MORTGAGE PROTECTION — FILE AUDIT & POLICY REVIEW SCRIPT

12–36 Month Old Leads | J3 Owens Group

OPENING

AGENT: Hi, _____?

Hi, _____. This is _____.

Bear with me, I'm not a telemarketer, so please don't hang up on me, okay?
(awkward little giggle)

I know this call is completely out of the blue, but we've been doing an **internal audit of our older mortgage protection records**, and your file was flagged for review.

Back when you closed on your property at _____, someone contacted you about your post-closing mortgage protection options.

(If necessary, confirm the loan originated with the lender listed for the loan amount listed.)

That's the coverage designed to help pay off the mortgage or help with payments in the event of a death or major medical disability.

My job is simply to make sure all your i's are dotted and your t's are crossed.

Do you happen to remember getting that coverage in place?

PIVOT A — YES, THEY PURCHASED COVERAGE

AGENT: Oh, perfect! That's exactly why I'm calling.

The review is pretty straightforward. **Do you recall which insurance carrier your policy is with?**

(Listen.)

IF THEY REMEMBER THE CARRIER:

Okay, great. And do you happen to have the policy paperwork handy, or know where you could pull it up?

IF THEY DON'T REMEMBER THE CARRIER:

No problem. Do you happen to recall which insurance company drafts the premium from your bank account?

(Listen and help identify the carrier.)

AGENT & BENEFICIARY CONTACT CHECK

AGENT: Okay, good. **And who is your agent?**

(STOP. Listen.)

IF THEY DON'T KNOW OR CAN'T REMEMBER:

No problem. **Let me ask you, if something happened to you, who would your family call?**

(STOP. Listen.)

That's actually one of the reasons these reviews are so important. **Millions of dollars in life insurance benefits go unclaimed or remain uncollected because beneficiaries may not know a policy exists, can't locate the paperwork, or don't know who to contact.**

The last thing we want is for you to have paid for coverage to protect your loved ones, only for them not to know how to access those benefits when they're needed most.

Do your beneficiaries know you have this policy, where to find it, and who to call if something happens to you?

(STOP. Listen.)

IF THEY AREN'T SURE:

And that's exactly why we do these reviews. The last thing we want is for you to have coverage in place, but your loved ones not know who to call when they need it most.

When we go through your policy together, we'll make sure everything is current and that your beneficiaries know they can contact me directly if they ever need help with a claim.

Do you have your policy information handy so we can take a look at it now, or would another time be better?

(If available, proceed with the review. Otherwise, schedule the appointment and complete the spouse/companion check.)

IF THEY HAVE THE POLICY AVAILABLE — REVIEW NOW:

Perfect. Let's take a quick look at what you have.

First, let's confirm the coverage amount and what the policy actually provides.

(Continue into the policy review: coverage amount, beneficiaries, living benefits if applicable, and any changes in circumstances. Collect beneficiary contact information during the review.)

IF THEY'RE AT WORK, DRIVING, OR DON'T HAVE ACCESS TO THEIR POLICY:

Of course you are! The review call is pretty brief, about 15 minutes or so.

I have an opening this afternoon at _____, or would a little later be better for you?

(Confirm a tentative time, then proceed to the spouse/companion check below.)

PIVOT B — NO, THEY NEVER PURCHASED COVERAGE

AGENT: Oh, okay. Well, that may explain why your file was flagged for review.

Let me ask you, was there something about the coverage that didn't make sense for you at the time, or was it just something that got put on the back burner?

(STOP. Listen to their explanation.)

IF THEY HAVE NOTHING IN PLACE:

Okay. Let me ask you, **if something unexpected happened to you, would your spouse or family be able to comfortably manage the mortgage payments and maintain their lifestyle, or would that create a financial hardship?**

(STOP. Listen to their response.)

And what if your income were interrupted for 3 to 6 months or longer due to a critical illness like cancer? How would that impact you or your family financially?

(STOP. Let them explain the consequences in their own words.)

IF THEY EXPRESS CONCERN:

I see. **Is that something you're wanting to get taken care of, or has it just not been a priority with everything else going on?**

(Listen.)

IF PRICE WAS THE ISSUE:

I understand. **Was it that the monthly premium was more than you were comfortable spending, or did you feel the coverage wasn't worth what it would cost?**

(Listen.)

IF THE PREMIUM WAS TOO HIGH:

Okay, that makes sense. **Would you be more comfortable looking at something that fits within a specific monthly budget, or would you rather see what different levels of protection might cost first?**

(Listen.)

IF THEY ALREADY HAVE LIFE INSURANCE:

Oh, good! **Was that coverage intended specifically to protect the mortgage, or was it primarily for income replacement and other family expenses?**

(Listen.)

IF THEIR LIFE INSURANCE IS FOR OTHER EXPENSES:

Okay, so if those funds are already earmarked for other things, **what's the plan for taking care of the mortgage?**

(STOP. Listen and let them explain.)

