



## **R.E.A.L. SYSTEM**

In Home Appointment Outline

**R**apport

**E**motion

**A**ssumption

**L**ock it Down

## **Appointment Outline**

Step 1: Kitchen Table Setup

Step 2: Your Story is their story

Step 3: Explain Your Role and Purpose (My Job...)

Step 4: Verify Information

Step 5: *The Why* – Resurrect the Emotion (Unveil the reality)

Step 6: Add Value, Explain Benefits, Show Options

Step 7: The Close

Step 8: Secure the Sale

Step 9: The Five R's

# R.E.A.L. SYSTEM

## In Home Appointment Script

**Step 1: Direct homeowner to their kitchen table.** This step should set the tone for the rest of the appointment. You're in control. You're friendly, but also very busy, and you have a schedule full of appointments with homeowners. Take a little time to warm up, but be sincere. As you make your way to the Table, notice what they have hanging on their walls and shelves. How do they decorate their home? Those are the things that are important and interesting to them. ESPECIALLY FAMILY PICTURES. Let them talk about these things, that will help you know what their "WHY" is, and will also help you build rapport. On the table should be your laptop, the lead your client sent in, and the applications.

**Step 2: Make yourself Relatable & Remove The Wall.** This lets them know you are human and not just some stereotypical sales person, but someone they can relate to and trust and believe has their best interest at heart. Your Story needs to have the outline of: There were hard times, someone I know (We) Had/Didn't have insurance, and it made all the difference in the world because... And that's why I'm here today. To make sure (That) doesn't happen to them... - Do you know anyone who became really sick or hurt or passed away? What did that look like? How would things be different for them and their family if they did/didn't have this coverage? So that's why You asked me here today then isn't it, to make sure This never happens to you and your family. Is that right? (Yes) Then I promise we will make sure you are taken care of and at peace with your family's protection before I leave today. Does that sound good?

### **Step 3: Explain your Role and Purpose.**

(Make it clear that this is happening TODAY)

"Let me explain my role and Purpose here

1. See what the legitimate NEED is, and how much is actually needed.  
(This is a Good time to mention and get their "Buy-In" to Critical Period Coverage, & lesser coverage options as a buffer, if client is older or unwell, and you know options are limited)
2. Confirm Program Eligibility & Qualification (One Size Doesn't fit All, & All Programs differ)
3. I'm a broker which allows me to Shop Around to **All the Top Carriers** to Find Something that fits WELL within Your budget, without having to sit with 5-10 other companies.
4. If TOGETHER we can find (1, 2, & 3) Then we will be filling out an application for whichever Program you Choose \*\*\***TODAY**\*\*\* (Initial Close Tie Down: "**Does that sound good?**")

### **Step 4: Verify and Gather the needed information.**

Begin verifying the information you collected on the phone, then Follow up with The "Blank Clients Notes" Flow Sheet, asking each section about each person independently (**Very Important**)

- Finances, all (Take home) incomes and sources, separated by type, and for each person
- Retirement savings/401Ks past and present and current monthly outgo towards a retirement plan,
- A deeper more detailed dive into the last 10 years of meds and dosages, diagnosis, treatment, complications, Frequencies follow ups etc... (Important in underwriting and risk assessment and picking a product, especially if you need to refer to Virtual Mentor, or call a carrier or upline) and
- Current Life Insurance and Short/Long Disability Income (OUTSIDE OF WORK). We are not comparing apples to apples here. But it's important to know what they do and don't have.

## **Step 5: The Why: Resurrect Emotion (Unveil the reality of their situation).**

Remember that This coverage is **NOT** about **what this is**, it's about **what it does** for them and their family, and what it helps and what it prevents. (Their reason's may not be your reasons, so you MUST sell to them based on what they value, not what you value)

This is the most important step in the script. This is where you gather the information you need to put their protection together. It's a great place to gather the homeowner's **hot buttons**. People buy out of emotion, and they aren't going to offer it up, you are going to have to dig deep. 3-4-5 layers deep.

