**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’

**Subject line:** Thinking about a reverse mortgage? You’ve got options!

Dear [Name],

For many Canadians, this past year has prompted re-evaluation of many aspects of their financial lives. Retirement planning may be one of them.

Are you thinking more about financing your retirement, supplementing your income, or finding ways to support loved ones?

I believe Canadians should consider their entire portfolio of assets in retirement planning. Homes commonly represent the largest asset in a person’s portfolio, and accessing equity from it can be a helpful strategy depending on your circumstance.

Reverse mortgages are designed specifically to provide you with a larger, more secure source of funds—with built-in safeguards.

**Ready to learn more?**

* Try out Equitable Bank’s [**Reverse Mortgage Calculator**](https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.equitablebank.ca%2Fresidential%2Freverse-mortgage%2Feligibility-calculator%3Futm_source%3Dd2c%26utm_medium%3Demail%26utm_campaign%3Dfacebooklead&data=04%7C01%7C%7Cc4a09a5415bb4628eb7808d8d44df438%7C9b0ad93b3d884102a9ae5782b6f0a134%7C0%7C0%7C637492778557108104%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=fgZGS27cHIPAeAMk5VStBifjEYfqdeKq70qFZnBI8%2FM%3D&reserved=0) to see how much tax-free money you may be eligible for
* Visit their [**FAQ**](https://www.equitablebank.ca/residential/reverse-mortgage#faq-section) page to learn more about reverse mortgages
* Explore [**reverse mortgage options**](https://www.equitablebank.ca/residential/reverse-mortgage/comparison-rates)—compare rates, product terms, and prepayment charges

If you’d like to learn more about the reverse mortgage options available to you, or have any questions, please don’t hesitate to reach out. I’m more than happy to schedule a call or meeting to chat further.

Best regards,

[Your name]

<Your signature>

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

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