


CAFII WEBSITE VIDEO – MORTGAGE LIFE INSURANCE
“What is mortgage life insurance?”
Draft 1, May 21, 2019

Audio	Story Board Description	Time
Vicky and Bob, who have two children, have been approved for a \$250,000 mortgage to purchase a home.	Storyboard graphics provided by Rankhigher	7 sec
Vicky is the primary income earner, and the family’s ability to make their mortgage payments is largely dependent on her income.	Storyboard graphics provided by Rankhigher	8 sec
Peace of mind and predictability of expenses are important for Vicky and Bob, so they purchase Mortgage Life Insurance for Vicky.	Storyboard graphics provided by Rankhigher	8 sec
This insurance will pay out the balance of their mortgage -- up to the maximum insured -- in the event of Vicky’s death.	Storyboard graphics provided by Rankhigher	7 sec
Vicky and Bob like the fact that the cost of their insurance will not change over the life of their mortgage. This means that they are not exposed to higher costs for this coverage as Vicky ages or possibly develops health issues.	Storyboard graphics provided by Rankhigher	12 sec
They also like the fact that the proceeds of her mortgage life insurance will go directly to pay out the mortgage balance rather than possibly being used to pay other debts.	Storyboard graphics provided by Rankhigher	9 sec
It’s important to Vicky that her family will be able to continue living in their family home, without financial duress.	Storyboard graphics provided by Rankhigher	7 sec
CAFII: Making insurance accessible, simple, and affordable		5 sec
Total:		1.03 min