

BIG DADDY LEADS

# MORTGAGE PROTECTION INSURANCE

## AGENT PRODUCT GUIDE + TELESales SCRIPT

Term Life | Recent Homebuyers | Ages 25–65 | Mortgage Payoff on Death/Disability

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### SECTION 1 — PRODUCT OVERVIEW & IDEAL CUSTOMER PROFILE

#### What Is Mortgage Protection Insurance?

Mortgage Protection Insurance (MPI) is a life insurance policy — typically term or return-of-premium (ROP) whole life — structured to pay off or cover a homeowner’s mortgage if they die, become disabled, or are diagnosed with a critical illness during the policy term. Unlike PMI, MPI benefits the homeowner’s family, not the lender. The most effective MPI agents target recent homebuyers — typically within 30–90 days of closing — before the mortgage protection window of awareness closes.

#### Ideal Customer Profile (ICP)

<b>Age Range</b>	30–60 (sweet spot: 35–55)
<b>Trigger Event</b>	Recent home purchase — 30 to 90 days post-closing is the prime window
<b>Income Profile</b>	Dual-income households; one income often services the mortgage
<b>Family Status</b>	Married with children; stay-at-home spouse is a key motivator
<b>Concern</b>	'What happens to my family if I die and can't pay the mortgage?'
<b>Mortgage Balance</b>	\$150K–\$500K is the sweet spot for coverage conversation
<b>Credit Profile</b>	Good-to-excellent — recently qualified for a home loan
<b>Awareness Level</b>	Often received a postcard from lender-linked services; has some awareness of the concept
<b>Pain Point</b>	Lender may have offered PMI but prospect doesn't understand the difference
<b>Geography</b>	Suburban markets, growing Sun Belt cities, first-time buyer markets

**💡 PRO TIP:** The best MPI pitch is emotional and immediate: 'What happens to your family and this home if you're not here next month?' Connect the mortgage — the biggest financial commitment of their life — to the people who depend on it.

## SECTION 2 — META LEAD EXPERIENCE

### Lead Type: Meta Instant Form — Standard & Live Transfer with OTP

BDL sources leads through Meta (Facebook/Instagram) advertising using Instant Experience forms. When a prospect clicks the ad CTA, Meta auto-populates their profile data into the form before they see it — reducing friction and increasing completion rates. The prospect reviews pre-filled fields, answers any custom questions, and submits. Their data routes directly into the BDL lead system.

**📌 NOTE:** LIVE TRANSFER + OTP (One-Time Passcode): When a campaign runs in Live Transfer mode, after the prospect submits the form Meta sends them an automated SMS containing a One-Time Passcode. The prospect enters this OTP to verify their phone number in real time. Upon verification the lead is flagged as 'Live' and routed immediately to an available agent — often within 60–120 seconds of submission. Live leads carry contact rates of 40–70% vs. 15–30% for standard leads. Speed to answer is everything on Live transfers — treat every Live ping as top priority.

### Common Instant Form Fields

**⚠️ WARNING:** FIELDS DISCLAIMER: The fields listed below represent common fields that may appear on BDL Meta instant forms for this vertical. Not all fields are guaranteed to appear on every campaign or lead sheet. Field availability is subject to change based on active campaign configurations, A/B testing, carrier requirements, and platform updates. Always reference the actual lead sheet you receive. Never assume a field is populated.

Field Name	Source / How Populated	Agent Use
First Name	Meta pre-fill	Personalize opener immediately
Last Name	Meta pre-fill	Full name for application
Email	Meta pre-fill	Drip email follow-up
Phone Number	Meta pre-fill	Primary dial — confirm on call
State	Meta pre-fill	Carrier and product availability
ZIP Code	Meta pre-fill	Local market context
Mortgage Balance	User entered	Anchor coverage amount conversation
Home Purchase Date	User entered	Confirms recency; validates trigger event

