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**HomeEquity Bank**Email

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**Who is this email for?** Clients who are 55+ who own their home and are looking for a financial solution to fund their retirement.

**Instructions to send the email**

1. Copy and paste the text below into your email system
2. Replace any red font with the correct information
3. Add the Email subject line
4. Press Send

If you have any questions, please contact your [Business Development Manager](http://www.chipadvisor.ca/bdm).

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Alternate email subject lines:

**Refresh your finances today!**

Dear <Name>,

There’s no time like the present to take charge of your finances and ensure you have enough cashflow to live comfortably while also using your money how you see fit – whether that involves freeing up some money to pay off any high-interest debt, helping family members, spending money on your home or making a special trip or other large purchase.

**You can give your finances a fresh start and plan ahead**

Taking advantage of your home equity through the CHIP Reverse Mortgage and freeing up some money can be a very liberating move.

You’ll find that the extra cashflow through your home equity can help you pay off any existing debt and thus freeing up your monthly income.

With access to more money, you’ll not only be better able to manage your current finances, but you can also plan ahead by taking out equity to complete some home renovations or even help your children and grandchildren with their home and/or education needs.

Let’s discuss how the CHIP Reverse Mortgage can help you free up your retirement funds for things that matter the most to you.

Sincerely,

<Your Name>

<Your Signature>