choose</li><li>• Any change in lenders will not affect coverage or the existing insurance costs</li><li>• Combining other insurance needs with mortgage coverage could further reduce overall costs</li><li>• Coverage is underwritten at the time of application and once the policy is placed it cannot be revoked by the insurer (except in cases of misrepresentation or fraud)</li><li>• Clients can keep their coverage regardless of any changes to their mortgage</li></ul>



Show prospects how you can put the right solution in place to meet their needs.

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