

Radio Script for Mortgage Masters: Reverse Mortgages

Announcer: Affable older man.

Folks, my name is John Hardy. I'm 62 years old and I've spent the best years of my life working to pay off the mortgage on my home.

With the rising cost of living, and other expenses, my fixed income is now under attack.

So I learned how my house can pay me back.

I'm not talking refinancing or second mortgages.

Just like I made a monthly payment to buy my home, my home is now buying me my retirement with tax free-income.

And best of all – I'll never make a single payment on the money I receive for as long as I choose to live in my house.

I can fund my grandkid's college tuition, take a Caribbean cruise, fund a long term care plan, even buy a second home.

The great folks at Mortgage Masters showed me how to do it. It's called a Reverse Mortgage. Maybe you heard of it. But watch out, there's a lot of misinformation going around about Reverse Mortgages. So I suggest you talk to Mortgage Masters if you're going to talk to anyone. They're licensed and HUD approved lenders and Reverse Mortgage Specialists.

Call xxx-xxx-xxx now and ask them to send you their free, no obligation Reverse Mortgage Information Packet.

Call xxx-xxx-xxx now and Mortgage Masters will help you decide whether to take your money as a lump sum, a line of credit, or as a life-long monthly payment.

Call Mortgage Masters now at xxx-xxx-xxx and let your house make a mortgage payment to *you*!

Second Script:

Announcer (Older Man): Delivered in a “news alert or advisory” tone.

If you’re at least 62 years old and own a home - you may have heard about Reverse Mortgages.

That with a Reverse Mortgage your home will pay *you* to live in it.

That the money in your home will be returned to you tax-free as a lump sum, a line of credit or as a life-long monthly payment.

That you’ll never make a payment on the money you receive – and that you’ll retain complete ownership of your home for as long as you choose to own and live in it.

That the money you receive can fund your grandkid’s college education, pay for your vacations, fund a long term care plan, even buy another home, or pay the mortgage on the home you’re in.

If you heard this... well, I’m telling you... it’s all true!

Change to a friendly and smiling tone...

To learn more about the remarkable advantages and life-long benefits of Reverse Mortgages call Mortgage Masters at xxx-xxx-xxxx.

Mortgage Masters is a licensed and HUD approved lender and Reverse Mortgage Specialist.

Call xxx-xxx-xxxx now and ask Mortgage Masters to send you their comprehensive Reverse Mortgage Information Packet. It’s free, and without obligation it will answer all your questions.

Call Mortgage Masters now at xxx-xxx-xxx and let your house make a mortgage payment to *you*!