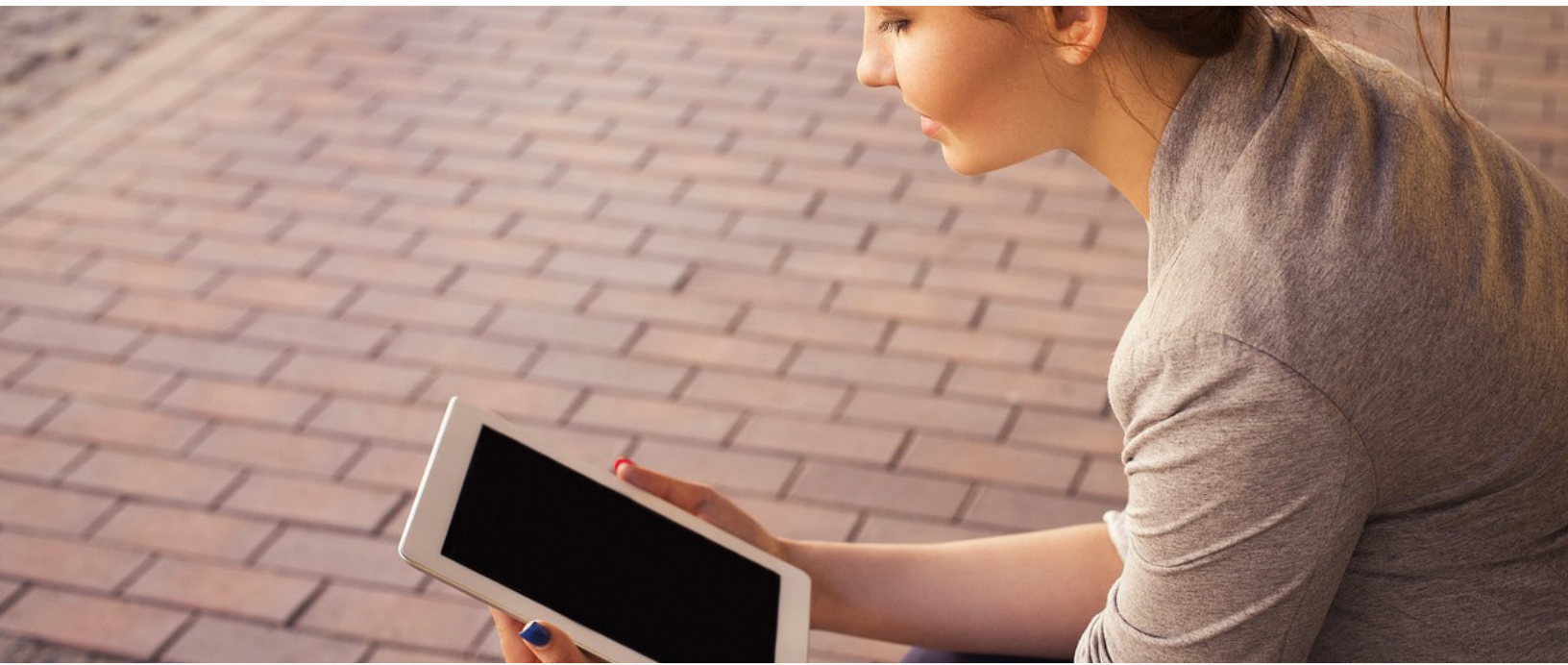




# POLICY REVIEW KIT



Protecting Your Clients' Futures

865.588.9555 | [www.TBA.com](http://www.TBA.com)

# Policy Review



## Become an Insurance Expert

Most clients don't know much about life insurance, other than the fact that they have it. Typically, their agents sells it and they don't hear from them again. Amazingly, they keep paying the premiums, even when they increase! This is a great opportunity to become an insurance expert with every prospect. Let them know you can do an independent audit of their policy... at **no cost** to them.

The best news is that we do most of the work! Simply get our one-page authorization signed, and we will take care of ordering the in-force ledgers and compare them to what is available in the market today.



