

Your target market is every homeowner out there.

Think about it. Out of every 100 people who purchase a home, 95% care about it and would want to leave their home to someone of importance. Of those 95% who care, 90% of them actually think they should do this by securing coverage through their lender... which happens to be the worst place they could go to get this protection. The presentation script helps you enlighten them on the proper way to secure mortgage protection, and the value of going direct.

The more home owners you can place yourself in front of, the more homeowners you can enlighten and protect properly. You must personally talk to every homeowner you can and educate them. Remember the leads that you receive represent only about two percent of all the people in your area that had recent mortgage activity.

