

Hi, I'm Steve Ranson, President and CEO of HomeEquity Bank.

I've always felt that every Canadian deserves a financially secure retirement. That's why, when I joined HomeEquity Bank in 1998, I made it my goal to help all Canadian homeowners live a more comfortable retirement in the home they love.



You've worked hard to turn your house into a home – it's where you've built memories, and where you deserve to stay. And at HomeEquity Bank, we know there's no retirement like home. I'm proud to tell you that, for over 30 years, the CHIP Reverse Mortgage has helped tens of thousands of Canadians like you. With the CHIP Reverse Mortgage, there are no monthly mortgage payments until you choose to move or sell. You'll have the freedom to retire in your home on your terms.

Please take a few minutes to look over this brochure. It explains how the CHIP Reverse Mortgage works, and how it can help you enjoy a stress-free retirement in the home you love.

Steven Ranson CPA, CA, President & CEO

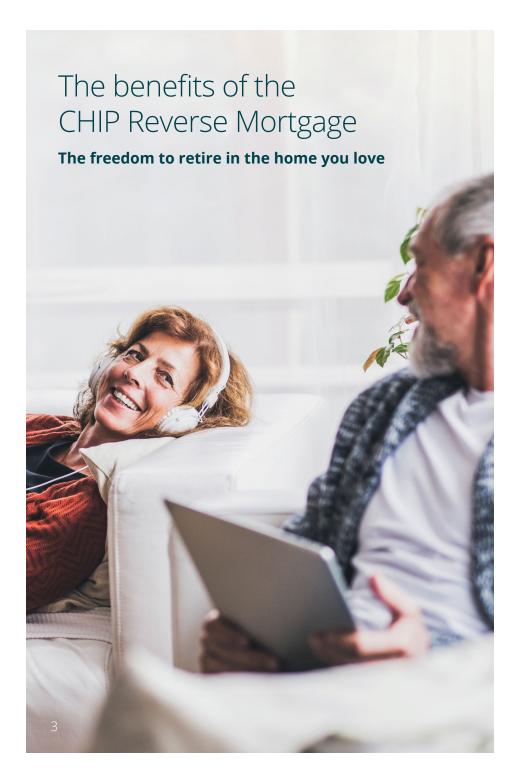


You always maintain ownership and control of your home

- A reverse mortgage is a way for Canadian homeowners 55 or older to turn up to 55%* of the value of their home into tax-free cash.
 It lets you retire safely and securely in the home you love.
- It's a loan secured against the value of the home. Unlike a traditional home equity line of credit or conventional mortgage, there are no monthly mortgage payments for as long as you live in your home.

Your responsibility: The home must remain your primary residence. Simply pay your property taxes and home insurance, and keep your property well-maintained.

The CHIP Reverse Mortgage is provided by HomeEquity Bank, a Federally Regulated Canadian Bank.





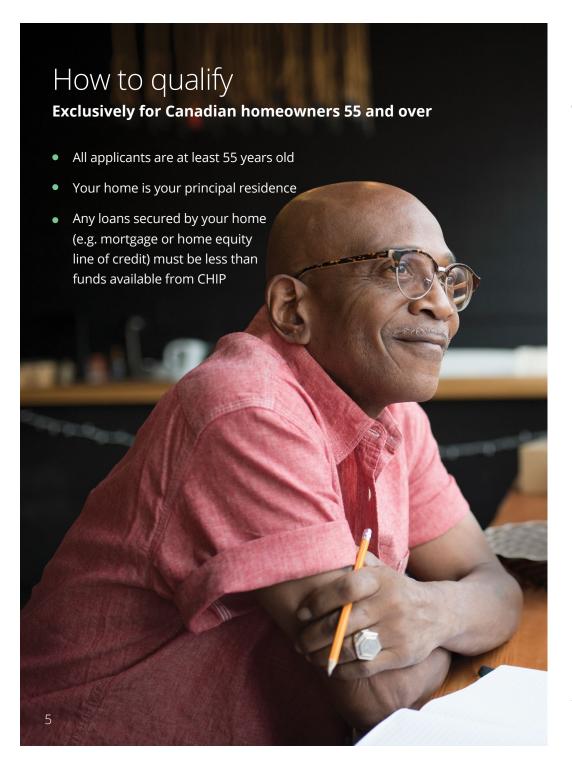
Why choose CHIP?

