

Magnet® Insurance Group Presents:
“VIRTUAL APPOINTMENT SCRIPT”
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INTRODUCTION

Hello, (**LEAD NAME**), it's (**AGENT NAME**), ... How are you today?

Is this still a good time to speak with you & (**SPOUSE NAME**)?

I am going to send you a quick email ...

- what is your email address?

Just for compliance, ... I am going to send you that email, ... with my (**STATE NAME**) Insurance license ... the subject line will say “Appointment with (**AGENT NAME**)” ... let me know when you get that.

- How are you both doing today?
- Good day at work?

Hello, (**SPOUSE NAME**), it's nice to meet you.

- How is your day?

Ok. I am just required by the State of (**STATE NAME**), ... to show you a copy of my insurance license ... typically, we used to do these appointments in person ... now we do (90%) of them virtually, or over the phone, ... Ok?

You now have a copy of my license, ... on the email, you will also see my contact information, ... my license information & where I'm calling from. I'm based out of Florida, by I work nationwide. Ok?

Just so I can confirm who I am, I need to show you a copy of my driver's license.

Click “Join the Meeting” ... (*instructions – open the meeting window*).

Hey ... here I am (LOL) ... nice to meet both of you ... now you know I'm a real person, right?

Here's a copy of my FL Driver's License ... to help identify myself. Ok?

(*Give details about where I am calling from*)

- What part of (**STATE NAME**) are you in? Tell me about your city. (**Build rapport**).

(Talk about your kids, ask about kids & grandkids, etc.)

PRESENTATION:

It shows here, on the actual mortgage protection paperwork ... that you all had filled out & mailed back ... it shows that your mortgage is (**LOAN AMOUNT**), is that right?

Ok. Gotcha ... I'll share my screen in just a minute, but most people are interested in a mortgage protection plan ... for a couple several reasons. Obviously, they want to keep the family in the home ... in case someone passes away ... they want to help provide mortgage payments ... if somebody gets sick, or ... or passes away ... to be able to figure out ... if they're going to sell the house ... or still live there ... there are a lot of different scenarios out there ... the other option is if you do qualify ... you can actually get some of your insurance money while your living ... if you have, you know, a heart attack, a stroke, or cancer ... ALS ... kidney failure ... Ok?

So, ... as far as why you sent the form in ... what was the main reason you were both looking into something like this? --- (**Listen**) --- That makes sense ...

I am going to ask you both some questions ... some about your mortgage ... also a little bit about your health, ... with all the kids & everything ... you have a lot going on ... sports or anything? (**Build rapport**).

I appreciate you taking some time out of your busy day to go over this with me ...

NEEDS ANALYSIS

So, (**LOAN AMOUNT**) on the mortgage, ... did you all just move in ... was this a refinance ... what's the situation here? Ok ... Wow! Lot's going on ...

What did they appraise the house for?

Can you both see my screen?

--- (**Screen share – Bubble Graph – “A New Kind of Insurance”**) ---

This is something that I like to share with people ... it looks like you have about (**EQUITY AMOUNT**) in the home, right? ... You owe (**LOAN AMOUNT**) ... the house is worth (**HOME VALUE AMOUNT**) ... right?

One other question regarding the mortgage ...

- What do you pay the mortgage company every month?
- With taxes & insurance? Ok, great!

I was asking you a little bit earlier about providing mortgage payments, protecting your family, ... you know I must tell you, ... there are people that don't worry about what happens after they're dead, there are some 'not so good' guys out there, you know? ... You immediately told me that you wanted to make sure your family would be all right, ... that you wanted to protect your wife & kids, ... because of your income ... that's why most people get a mortgage protection policy to protect their family, Ok?

They also want to protect the equity ... what happens with equity is ... in (5) years, what do you think your house would be worth? Right now, it's worth (**EQUITY AMOUNT**) ... what do you think it would be worth in (5) years? ... \$50,000 more? Let's say you owe (**LOAN AMOUNT**); what do you think you will owe in (5) years? If you got it paid down to (**EXAMPLE AMOUNT**), that would be (**NEW EQUITY AMOUNT**) ... that's a ton of equity.

Right now, you only have (**EQUITY AMOUNT**), in (5) years, ... you could have (**NEW EQUITY AMOUNT**) ... So, protecting the equity is huge ... even if we don't find a policy that will pay the mortgage off ... we can find a policy that can make mortgage payments if ... God forbid, something was to happen.

I know this can be a tough conversation, ... but, God forbid, (**LEAD NAME**), passed away & had a heart attack tomorrow ... people in your age group have heart attacks ... \$50,000 is going to be better than "Zero thousand". Can we all agree on that?

