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**HomeEquity Bank**Email

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**Who is this email for?** Clients who are 55+ and looking for a financial solution to lessen financial pressures.

**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: **How the CHIP Reverse Mortgage Can Help You During Inflationary Times**
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>,

It is no secret that the recent hike in inflation is making life more difficult for Canadians 55+, especially those with low or fixed incomes. You may be feeling the pinch of higher bi-weekly/monthly payment obligations, such as changes in the prices for your groceries, increased mortgage and credit card rates, auto-mobile and student or personal loan rates, and more. On top of a higher cost of living, it may be time to renew your mortgage if it is nearing the end of its term. You might find that heightened interest rates are pushing your payments beyond your budget and impacting your cash flow.

Have you been looking for financial relief but feel the solutions out there do not meet your needs? The CHIP Reverse Mortgage by HomeEquity Bank can help you!

A reverse mortgage allows you to access up to 55% of your home’s equity and turn it into tax-free cash to increase your cash flow. You can use the CHIP Reverse Mortgage to:

* Increase monthly cash flow for bills and expenses
* Pay for unplanned expenses such as home repairs
* Cover large expenses (healthcare, car, helping family)
* Keep up with the rising costs of living

If you would like more information about how the CHIP Reverse Mortgage can help you during inflationary times, please contact me today.

Sincerely,

<Broker Signature and Title>