- Get up to 55%* of the value of your home
- Stay in your home
- Maintain full ownership and control
- Free yourself from monthly mortgage payments until you choose to move or sell
- Receive your money tax-free
- Option to make advance interest payments*



Your retirement, your way

- Pay off debts
- Renovate your home
- Take care of unexpected expenses
- Help the ones you love
- Enjoy the retirement you deserve
- Travel
- Purchase a vacation property



How to apply

The process is simple

- Contact your broker
 Contact your mortgage broker for more information about the CHIP Reverse Mortgage.
- Get an appraisal
 Once you decide to proceed, your mortgage broker will help arrange for an appraisal of your home.
- Fill out an application
 Once we receive the appraisal, you'll know exactly how much you are approved for.
 Just complete a simple form, confirm the amount of money you want, and we'll answer any questions you may have.
- Speak to a lawyer
 Before everything is finalized, we require you
 to review the information with an independent
 lawyer of your choice.
- Get your money
 You will receive your tax-free money as a lump sum or multiple installments.

FAQs

How much money can I get from the CHIP Reverse Mortgage?

The amount you are eligible to receive depends on the age of the youngest applicant, the value of your home, and the type and location of your property.*

Do I have to make any payments?

No, there are no mortgage payments required until you choose to move, or sell your home. You do have the option to make advance interest payments to help reduce the amount owing at the end of your reverse mortgage.*

Can I lose my home?

You will remain the owner of your home. We will never ask you to move or sell, provided you: pay your property taxes and home insurance, and keep your property well-maintained.



How does a reverse mortgage compare to a home equity line of credit?

A home equity line of credit is a good option for some people. It requires you to make regular payments. Before getting one, you will also have to qualify based on your income and credit history. You may also have to requalify as time goes on.

What if I already have a mortgage?

We will first pay off your existing mortgage, along with any other secured debt, and then give you the remaining proceeds.

Do I keep the equity left in the home?

Yes! In our 30 years of experience, over 99% of homeowners have money left over when their CHIP Reverse Mortgage is repaid. And on average, the amount left over is more than 50% of the value of the home. This is due to the conservative limit (up to 55%*) we put on the amount that is made available to you; and the fact that most homes continue to increase in value.

What about downsizing?

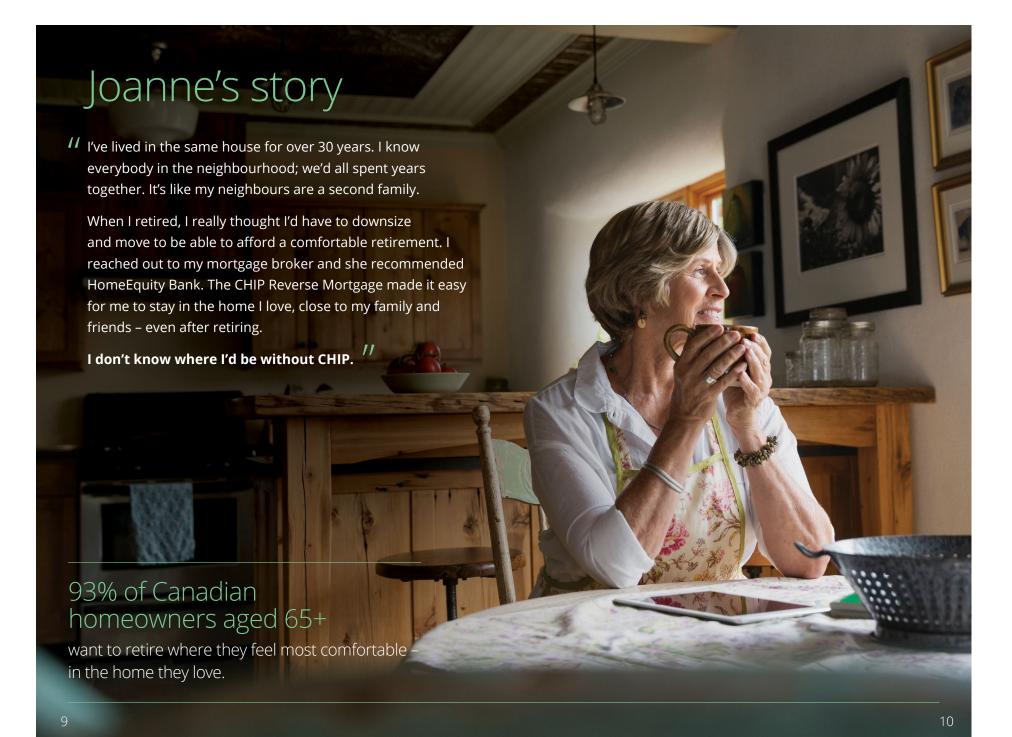
Downsizing is certainly an option but expenses can really add up