So, ... if we can only find a policy for (**LEAD NAME**), you may not pay the whole mortgage off, but you can get payments, ... you can have the time to make an educated decision ... and not be all emotional ... because when someone passes away ... that first (6) months, ... you don't really want to make any financial decisions ... right?

Protecting equity is huge. What that really means is protecting the income ... again ... what this really means is if (**LEAD NAME**) got diagnosed with cancer tomorrow ... or even you (**SPOUSE NAME**) ... what's going to happen?

I don't even know if you would qualify for this ... but I'll just do a brief overview ... with some of these insurance companies ... you are able to accelerate part of your insurance money ... while you are living ... if you had a heart attack, stroke, cancer, ALS, kidney failure ... you can actually get some of that insurance money ... not cash value, but some of your death benefit ... so that will help grow your income ... because what happens is ... if we are not to help & protect your wealth ... and your income goes down because you got sick ... your expenses go up ... most people fall into that foreclosure bucket ... and that is about 50% of all foreclosures ... from someone in the house getting sick. Does that make sense?

If we can find something that will pay the whole house off ... that's great! ... But, if not, we'll be able to find something ... but we want to make sure that we keep the family in the home ... just in case one of you passes away.

I know it's always a tough subject to talk about ... and that's why we always try to take care of it during the initial appointment ... because the less you must think about your spouse, ... your husband, ... or your wife ... dying is the path we want to go down.

So, what we want to try & do today ... I'm going to give you both some options ... to see if any of them make sense ... and get you approved for a product ... and I can show you some numbers of what everything costs.

Can you both pick one, or two, of the (5) things mortgage protection does for you ... at the top of the screen ... which of these things is most important to you ... I'll start with you **(WIFE NAME)** ...

Ok, ... **(HUSBAND NAME)** ... just give the ballpark ...

- Are you taking any medications right now?
- What's your birthday?
- Have you ever had a heart attack, stroke, or cancer in the past?
- Any surgeries in the past (10) years?
- Have any DUI's in the past (10) years?
- Suspension?

You could qualify for a living benefits policy ... all right? ... the reason why I went through those questions really quick is because ... let's just say ... even if you were diabetic, ... or you had high blood pressure medication ... or, you had anxiety meds ... we could still, potentially, get you a living benefits policy ... where you could get a part of your actual life insurance while you are living ... could that be of interest to you?

Not just paid money to **(WIFE NAME)**, but also paid money to your family if you had a heart attack, stroke, or cancer ...

There are a couple of other options ... so that's where the critical illness falls in ... most life insurance policies out there have terminal illness ... so if you both have a life insurance policy now, it has terminal illness ... but, it does NOT have critical or chronic illness ...

Chronic illness is where you can't perform more than (2) functions of daily living ... for at least (90) days ... and what they do is pay you monthly ... up to (24%) over a (12) period. So, ... you're getting money to help if you can't work ... not necessarily can't work, but ... what I mean, is you have trouble using the bathroom ... you know, I mean sick. Ok?

Some of the policies will allow you to add accidental death ... more than likely, you are going to pass from something other than accidental death ... our insurance companies pay ... obviously, if you qualify ... for any type of death. You can usually add this as a separate rider for, like, \$10 or \$15 dollars.

Most of these policies have no medical exam. So, ... they're not sending a nurse out ... I like the nurse ... like the nurse without the needle, OK? ... So, I'll need to ask a little more in-depth question ... I'll need to figure out what prescriptions that you're taking ... also, what you are taking in the past (10) years ... they also check what is called the **MEDICAL INFORMATION BUREAU (MIB)** ... that's the database that ALL insurance companies report to ... OK? So, ... if you did have hospitalization for cancer ... it's going to show up on the MIB as a code, OK? ... this is what the insurance companies rely on so they can issue insurance policies ... because they're not doing the bloodwork ... so I'm like the nurse without the needle ... and I'm going to do my **FIELD UNDERWRITING** ... and if ALL of this matches up ... I'll submit the application today.

- Do you have any questions before I move forward?

(WIFE NAME), what is your birthday? (**Build rapport**). (*Confirm ages*).

- How long have you been married?
- How did you both meet? (**Discuss your family**).

Let's back on track here ...

- Do either have any life insurance that is NOT through your work?

(*Listen closely for comparable products ... ask for details*).

- What insurance company is that?
- How much coverage does it have?
- How much do you pay a month for that?

(*Take notes ... for quoting*).

- You both pay (**PREMIUM AMOUNTS COMBINED**) a month for your policies? Ok.

I am familiar with them ... I'm (**95%**) positive that only has accidental death, ... with NO living benefits ... ok?

