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**HomeEquity Bank**Email

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**Who is this email for?** This email should be sent to your clients who are 55+ or to your clients who have parents who are 55+.

**Instructions to send the email**

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

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

**Email Content | Subject Line**

1. Copy the following line of text: **Financing the buyout of the marital home after a “Grey divorce”**
2. Paste the line into the subject line of the email you want to send

**Email Content | Body**

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

To <Name>,

In 2021, there were more than [1.6 million divorced people](https://www.statista.com/statistics/446186/divorced-people-in-canada-by-age-group/#:~:text=In%202021%2C%20there%20were%20430%2C987%20divorced%20individuals%20between,in%20Canada%20from%20in%202021%2C%20by%20age%20group) between the ages of 55 and 89 years old in Canada. This phenomenon, commonly known as “Grey divorce”, is defined as those over the age of 55 going through a divorce. For many of these individuals, staying in the home they love is a priority, but they may not have the funds on hand to finance a buyout.

If you lack the means to generate new wealth or face difficulties borrowing due to a lack of employment income, it can be tempting to dip into your retirement savings or investments to cover the cost of a home buyout. However, there is a better solution.

For those looking to finance the buyout of their marital home, a reverse mortgage may be the answer. The [**CHIP Reverse Mortgage**](https://www.chipadvisor.ca/) **from HomeEquity Bank** can help you tap into the equity you’ve built in your home to buy out your spouse’s half of the home. With the CHIP Reverse Mortgage, you can access up to 55% of the value of your home and turn it into tax-free cash. What’s more, there are no monthly mortgage payments, which can help free up additional cash, which you can use to pay for renovations, cover medical expenses, or pay down debt. How you choose to use your funds is up to you.

Big life events like divorce are challenging. Please don’t hesitate to contact me to learn more about how the CHIP Reverse Mortgage can make a difficult time a bit less challenging.

Sincerely,

<Broker Signature and Title>