Ask: **"What are your biggest concerns for your family if something happens to you"** and **"What do you want this protection to do for you?"** and **"What are you hoping I can do for you and your family TODAY?"** and **"What happens if you don't have this coverage"** and **"How long would savings last and could your family survive financially before things got really complicated"** and **"Where would you go and what would you/your family do If the bank then took your home?"**

Dig deep into **each response**. Superficial responses will result in zero policies!!! Ask **"What would that look like for you and your family"** and **"What does that mean for them and their quality of life?"** and **"What do you mean by that?"** and **"Help me understand what that looks like"** and **"What do you mean by that?"** and **"Tell me more about that"** and **"Is that why you asked me here today? So that..."** Now, repeat what you heard back to them and tell them how much you respect their decision to protect themselves and their family. And you **"I will make sure that you never have to worry about (Their concern) again!"** And ask **"Does that sound good?"** Their Buy in here, now gives you permission to assume the sale with absolute confidence.

## **Step 6: Add Value: Explain Benefits and Show Options.**

Now explain the options that are available to them. (Be sure **not** to mention any benefits that are not available to your client due to their age or health.) Think of ways to get multiple apps in the home.

**NEVER EVER** show prices **until after** you have shown the options, and **until after** you have created enough Value, so they know what it does for them. (Reference their reason for having you there, and what happens if they don't have this, and let them know they won't have to worry about that any more. Use their words) If you show rates before Value, THEY HEAR NOTHING ELSE, all they see is price and now they are making a decision based on price and not value.

### **PRICE IS ONLY AN ISSUE IN THE ABSENCE OF VALUE**

When picking products and rates keep these things in mind:

1. Make sure rates shown are much more than about 30% in pricing. Psychologically, people can make the jump easily to spend a little bit more to get more, but if the jump is too big, they short circuit and can't make a decision. (Think Fast Food Drink upsize)
2. On Average, in General, options should be hovering around **\$85/month** +/- per policy shown (Not because that will get them enough coverage to fully pay off their home, but because that is the spending threshold, that most people can emotionally wrap their heads around spending)
  - a. If **Finances are tight** (Their mortgage consumes more than 1/3 of their take-home income, show options that are lesser (eg \$30, \$60, \$90)
  - b. **Average income** might be \$60, \$90, \$120
  - c. **Great Income:** might be \$90,120, \$150
  - d. **Really Really Really Great Income:** No Limits (Those are the really fun ones)
3. Write your quotes indiscreetly elsewhere (Laptop, phone, sticky note, bottom of the page, etc...)

**Step 7: The 3 Part Close** Once you've found the right price, you're ready to close.

1. Write in the quotes & say "**these are the monthly amounts for each coverage option, for each person**" (If there are 2) & "**You don't have to choose the same Benefit for each other**"
2. Turn the Paper over & ask "**Which of these options best fits your family's needs**" (One person might be focused on price, one might be focused on Benefit amount. By asking it this way you let them decide (Or battle it out), and the loudest voice between the 2 (The decision maker) will ultimately decide which one.) Then you Let THEM pick and YOU
3. **SHUT UP!!!** (If they don't choose right away, Let that awkward silence take over. The next person to speak "loses". You talking doesn't help, it only strips them from making a decision.)
4. Don't interject. Ask what they most like about what they chose, but don't give your opinion.

**Step 8: Write the Applications and Secure the Sale.** Don't hesitate, don't vacillate.

With Absolute **Confidence and Assumption** of the sale, Pull out the Application (Or your electronic application taking device/laptop/iPad etc.) and Start the application. Ask, "Do you have your Driver's licenses?" (When they start to reach for them, you know it's a done deal)

Remember to think like an underwriter. If your money were on the line, what would you want to know about the client's issues (Meds, diagnosis, treatment, follow-ups with doctors etc.), before you had peace of mind that the risk was tolerable to insure them. To avoid as much underwriting and help the carriers not have to dig to deep and potentially decline, rater, or extend how long it takes to insure the client, take notes regarding all potential issues

Explain the process and what they should expect moving forward.