IF THEY BELIEVE THEY HAVE ENOUGH COVERAGE:

That's good. **Have you already calculated how much of that coverage would be needed to pay off the mortgage, or is that something you haven't really broken down?**

(Listen. If they have a sufficient plan, acknowledge it.)

IF THEY SAY THEY AREN'T INTERESTED:

No problem. Most people I've spoken with who weren't interested either felt the coverage would be too expensive or were concerned they wouldn't qualify.

Which is it for you? or is there another reason?

(STOP. Listen.)

IF COST IS THE CONCERN:

I understand. **Is that based on what you were quoted previously, or are you just assuming it would be outside your budget?**

(Listen and address their concern.)

IF QUALIFICATION IS THE CONCERN:

I understand. We actually see this happen quite often. Sometimes the original agent didn't have access to carriers with more liberal underwriting guidelines, or simply wasn't aware of other options that might have been available.

We also find that certain health conditions that prevented someone from qualifying in the past may no longer be an obstacle, depending on their current health and the carrier.

Was there a specific health condition that kept you from qualifying, or were you actually declined for coverage?

(STOP. Listen.)

IF THEY SHARE A PREVIOUS HEALTH CONDITION OR DECLINE:

Okay, I see. **Has anything changed with that condition since you originally looked into coverage, or is everything pretty much the same?**

(Listen, then determine whether reviewing available carrier options makes sense.)

IF THEY SIMPLY DON'T WANT COVERAGE:

(Proceed to Pivot D — Debt Elimination.

TRANSITION TO REVIEW — IF THEY RECOGNIZE A NEED

AGENT: Okay, I see. Well, that's exactly why your file came up for review. **Part of my job is to make sure the coverage you have in place is still the right fit for your needs and circumstances.**

Insurance isn't one-size-fits-all. We need to make sure you're not paying for more coverage than you need, paying too much for the coverage that you have, that you're not underprotected, and that you're not missing important benefits you may qualify for.

So, let's start by taking a look at what you currently have in place and make sure everything is set up the way it should be.

(Pause and begin the review. Only offer an appointment if they indicate they're unavailable.)

IF THEY'RE UNAVAILABLE:

No problem. The review only takes about 15 minutes.

I have an opening this afternoon at _____, or would a little later be better for you?

(Confirm a tentative time, then proceed to the spouse/companion check.)

IF THEY WANT TO REVIEW NOW:

Perfect. Let's start with what you currently have in place.

(Proceed with needs assessment and coverage discussion.)

IF THEY'RE INTERESTED BUT UNAVAILABLE:

Of course. The review is pretty brief, about 15 minutes or so.

I have an opening this afternoon at _____, or would a little later be better for you?

(Confirm a tentative time, then proceed to the spouse/companion check.)

PIVOT C — THEY DON'T REMEMBER

AGENT: That's actually pretty common, especially when it's been a couple of years.

Do you remember meeting with someone about coverage that would help protect the house if something happened to you?

(Listen.)

I think I know the answer to this but, do you happen to remember the agent's name, or which insurance company they represented?

(Listen.)

No problem. Rather than guess, we can take a few minutes to figure out what you currently have in place and whether anything needs attention.

Let's start by figuring out what coverage you currently have.

(Proceed with the review.)

IF NOT AVAILABLE:

No problem. I have an opening at _____, or would a little later be better?

(Confirm a tentative time, then proceed to the spouse/companion check.)

SPOUSE OR COMPANION CHECK — FOR ALL SCHEDULED REVIEWS

AGENT: Oh, and one more thing. **Do you have a spouse or companion? We can take care of their coverage review at the same time.**

IF YES:

Perfect! What's their first name?

Name: _____

(Confirm spelling if needed.)

Great! Let's make sure _____ can join us so we can take care of both reviews in one call.

Will _____ be available at that time, or would another time work better for both of you?

(If unavailable, reschedule for a time when both can participate.)

IF NO:

No problem!

FINAL APPOINTMENT CONFIRMATION

Perfect! I've got you down for:

Day: _____

Time: _____

Spouse/Companion: _____

Just have your policy documents handy when we connect, and we'll go through everything together.

I look forward to speaking with you!

PIVOT D — IF THEY DON'T WANT COVERAGE: DEBT ELIMINATION

AGENT: No problem at all. Let me ask you something completely different.

If there were a way to pay off your debt, car loans, credit cards, student loans, and even your mortgage in half the time or less — without refinancing, debt consolidation, or increasing your monthly expenses — would you be opposed to seeing the math on that?

(STOP. Listen.)

IF YES, THEY'RE OPEN TO IT:

Perfect! What I'll do is set up a quick three-way text introducing you to our **Debt 2 Capital specialist**. She'll arrange a no-obligation consultation to walk you through the math using your own numbers, so you can see whether it makes sense for your situation.

Is this the best number for them to reach you?

(Confirm number and permission to make the introduction. Send three-way introductory text.)

IF THEY'RE INTERESTED BUT UNAVAILABLE:

No problem! I'll introduce you by text, and you and the specialist can coordinate a convenient time for your consultation.

IF NOT INTERESTED:

No problem. I appreciate you taking my call!