Loan Type	User selected	Conventional, FHA, VA — affects approach
Age / DOB	User entered	Rate calculation and eligibility
Health Status	User selected	Routes to standard vs. simplified issue
Tobacco Use	User entered	Rate tier selection
Annual Income	User entered (opt.)	Coverage need and disability rider conversation

## SECTION 3 — LEAD CHARACTERISTICS & BUYER PSYCHOLOGY

<b>Recency Sensitivity</b>	The closer to the purchase date, the hotter the lead. After 90 days awareness fades rapidly. Prioritize fresh leads in this vertical above all others.
<b>Dual-Income Dynamic</b>	Both spouses often need to be involved. One income covers the mortgage — the surviving spouse's ability to keep the home is the core fear. Get both on the call.
<b>Financial Sophistication</b>	Higher than FE prospects. They recently navigated a mortgage application. Speak their language: term length, coverage amount, monthly premium.
<b>Objection Pattern</b>	Common stall: 'We just bought a house and we're tight on money.' Counter with the disability rider — they can't work, who pays the mortgage?
<b>Comparison Shoppers</b>	More likely than FE prospects to want to compare rates. Come prepared with multiple carrier options to present a best value vs. most coverage choice.
<b>Awareness of PMI</b>	Many conflate MPI with PMI. Clarify: PMI protects the lender; MPI protects YOUR FAMILY'S ability to stay in the home.
<b>Trust Level</b>	Moderate to high — recent positive financial experience. They trust financial professionals more than FE demographic.
<b>Return-of-Premium</b>	ROP riders are very compelling — 'if you outlive the policy, you get every dollar back.' A powerful close for price-sensitive prospects.

## SECTION 4 — COMMON OBJECTIONS & REBUTTALS

Prospect Says	Agent Response
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<b>“We just bought the house — money is tight.”</b>	I completely understand — and timing-wise, that’s exactly why now is so important. Your rates are based on your current age and health. Six months from now those rates go up. And the question isn’t really about money — it’s about what happens to this home and your family if you’re not here. Disability alone knocks out one in four workers before retirement. Can I at least show you the lowest-cost option?
<b>“My lender offered me mortgage insurance already.”</b>	Yes — that’s PMI, Private Mortgage Insurance. Here’s the key difference: PMI protects the bank, not you. If you die, PMI pays the lender so they don’t lose money. What we do is completely different — this policy pays your FAMILY so they can choose to keep the home, pay it off, or use the money however they need. Very different product.
<b>“I already have life insurance through work.”</b>	That’s great — and I’m not trying to replace it. Most group policies are 1–2x your salary, which barely covers income replacement. Your mortgage balance alone could be \$300,000 or more. This policy is specifically sized to cover that obligation. Plus, when you leave the job, the group coverage disappears. This one is yours.
<b>“I need to talk to my wife/husband first.”</b>	Of course — and this is absolutely a family decision. Is your spouse home right now? Because honestly, this conversation is better to have together. I can walk you both through the numbers in about five minutes. Would now be a good time to get them on the line?
<b>“I’ll think about it and call you back.”</b>	I hear you. Can I ask what specifically you want to think over? If there’s something that doesn’t add up, I’d rather address it now. And I want to flag: rates are locked at your current age. If we schedule a callback for next week, that’s seven more days of rate exposure. Can we take five minutes to at least lock in a quote?
<b>“What if I become disabled — does this cover that?”</b>	Great question — yes, we can add a disability waiver of premium rider so that if you’re disabled and can’t work, your premiums are waived and the policy stays in force at no cost to you. We also have carriers with disability income riders. Do you want me to show you that option?

## SECTION 5 — EXPECTED KPIs & PERFORMANCE BENCHMARKS

Mortgage Protection carries higher average premiums than FE, making each issued policy more valuable. Fresh leads within 30 days of home purchase convert at significantly higher rates.