- 3-5 days for the company to process the application
- Draft Date & Delivery
- Possibility of phone interview
- Possibility of declination or changes
- Leave business card and any required forms
- Eliminate the competition (Instruct the client not to respond to the notice again and to also disregard any future calls about mortgage protection.)

**Step 9: The Five R's.**

- **Referrals** – (Family/Friends who need to know about the policy, as well as Potential Client and Potential Agents) Word association: Married, Homeowner, kids, health concerns, Retirement etc...
- **Retirement** – BAMFAM – Follow up Appt with potential Annuity or IUL opportunities
- **Replacement**
- **Rugrats** – (Education plans, Savings Plans, Gifts of Ins. Referrals etc...)
- **Recruit** – They've opened their home, their heart, and their finances and vulnerability to you. If You like them, Hire them. The coverage will protect them, but sometimes the best thing we can do for people, is give them a chance to improve their quality of life! Even if they aren't interested, Good people lead you to good people, and worst case scenario they can point you in the right direction of people who might be interested and be a good fit.

# CRITICAL PERIOD EXPLANATION

"As a broker, keep in mind that my job is to get you coverage that you will qualify for, *not* to get you declined. With Mortgage Protection, there are really two options. There's the mortgage payoff plan, which unfortunately, you aren't going to qualify for that. The second option is actually very popular with homeowners in your situation and it's a lot more affordable. It's what they call Critical Period Coverage. This refers to the most critical period of time after the loss of a spouse or loved one when the family is at the most risk of losing their home. Let me explain."

"*John*, if something were to happen to you tomorrow, does the bank come to *Mary* and ask for the full \$150,000 that you owe? No, they just want your next \$800 mortgage payment. People go into foreclosure not because the bank wants the payoff, but because the bank wants the payment. It would be nice if the bank would call you up to say how sorry they were for your loss and offer to waive your payments for the next 6 months to a year, but that's not how it works, is it?"

"What this policy is going to do for you is buy you time. Most importantly, time to grieve properly. The last thing we want is for *Mary* to be at your funeral worried about the next mortgage payment. This will also give you time to make a plan if you need to sell the house or refinance. Let's face it, houses aren't exactly flying off the market right now. Would you rather get what the house is worth or get as much as you can for it? Finally, this policy allows you to protect the equity that you've worked hard to create in this home. You see guys, if you have time to protect your equity, then your equity can become your benefit."

"This type of policy is going to be a much better option for you because: 1) We can actually get it for you. 2) It's affordable. And 3) it's a permanent product, which means if you qualify you are guaranteed to receive a benefit as long as you pay the premiums."

"Now, let's see how much *time* we can buy *Mary*..."

## Options Example

Example: Client has a \$600 mortgage payment:

Option A: \$35,000 death benefit = 58 months/4.8 years of payments. Cost is \$350/month.

Option B: \$25,000 death benefit = 41 months/3.4 years of payments. Cost is \$220/month.

Option C: \$15,000 death benefit = 25 months/2.1 years of payments. Cost is \$140/month.

"Which option best suits you?"

(Keep going until you find a plan that fits the budget. It's not uncommon to sell only 3-6 months of coverage if that's what the budget allows. Something is always better than nothing.)

## Script Bullet Points (to keep you on track)

- EXPLAIN LETTER (Response received)
  - MORTGAGE COMPANIES NOW OUTSOURCE MORTGAGE PROTECTION TO BROKERS.
  - I WORK WITH 15 + CARRIERS – I AM NOT PARTIAL TO ANY ONE CARRIER.
  - I WORK FOR YOU!
  - COVERAGE IS BASED ON AGE & HEALTH
  - NO MEDICAL EXAM REQUIRED
  - YOUR JOB IS TO TELL ME WHAT YOUR BUDGET IS AND HOW MUCH COVERAGE THAT YOU WANT.
  - ALL I DO TODAY IS TAKE THE APPLICATION AND SEND TO UNDERWRITING.
  - IT TAKES 2-4 WEEKS TO PROCESS.
  - SOUND GOOD? YES!
  - GREAT!
- 1) How long have you been on RX?
  - 2) Is your condition under control?
  - 3) When did you last see Doctor?
  - 4) Are there any RX prescribed by Doc that you are not taking?
- CURRENT POLICY REVIEW: We don't want to recommend something that you already have and are spending money on. Let's take a look at your current coverage and see if there are any gaps. If not, I'll be on my way!
  - EXPLAIN TWO TYPE OF COVERAGE: MORTGAGE PAYOFF/EQUITY PROTECTION (CRITICAL PERIOD) Now that you know the types of coverage (Mortgage Payoff/Equity Protection) – **how do you best see me helping you today?**

