**Who is this email for?**

Clients in your database age 55+ and from whom you’ve received consent to send commercial electronic messages

**Instructions to send the email:**

1. Copy and paste the text below into your email system (please note there are two pages in this template)
2. Replace any red font with the correct information
3. Add the email subject line
4. Press ‘Send’

**Email subject line:** See how your home could help you access tax-free cash

Dear <Prospect’s name>,

In today’s economic environment with high inflation and rising interest rates, plus talk of a looming recession, more Canadians like you are looking for ways to access the money tied up in their homes.

Once they explore the costs of selling and downsizing, more and more are turning to reverse mortgages for the solution. To see how a reverse mortgage could help bring you some financial peace of mind, read our use case below.

**Deacon and Miriam’s story**

Deacon and Miriam, both aged 70, earned modest incomes during their working years, but were able to buy a nice house in Calgary, AB and a cabin in Nelson, BC. Both mortgages were paid down before they retired, but their retirement savings are nearly gone, and their pensions don’t cover monthly spending.

Their cabin needs repairs and could use an addition, as Deacon still enjoys skiing at a nearby resort, and their kids and grandkids love to spend time there. They considered downsizing, but realized they wouldn’t net much after paying real estate commissions, moving costs, and legal fees.

**Deacon and Miriam would like**

* To keep their secured home equity line of credit secured by their Calgary home for topping up their bank accounts beyond their pensions
* To remain in their Calgary home, as their family, friends, and healthcare providers are in Calgary
* To renovate and build an addition onto their cabin

**Suggested solution**

* Access ~40% of the value of their home (~$200,000) with a reverse mortgage
* Pay an estimated $2,000 - $3,000 in reverse mortgage closing and legal fees
* Repair and add on to the cabin
* Pay down reverse mortgage with:
  + Expected inheritance from Miriam’s 94-year-old mother in the next 5 years
  + Anticipated sale of the cabin to one or more of their kids

With a $200,000 reverse mortgage, Deacon and Miriam can keep their house in Calgary, maintain their cabin in Nelson, and most importantly, continue to do what they want during retirement—spend time with their family.

If you’d like to learn more about how a reverse mortgage may similarly suit your needs, I’d be happy to help answer any questions you may have—with no obligations. Please feel free to contact me directly at <**phone number**> or <**email** **address**>.

Thank you,

<Your name>

<Your signature>

This email was sent by [Name of the Person/Organization sending the email] on behalf of Equitable Bank.

Equitable Bank  
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[CONTACT US](https://www.equitablebank.ca/contact-us)

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