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**HomeEquity Bank**Email

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**Who is this email for?** For clients who may be interested in or eligible for the CHIP Reverse Mortgage. The email is designed to inform them about the product and its eligibility criteria.

**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**: Are You Eligible for the CHIP Reverse Mortgage?**
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.

Dear <Name>,

I would like to introduce you to the CHIP Reverse Mortgage, designed for Canadian homeowners aged 55 and above. This unique financial solution allows you to unlock up to 55%\* of your home equity without moving, selling, or making monthly mortgage payments.

To be eligible for the CHIP Reverse Mortgage, you must meet the following criteria:

* **Canadian Homeowner:** You need to be a homeowner in Canada to consider this financial solution.
* **Age Requirement:** Both you and your spouse must be at least 55 years old.
* **Primary Residence:** The property in question should serve as your primary residence.
* **Home Maintenance:** You must keep the property in good maintenance, pay your property taxes and property insurance, and your property is not in default.

If you meet these criteria, you can unlock tax-free cash in an initial lump sum or scheduled monthly advances when needed.

Whether you're paying off debts and covering unexpected expenses to renovating your home, financing a special vacation, or supporting your children or grandchildren's future, the CHIP Reverse Mortgage can help.

For eligibility or questions about the CHIP Reverse Mortgage, contact me today.

Sincerely,

<Broker Signature and Title>