CLIENT NAME(S): \_\_\_\_\_

MORTGAGE AMOUNT: \_\_\_\_\_

MONTHLY PAYMENT: \_\_\_\_\_/MO

HOW LONG AT CURRENT RESIDENCE: \_\_\_\_\_

HOME VALUE/EQUITY: \_\_\_\_\_

BORROWER

CO-BORROWER

M / F

M / F

AGE \_\_\_\_\_

AGE \_\_\_\_\_

DOB \_\_\_\_\_

DOB \_\_\_\_\_

HEIGHT/WEIGHT \_\_\_\_\_ HEIGHT/WEIGHT \_\_\_\_\_

OCCUPATION \_\_\_\_\_ OCCUPATION \_\_\_\_\_

(HOW LONG AT POSITION) \_\_\_\_\_ (HOW LONG AT POSITION) \_\_\_\_\_

INCOME/MO \_\_\_\_\_ INCOME/MO \_\_\_\_\_

CHILDREN/GRANDS/BENEFICIARY (INCLUDE DOB)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

UNDERWRITING QUESTIONS:

**Tobacco Usage**

Do you currently use or in the last 12 MONTHS used any Tobacco/Nicotine products?

If yes, provide details . *ex. 1 cigar per month on avg. or vaping*

Yes  No

**Personal Medical History\***

Do you have any medical history of the following? (Y/N)

Artery Disease/Heart Attack or Stent	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Diabetes- <u>Age Diagnosed</u> .. <u>Insulin or</u>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<u>Oral meds</u> Cancer - <u>date</u>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<u>diagnosed/date of last treatment</u>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Cerebral Vascular Disease or Stroke	Yes <input type="checkbox"/>	No <input type="checkbox"/>
/TIA Hepatitis	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Alcohol/Drug Abuse Treatment in	Yes <input type="checkbox"/>	No <input type="checkbox"/>
last 10yrs Depression/Anxiety	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Medications

COPD or Asthma : Rx and treatments

Gastrointestinal (ex. Crohn's, Ulcerative Colitis) Yes No

***\*If yes to any, be sure to read agent guide, check virtual mentor, call for a risk assessment or check with the team before pursuing a policy application.***

**Doctor information:**

Name and address (we can look up the contact info if needed). Last time seen and for what reason. Last checkup? (*note - if no doctor listed, use local Walk-in Clinic or wherever they would likely go*)

**PRESCRIPTIONS:**

Are you currently taking or have you been prescribed any medications that you no longer take or only take occasionally? (The carriers check prescription histories up to ten years so be thorough here, and look up any medications you need to verify for underwriting)  
If yes, name of medication/reason:

**Family History**

(refers to immediate, natural family members: Mother, Father and Siblings – not grandparents)

Is there any incidence of or death prior to age 60 due to Heart Related Disease, Cancer or Stroke in your family? (Details to include type/onset and age at death if applicable)

**BACKGROUND**

In the last 5 yrs have you had a DUI or Reckless Driving? If yes, what date? Any felonies?

**Foreign Travel**

Do you intend to travel outside the US for more than 2 weeks at a time? (Primarily asking about the last 12-24 months or next 12 months)? Actual planned trips only. If yes, provide dates, city, country, length of stay and purpose.

**Avocations/Hazardous Activities or Aviation**

(ex. Private Pilots, Active Military/Reserves, Scuba, Auto or Motorcycle Racing, Mountain Climbing, Sky Sports). If yes, provide details:

Please list any other health conditions not referenced above (surgeries, disability benefits, hospitalizations). Provide details (date, how long in hospital, etc.)

