

Describe Benefits

Making a benefit statement

Product: *Home Equity Line of Credit*

1. **Restate the member's need.**

*“So you'd like a short-term loan for your home improvements.
Is that correct?”*

2. **Mention the product features.**

*“Our home equity line of credit has no prepayment penalty if the
line remains open for two years.”*

3. **Outline the benefits.**

*“This gives you the freedom of choice to reduce the length of the loan
by repaying early.”*

4. **Test for reaction.**

“How does that sound?”