**Who is this email for?** Clients who are 55+ who own their home and may require more income.

**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).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Alternate email subject lines:

**Boost your retirement income**

Dear <Name>,

I wanted to let you know about a way to boost retirement income that’s becoming popular among 55+ Canadians who want to live a comfortable retirement on *their* terms.

The CHIP Reverse Mortgage allows homeowners to access tax-free cash from the house they’ve paid into, without having to make regular mortgage payments. It’s becoming so popular that applications for reverse mortgages have doubled over the last 12 months.

**Stay in the house you love**

A recent Ipsos poll found that 93% of Canadians want to stay in their home during retirement. Many are on a fixed retirement income, which can make it difficult without extra financial help.

**How the CHIP Reverse Mortgage can help you**

More Canadians are turning to a reverse mortgage: Access up to 55% of the equity in your home in tax-free cash to help you stay in your home and live the lifestyle you deserve.

Some of the most popular reasons for taking out a CHIP Reverse Mortgage:

* Stay in the home you love without the need to move or downsize
* No monthly payments required until you no longer live in the home
* Boost retirement income and ease financial pressure
* Enjoy retirement by travelling and dining out more
* Pay for healthcare expenses, renovations or accessibility retrofits
* Pass on an early inheritance

Give me a call if you would like to talk more about how a CHIP Reverse Mortgage can help you boost your retirement income.

Sincerely,

<Your Name>

<Your Signature>