Metric	Developing Agent	Solid Agent	Top Producer
Dials Per Day	70–90	90–110	110–140
Contact Rate	18–25%	25–32%	32–42%
Presentation Rate	35–45%	45–58%	58–68%
Close Rate (of pres.)	18–25%	28–38%	38–52%

Issued-to-Submitted	65–72%	72–82%	82–90%
Avg Monthly Premium	\$80–\$110	\$110–\$150	\$150–\$220
Avg Face Amount	\$200K–\$300K	\$250K–\$400K	\$350K–\$500K+
Apps Issued / Week	2–4	4–7	7–12


**⚠ WARNING:** KPIs are directional benchmarks based on BDL lead quality and industry norms. Actual results vary by carrier appointment, state, dialer, script adherence, and lead age. Review your own numbers weekly against these targets.

## SECTION 6 — FULL TELESales SCRIPT

### STAGE 1 — OPENER

#### Agent says:

*“Hi, is this [First Name]? ... Great. [First Name], this is [Agent Name] with [Agency Name]. I’m calling because it looks like you recently purchased a home — congratulations on that, by the way. I have some information about mortgage protection coverage that I think you’ll actually find really helpful. Do you have about two minutes?”*

 *Lead with the congratulations — it disarms and builds immediate rapport.*

### STAGE 2 — THE HOOK

#### Agent says:

*“So the reason I’m calling — when you took out your mortgage, the lender had protection built in for themselves. What I do is make sure YOUR FAMILY is protected. Specifically, if something happened to you — a death, serious illness, or a disability — this coverage ensures your family can keep the home without scrambling for payments. Does that concept make sense?”*

 *PMI vs. MPI distinction. Say it clearly and simply.*

### STAGE 3 — SITUATION DISCOVERY

#### Agent says:

*“Quick question — is the mortgage primarily on one income, or are both you and your spouse contributing? ... And if one of those incomes disappeared tomorrow, would the other income alone be enough to cover the payment?”*

 *This creates the pain point. Let them do the math in their head.*

### STAGE 4 — LEGACY ANCHOR

#### Agent says:

*“[First Name], you just made what is probably the biggest financial commitment of your life. What was the primary reason you bought this home — was it for your family?”*

 *Pause. Their answer will be your close. Remember it and use it verbatim later.*

### STAGE 5 — HEALTH SCREENER

#### Agent says:

*“I want to pull some options for you. I just need a few quick details. What’s your date of birth? ... Your height and weight? ... Any tobacco use in the last twelve months? ... Any major health events in the last two years — heart attack, stroke, cancer? ... And what was your approximate mortgage balance when you closed?”*

 *Keep it conversational. Document every answer. Route to correct carrier tier.*

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## STAGE 6 — PRESENTATION

### Agent says:

*“So based on what you’ve told me, I can show you a [X-year] term policy that covers your full mortgage balance of [\$X]. The premium comes out to about [\$X] a month — and here’s what that buys you: if you pass away during the term, [spouse/family] receives [coverage amount] completely tax-free and can pay off the home outright. There’s also an option called Return of Premium. If you outlive the policy, you get every dollar you paid back. Not many financial products do that.”*

 *Always present ROP as the 'smart money' option — it overcomes the 'what if I don't use it' objection.*

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## STAGE 7 — ASSUMPTIVE CLOSE

### Agent says:

*“[First Name], I can get this locked in for you today. I just need to confirm a couple of things. Who would you want as your primary beneficiary — is that your spouse, [name]?”*

 *Assumptive close. Use their spouse’s name if you have it.*

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## STAGE 8 — PAYMENT & APPLICATION

### Agent says:

*“Perfect. For the payment, we’ll set this up as a monthly bank draft — same way your mortgage is auto-drafted. Do you use checking or savings for your monthly bills? ... And I’ll need your routing number, then your account number.”*

 *The mortgage draft parallel makes bank draft feel familiar and natural.*

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## STAGE 9 — CLOSE & REASSURANCE

### Agent says:

*“[First Name], you just made sure that no matter what happens, [spouse/family] keeps this home. That’s what you bought it for — right? You’ll get a welcome package in 7–10 days. Is there anything else I can answer for you?”*

 *Echo back their own words from Stage 4. The emotional loop closes the call.*

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