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**HomeEquity Bank**Email

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**Who is this email for?** Clients or family members of clients who are 55+ looking to boost their monthly retirement income

**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**: Boost your monthly income with HomeEquity Bank's Income Advantage**
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 them into the body of a new email draft.

To <Name>,

With rising costs and longer lifespans, many Canadians are financially unprepared for their retirement years. Income Advantage by HomeEquity Bank offers a solution to boost retirement income, providing financial freedom to tackle debts, pursue hobbies, and live stress-free. If you're a retired Canadian in need of extra cash or have family members who are 55+ and unable to qualify for new loans, I can help you or your family members find a tailored financial solution without relying on credit cards or lines of credit.

**How Income Advantage can help you**

HomeEquity Bank’s Income Advantage is one solution that continues to grow in popularity among Canadians 55 or better, offering a tax-efficient way to unlock up to 55% of their home equity in monthly or quarterly installments, tax-free, without having to make any monthly mortgage payments.

HomeEquity Bank solutions are about helping you or your family members who are 55+ live retirement on your terms. Here are a few ways you can use Income Advantage:

* Relieve financial pressure
* Improve monthly cashflow
* Home renovations/improvements
* Travel
* Financially helping a family member
* And more!

If you would like more information about how Income Advantage by HomeEquity Bank can help boost monthly cashflow to help you or your family members live a better retirement, please contact me today.

Sincerely,

<Your Name>

<Your Signature>