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**HomeEquity Bank**Email

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**Who is this email for?** An individual or family who is considering moving a loved one, such as a parent or elderly family member, into a retirement home.

**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**: Empower Loved Ones: Secure Their Dream Retirement at Home**
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 [Recipient Name],

Are you or a family member considering moving into a retirement home? It's vital to understand the financial implications of this transition:

* **Monthly Costs:** Retirement homes typically charge $3,000 to $5,000 monthly for accommodation, meals, and services. These expenses can quickly deplete retirement savings, particularly those on fixed incomes.
* **Loss of Home Equity:** Selling the family home to move into a retirement home can result in the loss of valuable home equity, which might not cover ongoing costs.

These aspects are often overlooked but are crucial for planning yours or your loved one's future.

For example, Diana, 53, is helping her mother, Rebecca, 77, move into an Ontario retirement home with annual costs of $48,000. With $272,000 in savings, Rebecca's funds would be exhausted in just six years if she proceeds with the move. However, there's an alternative – the CHIP Reverse Mortgage by HomeEquity Bank, which can leverage Rebecca's $1,200,000 home to provide her with $527,000 in tax-free cash. This can be used for in-home care, such as a Personal Support Worker or home renovations to make her home more accessible to navigate during her golden years.

The CHIP Reverse Mortgage offers financial flexibility, allowing you or your family members to unlock up to 55% of their home's value without monthly mortgage payments. The CHIP Reverse Mortgage enables them to maintain their quality of life and stay in the home they love.

For more information, don't hesitate to get in touch with me at

[Your Contact Information]