With life insurance, ... most people really have (**3 – 5x**) their actual salary ... and then they have a policy that is going to help with paying off their debt.

Right now, your coverage is (**COVERAGE AMOUNT**), ... your debt is (**TOTAL DEBT AMOUNT**) ... do you have any other debt? Any car loans? So, ... we are really looking at (**NEW DEBT AMOUNT WITH CAR LOAN**) ... I can tell that you are way under-insured.

Your policy would only cover a few years of salary ...

(LEAD NAME), what do you do for a living?

What do you make in a month?

Just so I can prove an insurable interest ... a ballpark ... and this includes everything after taxes ... what gets deposited in your account?

What do you do for work, (**SPOUSE**)? (**Build rapport – talk about work**).

(*If working, ... what do you make a month after taxes?*)

Let me ask you this, (**SPOUSE**), if (**LEAD NAME**) got hit by a bus tomorrow, you know, a heart attack, ... he passed away ... what your plan be? (**Listen – build pain**).

- What would spend the (**COVERAGE AMOUNT**) on? (*Listen*).
- Would you have to leave?
- Get help from family?
- Would you get a job?

With (**LEAD NAME**), being healthy, my job today is to solve this problem for you both ...

(Share screen – Carriers)

These are the insurance carriers that we work with ... so I can shop around & find the best options for you ... that's going to include something that will pay off most of the debt ... also, ... maybe you don't replace the (**CARRIER NAME**) policy, you just keep that for income replacement ... how many years have you had it for?

The only reason you might want to replace it is if it increases every (5) years ... we might be able to replace it if you want ...

Let me ask you a couple of questions ... do you use any tobacco, (**LEAD NAME**)?

What about you, (**SPOUSE**), do you use any tobacco?

I forgot to ask this ... do you have an old 401(k), that you are contributing to now? That will help, how much is in there? (Listen). That helps pay off some of the debt. That's good. Obviously, it would still be a problem. Any old 401(k) from a previous job, (**LEAD NAME**)? Do you have any old 401(k)'s, (**SPOUSE**)?

We can go over this stuff later ... because we also do things like tax or retirement strategies ... where you can set up a fund & add \$50, or \$100, each month ... also for your kids ... like an **INDEX UNIVERSAL LIFE (IUL)** policy ... from a company called **NATIONAL LIFE GROUP** ... we money in every month ... when they are ready for college or want to buy a car ... you can pull that money & use it ... tax free! That's good, right? That's something we could talk about in a later appointment, but we want to make sure that we apply for the insurance today on (**LEAD NAME**) ... Here's a question for (**SPOUSE**), ... can we agree that you would be in trouble if something were to happen to (**LEAD NAME**)? OK, so ... what I'm going to do ... is figure out some options for you ... and figure out what to do ...

Let me ask you a couple more questions (**LEAD NAME**), what is your height & weight?

So, (**LEAD NAME**), no medications? Any heart attacks, strokes, cancer?

Have you ever been on an inhaler before? Any diabetes? Any pain medication in the past? Anxiety or depression meds in the last (10) years?

What about you, (**SPOUSE**)? Any history of heart attack, strokes, or cancer?

The reason I'm asking about (**SPOUSE**), ... (**LEAD NAME**), ... is because she mentioned earlier about the kids ... so we still might need to get an insurance policy on her ... because if she passes away tomorrow ... or gets sick ... dies from cancer ... you're going to have to find a babysitter ... you're going to have to find someone to run the house ... it sounds like that's her full time job ... right?

I'm quite sure we can find something better than the current policy ... that has living benefits for her as well ... OK? We might not need to get a big policy on you, but ... something like another (**EXAMPLE AMOUNT**) ...

(SPOUSE), have you any diabetes? Anxiety? No pregnancy issues. Are you on any meds? When did you start taking the meds? Any other medications that you take?

I assume you're not out 'ripping & running' ... getting DUI's either ... any license issues? Perfect.

So, ... we have (**TOTAL INCOME FOR BOTH**) a month for income & a mortgage payment of (**PAYMENT AMOUNT**), is that right? OK, ... what I'm going to do is run some numbers for you both ... I just need a few minutes to work this out for you ... you can take a short break, ... use the bathroom ... get some water ... whatever. I'll be ready shortly.

I'm going to send this info to my **SENIOR UNDERWRITER**, ... so he can shop around for us ... I am going to take a quick picture of this ... it's the **NEEDS ANALYSIS** ... because I wanted to get a second opinion of what the best policy for your needs is ... but I do have an idea already what the best product is for you. (****Send Needs Analysis to MGR****).

All right ... it looks like the **UNDERWRITER** got back to me ...