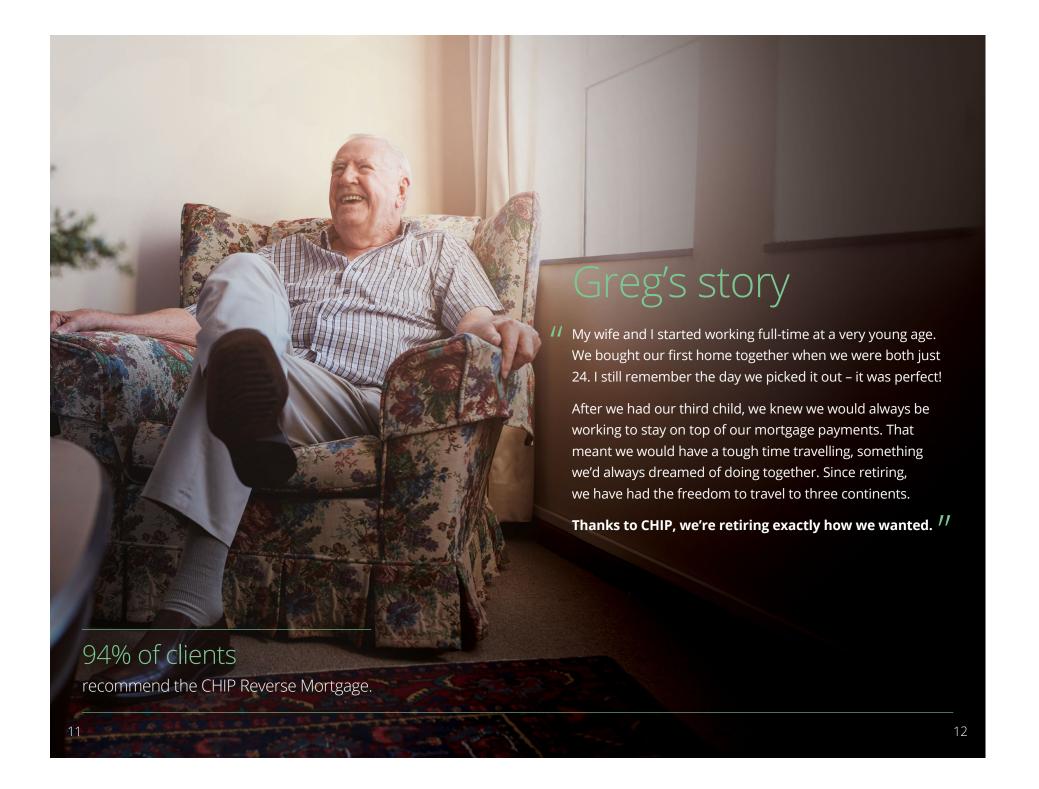
with renovations, commissions, legal fees and land transfer taxes. Often you have to move away from the neighbourhood you love in order to purchase a home that will leave you with some extra cash for retirement.

Will my government benefits be affected?

No, CHIP will not affect any government benefits you may receive, such as Old Age Security (OAS), Canada Pension Plan (CPP), or Guaranteed Income Supplement (GIS).

*Some conditions apply.





Client testimonials



"We decided to build a sunroom so we could enjoy some fall and winter sun without having to travel.

My CHIP Reverse Mortgage let me build my sunroom without having to make loan payments."

- Bob H

"The CHIP Reverse Mortgage frees you up to move forward in more positive ways, rather than being forced into a situation you're not too happy with."

- Brigitte V

"We needed to be able to manage our lives without the family supporting us. The CHIP Reverse Mortgage means having a life."

- Gordon & Aubrey A

"With a line of credit, I would have to make payments to the bank every month. I didn't want to do that, I didn't want this to affect my income."

- David H

13

Retire in the home you love, on your own terms

I promise to always:

- Listen carefully
- Speak clearly and offer useful information
- Respect you and your privacy
- Never apply pressure

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You will likely have many questions, I am here to answer your calls or emails.