If it's ok with you, I'm going to ask you a few questions just to be sure I'm **not** showing or suggesting something that is inappropriate or not needed. I don't want to go down the wrong road and show you something that you don't need.

- 1. Husband, insurance in place now with employer? Term? \_\_\_\_\_
- Husband, insurance in place now owned personally? Term? \_\_\_\_\_
- Spouse, insurance in place now with employer? Term? \_\_\_\_\_
- Spouse. Insurance in place owned personally? Term? \_\_\_\_\_

**2. If you passed away, do you have retirement savings in place to help? Like 401K's or IRA, TSP, Mutual Funds etc.?**

	Husband	/	Wife
IRA	_____		_____
401K	_____		_____
Mutual funds	_____		_____
CD's	_____		_____

- Is the 401k with your current employer or just parked out there?** \_\_\_\_\_
- Have you ever rolled an old 401k into your current plan?** \_\_\_\_\_
- How much did you roll into your new 401k?** \_\_\_\_\_

- 3. Are you still trying to grow retirement income and savings? \_\_\_\_\_
- 4. **Are you taking Required Minimum Distributions? (if over 70)** \_\_\_\_\_
  - a. Has anyone shown you a RMD spend down schedule? (if 65 years or older) \_\_\_\_\_
  - b. Do you want to take the RMD for income? \_\_\_\_\_
  - c. Would you rather not take the RMD's and preserve your asset for your beneficiary? \_\_\_\_\_
- 5. Do you currently have long term care insurance? \_\_\_\_\_
- 6. Why or who are you trying to protect with the mortgage protection insurance?  
\_\_\_\_\_

## FINAL QUESTIONS

- ✓ *Do you feel comfortable taking care of your family today for \_\_\_\_\_ per month?*
- ✓ *Anything you can think of that would prevent you from keeping this payment going?*
- ✓ *I will call in a couple of days to give you an update on the status of your application.*
- ✓ *I will personally speak with you to review your policy when it is approved.*
- ✓ *Who else do you know (children, grandchildren, friends) who needs this protection?*
- ✓ *Who do you know that could use an extra \$600 - \$1200 a week in income?*

### *If client is over age 65:*

- ✓ *How much of your current retirement can you afford to lose?*
  - ✓ *Is future of Social Security a concern?*
  - ✓ *Are you concerned that you will outlive your money?*
- ✓ *Did you know there is a cash accumulation account with insurance companies that is guaranteed and offers a bonus on your principal deposit?*

### *If client is under age 65:*

- ✓ *Are you 100% sure you're going to have a great retirement, or do you have some doubt?*
- ✓ *What if I could show you how to get out of debt in 9 years or less, including your mortgage, without spending any additional money than you are spending right now?*

**NEXT, BAMFAM: BOOK A MEETING FROM A MEETING**

<u>Name</u>	<u>Age</u>	<u>Name</u>	<u>Age</u>
Tobacco/Drugs : _____ Height ____ Weight ____		Tobacco/Drugs : _____ Height ____ Weight ____	
<b><u>Work</u></b> <b><u>(Income Sources)</u></b>		<b><u>Work</u></b> <b><u>(Income Sources)</u></b>	
<b><u>Retirement</u></b> <b><u>(IRA/401K/Savings, etc)</u></b>		<b><u>Retirement</u></b> <b><u>(IRA/401K/Savings, etc)</u></b>	
<b><u>Health</u></b> <b><u>(Conditions, Meds, Concerns etc...)</u></b>		<b><u>Health</u></b> <b><u>(Conditions, Meds, Concerns etc...)</u></b>	
<b><u>Insurance</u></b> <b><u>(Life, Disability)</u></b>		<b><u>Insurance</u></b> <b><u>(Life, Disability)</u></b>	

Your Agent's Name: \_\_\_\_\_ Years: \_\_\_\_\_

<u>Mortgage:</u>	<u>Payment:</u>
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Desired: \_\_\_\_\_ Home Value: \_\_\_\_\_ Equity: \_\_\_\_\_

