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**HomeEquity Bank**Email

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**Who is this email for?** Clients who are 55+ or adult children who have parents that are 55+ looking for a bridge financing solution.

**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**: Unlock Your Home Equity with CHIP Open – The Perfect Solution for Short-term Bridge Financing!**
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>,

Are you or your aging parents eager to find your dream home but want to take the time to transition and sell an existing property?

If you rely on CPP and OAS for income, you may feel uneasy when needing to borrow money as Canada’s major financial institutions have demanding lending rules for mortgages and lines of credit.

One solution that's gaining popularity among Canadians aged 55 and better is CHIP Open by HomeEquity Bank. CHIP Open is a tax-efficient way to unlock up to 55% of your home equity, tax-free, without making monthly mortgage payments, and is ideal for short-term situations such as bridge financing.

**Benefits of CHIP Open**

HomeEquity Bank's CHIP Open offers several key benefits:

* **Time**: You can manage your move at a comfortable pace, sorting and storing belongings without rushing.
* **Flexible dates**: You can purchase your new home and sell your current home with flexible dates, potentially earning a higher sale price for someone willing to pay more for dates that meet their needs.
* **Flexible solution**: You have the option to convert CHIP Open to a standard CHIP Reverse Mortgage solution if you feel you require a long-term solution.
* **No debt servicing**: To purchase your next home before selling your current home may require additional financing qualification. CHIP Open makes this scenario possible without income qualification, enabling a seamless transition to the next chapter of your life.

Call me to learn more about how you can leverage CHIP Open as a strategic bridge financing tool!

Sincerely,

<Broker Signature and Title>