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**HomeEquity Bank**Email

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**Email Content | Subject Line**

1. Copy the following line of text: Discover the largest untapped market in Canadian real estate: Canadians 55+.
2. Paste the line into the subject line of the email you want to send

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**Email Content | Body**

1. Copy the following paragraphs of text and insert into the body of a new email draft

Dear XXX,

There is a massive opportunity in the Canadian real estate market, and while many agents have yet to act, there’s no time for hesitation.

Canadians 55+ have needs that are not being met by standard real estate arrangements, but they are looking to buy and sell just as much – if not more – than their younger counterparts. What does that mean? More commissions and better returns for you and your business.

This audience is the country’s fastest-growing demographic and hold over 1 trillion dollars of equity

in their homes. **The CHIP Reverse Mortgage** is purpose-built for Canadians 55+ who do not have a regular income. It provides the funds to help them upgrade their current property for sale and get into a new one. While other realtors compete over conventional homebuyers, you could be capitalizing on 55+

homeowners – and all the commissions that accompany them.

**Whether it’s helping your clients downsize or buy a vacation home, let’s work together to maximize your earning potential.**

Contact me at [insert email] or [phone number] to find out how can you grow your business with The CHIP Reverse Mortgage.

Sincerely

[e-signature]