### Important Facts to Consider:

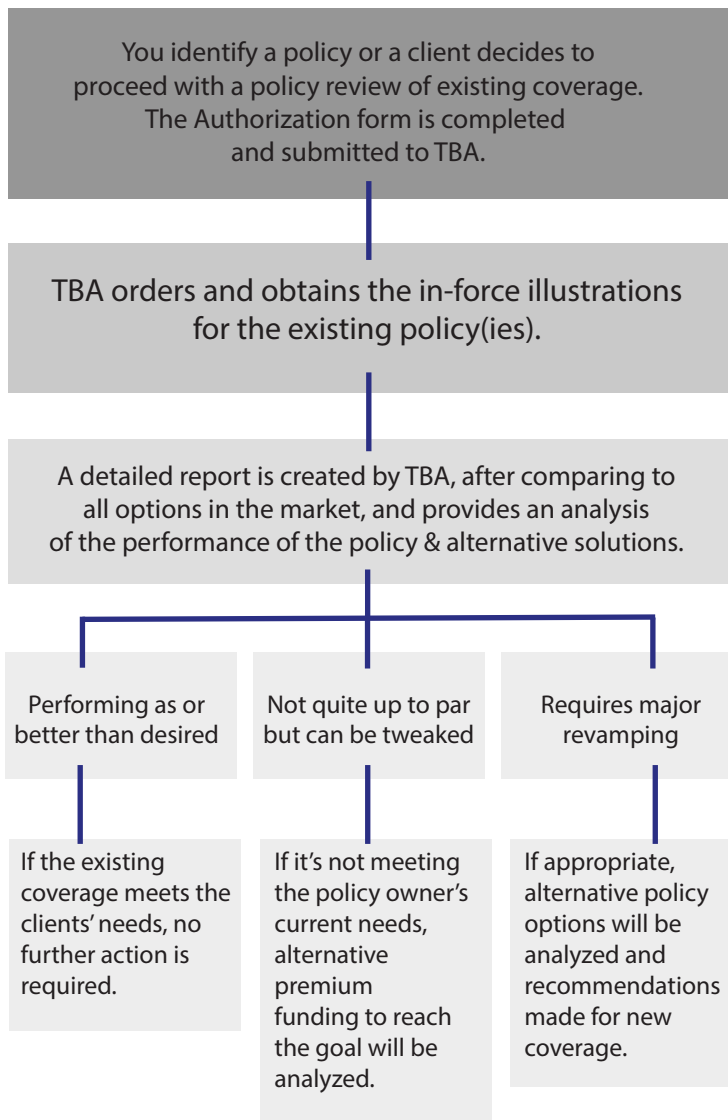
- 62% of people who own coverage don't know what they have or why they have it.
- 82% of people are under-insured.
- 29% of people would buy more insurance if asked.
- If coverage is over 5 years old, it should be reviewed.

Give TBA a call today to request our authorization form, and let us help you help your clients...and earn commissions!

# Overview & Getting Started

The Policy Review is an opportunity to provide an added value to your clients and to strengthen your relationship and build trust. Even if the existing coverage doesn't provide an opportunity to replace coverage or make adjustments, it proves to your clients that you have their best interest at heart.

## HOW IT WORKS



## IDENTIFYING OPPORTUNITIES

Your current client base is a great place to start when it comes to identifying opportunities for a policy review, but they aren't your only prospects.

It's a great way to offer a complimentary service to prospective clients, letting them know there may be no reason at all to change their insurance, you just want to make sure it working the best for them.

The last group is any professionals who advise clients on money matters, where you can partner with them to provide the analysis to their clients and also build trust across your network.

Take a minute to brainstorm some people who you could reach out to in each category:

### Current Clients

- 1.
- 2.
- 3.

### New Prospects

- 1.
- 2.
- 3.

### Advisors/Trustees/CPAs/Attorneys

- 1.
- 2.
- 3.



# CASE STUDY: POLICY REVIEW

*Opportunities in the Current Market*

## THE CHALLENGE

For many years people have been attracted to whole life insurance for the long-term death benefit guarantees and cash value growth, but what these policies offer in terms of guarantees, they often lack in competitive pricing and flexibility.

## THE OPPORTUNITY

Recently, one of our advisors audited their client's insurance portfolio and uncovered a whole life policy with a \$1MM death benefit, with a \$10,000 annual premium and approximately \$75,000 in cash value.

## *The Solution*

Through our policy evaluation process we reviewed the objectives and inner workings of his existing insurance to help ensure they fulfilled their intended purpose.

The client was comfortable with his annual premium commitment and his main objective was to maximize death benefit. The client was pleasantly surprised when, following our review of the market, we were able to more than double his death benefit for the same amount of premium. Better yet, the new policy still allowed for cash value growth and maintained lifetime guarantees.

## MOVING FORWARD

There is leverage to be had in the current marketplace for client's who's goal is death benefit maximization. We can help take away interest rate risk from the client's insurance portfolio and leverage the cash value to get larger and/or longer guaranteed death benefit. Any policy with cash value more than 10 years old needs to be looked at, especially whole life contracts.



# Market Analysis Report

Prepared for: Valued Client - Advisor: John Doe



Independent Life  
Insurance Reviews

## CURRENT POLICY INFO

Insured:	Valued Client
DOB:	6/17/1981
Carrier:	Ameritas
Product:	Whole Life
Risk Class:	Preferred Non-Smoker
Policy Date	10/13/2011
Policy Owner	Insured
Face Amount	\$1,000,000
Planned Premium	\$10,460
Surrender Value	\$76,000
Guaranteed in-force to:	Age 121
Projected in-force to:	Age 121
Projected Cash Value at 65	\$667,340
Projected Cash Value at 85	\$1,607,700

This report should only be used with the complete illustrations, reports, and the professional interpretation of a properly licensed representative. This is not tax or legal advice.