As you can see, we work with many great carriers (run through some company names & describe a few briefly, if possible) ... I'm going to show you two different companies ... one for (**LEAD NAME**) & one for (**SPOUSE**) ... we are basing this on the amount of debt & the income that would need to be replaced ... we are going to go over some options for you ... and then you can pick just one ... whichever works best for you.

All right ... it looks like the **UNDERWRITER** got back to me ... let me run these quotes ... we should be ready in a minute ... OK?

Recap: Just to be clear, ... you owe (**LOAN AMOUNT**) on the mortgage? You owe (**CAR LOAN AMOUNT**) for the cars, right? Do you have any other debt, ... like school loans or anything? About how much are those? (*Get the same information for both spouses.*)

Do you think you'll have the house paid off in less than 30 years?

OK, ... what I might recommend is we get you a little bigger policy ... we'll look at (**AMOUNT EXCEEDING TOTAL DEBT**), ... I'll also show (**AMOUNT FOR SPOUSE**).

(Provide (3) separate scenarios for both spouses).

- **100% of the mortgage (+ debt)**
- **50% of the mortgage**
- **12 months mortgage payments**

The reason I ask if you will be paying your mortgage off within (30) years ... I do a lot of 20-year policies because ... by that time all your kids will be graduated ... or, hopefully, self-sufficient ... you won't need as much insurance ... and you'll have less debt.

It's a (20) year policy, instead of a (30)-year, so you can save money. Does that sound good? We all like to save money, right?

Let me send you a quick picture here ... let me know when you get it.

Did you get the picture? Let's look at it together. I've got (**CARRIER NAME**) for (**SPOUSE**) & (**CARRIER NAME**) for (**LEAD NAME**). *(Explain quotes & options for both).*

You'll see the difference in price between you both. Men are more expensive because we do dumb stuff. Right? LOL.

As you can see, we are getting you better coverage than what you currently have & with a better price, too. The prices are locked & won't go up for 20 years. That's good, right?

So ... my job today ... is to make sure we can get you both approved ... get you some coverage in place now ... God forbid, something happens to you soon ...

Or ... if something happens & you go to the hospital tomorrow for chest pains ... you wouldn't qualify for this product.

Which one do you think is the best fit for (**LEAD NAME**)?

Which one do you think is best for (**SPOUSE**)?

You can add more coverage later; however, it would require another application, and (**LEAD NAME**) would be a little older. If anything changes in health, that could affect things.

So, you want to do the (**COVERAGE AMOUNT**) ... for (**PREMIUM**) ... for (**SPOUSE**)?

And ... (**COVERAGE AMOUNT**) ... for (**PREMIUM**) ... for (**LEAD NAME**)?

By the way, ... do you both have a will? We also work with a company called **LEGACY SAFEGUARD** ... so we'll be able to get you enrolled & get a will for **FREE**.

If I could just ask you both to text me a copy of your driver's license ... we can get started on the application.

GLOSSARY OF SCRIPT TERMS:

LEAD NAME: Primary contact – Name on the lead form.

AGENT NAME: Name of agent giving the presentation.

SPOUSE NAME: Name of spouse of primary contact – introduced at appointment.

STATE NAME: Name of the state the lead is from – and for state license.

EQUITY AMOUNT: Total value of home, minus mortgage – amount of profit to seller.

LOAN AMOUNT: Amount of the mortgage borrowed.

HOME VALUE AMOUNT: How much the home would be worth if it were sold today.

PREMIUM AMOUNT: Amount of the monthly insurance premium.

EXAMPLE AMOUNT: General field for inserting your own figures – custom scenarios.

NEW EQUITY AMOUNT: Amount of equity in the home in (5) years.

WIFE NAME: For statements specifically directed toward the minor contributor.

HUSBAND NAME: For statements specifically directed toward the major contributor.

CARRIER NAME: The company used to produce the quote.

PREMIUM AMOUNTS COMBINED: Amounts of both spouses' premiums combined.

COVERAGE AMOUNT: Amount of the insurance coverage being offered.

TOTAL DEBT AMOUNT: The total amount of the combined debt: home, cars & loans.

NEW DEBT AMOUNT WITH CAR LOAN: Mortgage loan + car loan combined.

TOTAL INCOME FOR BOTH: Income for both spouses combined after taxes.

PAYMENT AMOUNT: Mortgage payment that family pays each month.

CAR LOAN AMOUNT: Total amount of the car loans combined.

AMOUNT EXCEEDING TOTAL DEBT: Recommended policy amount to pay all debts.

AMOUNT FOR SPOUSE: Coverage recommendation for spouse, in addition.