## **Benefits:**

- **Death Pay Out**  
(Whole/Partial)
- **Payment Plan**  
(Critical Period)
- **Terminal Illness**
- **Chronic Illness**
- **Critical Illness**
- **Confined Care** (2.5% Income)
- Disability Income
- ROP (Return of Premium)

## **OTHER INTERESTS?**

- **Final/Funeral Expense**
- **Children/Grandchildren**  
(Protection/Education/Savings)
- **Retirement (IUL, etc...)**
- **Annuities or Cash Value**
- **LTC – Medicare Supplement**

	<u>Name:</u>	<u>Name:</u>
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
Accidental Death, Final Expense, Kid's Policies etc...		
<input type="radio"/>		

### **Notes:** (Goals, Concerns, Children/Grandchildren/Beneficiaries etc...)

<ol style="list-style-type: none"> <li>1. What are you hoping I can do for you and your family today? _____</li> <li>2. What are your biggest Concerns that your family will have to deal with financially in your absence (Death/Disability)? _____</li> <li>3. How long can the family survive before savings run out &amp; things get complicated? _____</li> <li>4. If you died (or became disabled) <u>Today</u>, what would <u>Tomorrow</u> look like for your family?</li> <li>5. Income During Disability (60%)? _____</li> <li>6. What are you doing for Retirement?</li> <li>7. How much are you contributing into your plan?</li> <li>8. How about Savings or Credit Union?</li> </ol>	<ol style="list-style-type: none"> <li>9. Are you Concerned about having your retirement in the stock Market?</li> <li>10. Are you aware you will pay a substantial amount of taxes when you access your money?</li> <li>11. Would you like to have access to your money before 59 ½ without penalty?</li> <li>12. If you had the choice would you rather pay taxes or not pay taxes at retirement?</li> <li>13. What if I could show you how to protect your mortgage and prepare for your future retirement needs without impacting your budget?</li> <li>14. Would you like to see what that looks like?</li> </ol>
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### **Notes:** (Emergency Contacts, Agent Referrals, Client Referrals etc...)

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## THE FIVE R'S

Our most successful agents understand that the real money is in what comes *after* the sale is made (or even if the sale isn't made). Be sure to understand how to ask the right questions so you can uncover more money than you ever thought possible! Remember, the key is to *ask every time*. Just make asking the Five R's a part of your in home script.

1. **REFERRALS.** (See the Referral Script)
2. **RETIREMENT.** (See the E.A.S.Y. System Script) Most agents are afraid to ask the annuity questions because they don't feel like they know enough about the subject matter to effectively help their client. In other words, most agents don't ask because they're afraid of what they might find! Sounds stupid, but it's the truth. Keep it simple. All you have to learn initially is what questions to ask. Once you uncover the money and the need, we'll help you close the deal. Here are a few sample questions to ask:
  - a. *How are you saving for retirement?*
  - b. *Are you happy with the returns you're getting?*
  - c. *Do you have any retirement money still sitting with a former employer?*
  - d. *Where is your safe money?*
    - i. *What are you doing with your safe money? OR How is your retirement?*
    - ii. *Do you have any money in an old 401K?*
3. **REPLACEMENT.** Always be sure to review your client's current policies to be sure that they have what they think they have. You may be surprised at how often you'll find that your client's current policies are nearing expiration or that their benefits are not what they thought. Saving your client additional money on their existing coverage will definitely make them a client for life!
4. **RUGRATS.** Make sure your clients understand that you're there to serve their needs and the needs of their family. Show your clients how they can lock in affordable coverage on their children or grandchildren and give them a great head start in life.
  - a. *Have you enrolled your children/grandchildren in the HeadStart program yet?*
  - b. *If I could show you a way to lock in very affordable coverage for them, would you be opposed?*
5. **RECRUIT.** Most of our agents want to build an organization to create passive and permanent income. Some of our best agents were clients that we met at their kitchen tables. The question is really simple:
  - a. *Who do you know that would like to make an extra \$500-\$1,000 each month on a very part time basis?*