## Premium Reduction Alternatives

Purchase a new Universal Life policy and maintain the current \$1 Million guaranteed face amount

<b>Carrier</b>	<b>Premium</b>	<b>Face Amount</b>	<b>Guaranteed/Projected</b>
Current Policy	\$10,460	\$1,000,000	121/121
Prudential	\$2,474	\$1,000,000	121/121
Securian	\$2,663	\$1,000,000	100/100
Lincoln	\$3,168	\$1,000,000	125/125

The premium can be decreased by over 76% while maintaining the same death benefit amount

## Death Benefit Alternatives

Purchase a new Universal Life policy and maintain the current \$10,460 annual premium.

<b>Carrier</b>	<b>Premium</b>	<b>Face Amount</b>	<b>Cash Value at 70</b>
Current Policy	\$10,460	\$1,000,000	\$839,146
Prudential	\$10,460	\$2,174,068	\$985,182
Securian	\$10,460	\$2,104,500	\$692,388
Prudential	\$10,460	\$1,886,875	\$907,619

With no increase in premium, the coverage can be increased by 117%

# Authorization for Release of In-Force Policy Information

Please submit one (1) per Carrier, per policy Owner.

Policy Owner Name \_\_\_\_\_

Social Security or Tax ID# \_\_\_\_\_

I hereby authorize \_\_\_\_\_, Tennessee Brokerage Agency, and its staff, to obtain and/or request information regarding my existing life insurance policy(s) listed below. This information shall include but not be limited to, in force ledgers, policy dates, cash value information, interest/dividend history, and underwriting classifications.

Insurance Carrier	Policy Number	Issue Date	Insured	Date of Birth

The information above will be held in confidence. The policy data collected may be reviewed and assessed by qualified personnel consisting of medical, underwriting, and actuarial resources or other related employees involved in the submission, receipt or evaluation of insurance applications or prospective applications of CPS Integrated Marketing, affiliated insurance companies and their reinsurers.

The records may be transmitted via U.S. regular mail, various overnight mail services and/or through the use of secured electronic devices.

This authorization shall be valid for eighteen (18) months from the date below. A copy of this authorization shall be as valid as the original. I understand that I am entitled to receive a copy of this authorization.

I understand that I may revoke this authorization at any time and that the revocation will take effect when my Representative receives my written request.

Signed on the \_\_\_\_\_ day of \_\_\_\_\_, the year \_\_\_\_\_ at \_\_\_\_\_  
(city and state)

Owner Signature: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_

# Marketing Letter for Individual Clients

<Date>

<Client Name>

<Address 2>

<City, State ZIP>

Dear [Mr./Ms.] <Last Name>,

Are you one of 62% of life insurance policyholders that don't know what their insurance is and how it works?

If I can show you a way to get the same amount of coverage for less money, or more coverage for the same amount of money, would you be interested? Because you are one of our valued clients, I want to let you know about a complimentary service available to you. If you own life insurance, you've made a commitment to protect your family and possibly your estate. But when was the last time you reviewed your policy? In addition to helping you with your financial needs, I want to make sure you know that I can also help you with your life insurance needs.

I'd like to help you evaluate your current life insurance needs, and offer you a free, no obligation life insurance review to make sure that your current policy or policies are still in line with your overall financial goals and family situation. Many things can affect your ongoing need for life insurance - an addition to the family, a change in marital status or business-related changes. However, most of us never take the time to review our policy after we buy it.

What's involved in a policy review? Basically, we'll examine your current coverage, assess any life changes that may have taken place since the policy was issued, and help you determine if your insurance still meets your financial goals. There is no charge for this insurance review.

Contact me at your earliest convenience at [Insert Phone Number] and we can schedule a consultation and conduct your review. Thank you for your continued trust.

Sincerely,

<Agency>

555.555.1234

# Marketing Letter for Business Clients

<Date>

<Client Name>

<Address 2>

<City, State ZIP>

Dear [Mr./Ms.] <Last Name>,

Are you one of 62% of life insurance policyholders that don't know what their insurance is and how it works?

If I can show you a way to get the same amount of coverage for less money, or more coverage for the same amount of money, would you be interested? Because you are a valued client and business owner, I want to let you know about a complimentary service available to you. If you own life insurance, you've made a commitment to protect your business and your family. But when was the last time you reviewed your business continuation plan and insurance policy(s)? Life insurance can play an important role by providing the protection you need to keep your operation running - whether it's to fund the continuation of your business or to plan for retirement.

Life Insurance can be a valuable part of the financial planning for your business. I'd like to offer you a complimentary insurance review to ensure that your current business continuation plan and insurance coverage are meeting your business and personal goals. There is no charge for this insurance review. What's involved in an insurance review? Basically, we'll examine your current coverage, assess any personal or business changes that may have taken place since the policy was issued, and help you determine if your insurance is still in line with your business planning.

Getting started is easy. Contact me at your earliest convenience at [Insert Phone Number] and we can schedule a consultation and conduct your review.

Thank you for your continued trust.

Sincerely,

<Agency>

555.555.1234