

Hey everybody: it's David Duford here at the final expense, agent mentor and **mortgage protection** agent mentor, where I help agents like you, succeed in selling life **insurance**. So today. Video. The topic we're talking about is the 15 reasons why you should consider **selling mortgage protection life insurance** most likely.

You're on this video because you are considering **selling mortgage protection insurance** or maybe you do, and you're, just trying to look at different or alternative ways to look at this product and maximize your success in this business.



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So let's get right into point one. The first reason I think you should consider **selling mortgage protections** because this business is a one-call closed. A lot of more exotic products. Take multiple sales calls that take longer fact-finding arrangements and maybe have longer sales cycles.

The beauty of **mortgage protection** is that it's, a simple product. It's, easily understood by the prospects and ultimately comes down to they want it or not, and so it's. A one-call close, so you can go out there, set appointments, and reasonably expect 90 % of the time that when you make a sale it's, definitely going to occur on that first call.

That means you can run more profitable appointments. More often, you can make more sales quicker with less of a sales cycle. All this is a great reason to **sell mortgage protection**. Reason. Number two is high commission **mortgage protection**.

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