



WHAT TO EXPECT WHEN PERFORMING A POLICY REVIEW

PROVADA - YOUR PARTNER IN SUCCESS

GETTING STARTED

Getting started is easy. Here are eight easy steps to follow:

1. Determine whom you will contact. In other words, who should receive a review?
 - All of your clients should receive a periodic life insurance needs analysis and evaluation of their existing policies. We recommend that this service be provided at least once every three to five years.
 - Complete a **Quick Needs Estimator** – found in the back of this packet
 - Whose need for insurance may have changed
 - Who may have been recently married or divorced
 - Who has had a death in the family
 - Whose health status may have changed
 - Whose policy(ies) has had activity, such as substantial loans, withdrawals, or death benefit changes
 - Whose policy(ies) are in trusts, and haven't been reviewed in several years
 - Who have policy(ies) issued by an insurer(s) that has had a drop in ratings
2. Send out a **Pre-Approach Letter(s)**
3. Perform a complete **Client and Policy Fact Finder** – found in the back of this packet - using the information from the Fact Finders to determine your client's current and future needs. Please remember to use a separate Client Policy Summary form for each of your client's policies.

Producers registered with Provada may obtain case design assistance by submitting a request via:

 - Provada's support site at <http://support.provada.com/>
 - Sending an email to: policyreview@provada.com
 - Calling 415.369.9990 for personal assistance from a Provada staff member.
4. Request complete information from the carrier(s), including inforce illustration(s), regarding all of your client's existing policies. For this purpose, you may need authorization from the client if you have not previously obtained one. **Authorization forms** can be found on pages 12 and 13 of the Agent Guide and can also be found in the Client Guide.

THE POLICY REVIEW CAN BE COMPLETED BY PROVADA

All information needed by Provada is listed on the **Policy Fact Finder (within this packet)**

For more information please contact Provada at policyreview@provada.com.

5. Review ALL of your client's existing policies with the **Current Policy Performance Assessment** to ensure that all policies contribute effectively to the coordination of the client's overall insurance plan.
6. Prepare a review to present to the client that includes: inforce ledgers, the Current Policy Performance Assessment, and your conclusions and recommendations.
7. Compare all of the alternatives and show a comparison of the inforce policy against the best alternative with the **Policy Comparative Analysis Chart** (pages 7-11 of the Personal Policy Review Analysis).
8. Help your client make the right decision.

If a new policy is recommended, submit the appropriate application through Provada. Retain in your file all needs analysis documents and inforce illustrations, and document fully the reasons for your recommendations. *****Do not replace any existing insurance until replacement insurance is in force and accepted by the client.*****

THE PERSONAL POLICY REVIEW PROGRAM

WHY CONDUCT A PERSONAL POLICY REVIEW?

Life insurance may well be one of the largest assets in your client's estate, and there may also be policies on the client's life owned outside of the estate, such as in a trust or by a corporation. These different situations make life insurance an asset that is not usually evaluated, reviewed, or analyzed on a consistent and comprehensive basis. That being said, the life insurance industry has undergone many transformations in the past decade. Currently, lower mortality charges and other cost efficiencies have created new life insurance products that may provide a greater value to the consumer. Conducting a Policy Review with your clients once every three to five years will ensure your clients life insurance is keeping pace with their life and the life insurance industry.

THE OPPORTUNITY

Conducting a Personal Policy Review represents a great opportunity to visit with your clients, build trust, and find a need for more life insurance.

With all the changes in the industry, your clients' permanent life insurance coverage should be reviewed to make sure the policy(ies) are performing in a cost-efficient manner and have remained consistent in helping your clients achieve their overall planning goals and objectives.

Changes in the past decade:

- The way life insurance is designed, priced, and medically underwritten
- Life expectancies have changed – people are living longer
- More favorable underwriting classes, and a broader spectrum of underwriting classes
- Interest rate and dividend crediting rates may not be as high as anticipated
- Your clients' planning goals and desires may have changed, leading to the need for re-evaluation.

HOW OFTEN SHOULD YOU CONDUCT A PERSONAL POLICY REVIEW?

All of your clients should receive a periodic life insurance needs analysis and evaluation of their existing policies. It is vital to make the Policy Review an integral part of your business. Each of your clients should have their policy(ies) reviewed at least once every three to five years in attempts to meet industry changes, and your client's changing financial needs.

WHO NEEDS A PERSONAL POLICY REVIEW?

One of the commitments a producer makes to a new client is to conduct a periodic review of his or her policy (ies) and personal situation. A life insurance review is a part of an ongoing assessment of your client's ever-changing needs. A life insurance review consists of two main elements: (1) a review of the client's current life insurance needs, followed by (2) an analysis of the client's existing life insurance coverage to determine if the death benefit coverage and the type of policy is still appropriate.

LIFE CHANGING EVENTS THAT LEAD TO A PERSONAL POLICY REVIEW

- Family changes, such as marriage, divorce, birth of a child, etc.
- A change in jobs or benefits
- The recent purchase of a new home and mortgage
- The purchase of a business, or a change in business value
- The need to protect a child's education funding
- A need to care for elderly parents
- Improved health and lifestyle changes
- Interest (UL), dividends (permanent whole life), or investment returns (VUL) may have declined
- Loans, withdrawals, or other policy changes that may affect policy performance
- Premiums that may not have been paid as planned
- Premiums on term insurance that have increased with age, making conversion to, or purchase of, a permanent policy more cost effective.

WHO IS THE IDEAL CLIENT?

Everyone should have their life insurance coverage reviewed every three to five years. In addition, many of your clients may fall into categories that warrant additional review.

WHOM TO LOOK FOR

- **Younger Clients** – who purchased term insurance some time ago rather than a permanent policy, but have a long-term life insurance need.
- **Middle-Aged Clients** – who purchased insurance for family protection, but may now be paying more than necessary. Those who are holding term or group term coverage that might put their families at risk or those not utilizing life insurance that builds cash value as efficiently as other policies might.
- **Business Owners** – who are utilizing life insurance to handle their continuation plans, benefit plans, or key person coverage.
- **Trustees** – who can place themselves at legal risk, and their client's goals and beneficiaries needs at risk, by not diligently monitoring their life insurance.

TYPICAL CLIENT PROFILE

WHAT TO LOOK FOR...

- Existing UL, Whole Life, and Term Policies with face amounts of \$500,000 plus
- Policy owners over the age of 50
- Policies that are at least 5 years old
- Existing premiums of \$10,000 plus
- Policies with cash surrender values of \$10,000 plus

REASONS TO KEEP AN EXISTING POLICY

- **New contestable period**
Any time a new policy is purchased, a new contestable period begins. Policies can be contested within the first two years after issue to discover if any material information was not revealed on the application that would have affected the insurer's decision to issue the policy. For replacements with the same insurer, some companies apply a new contestable period only for an increase in the face amount of insurance.
- **New suicide period**
A new 2-year suicide period also generally begins with a new policy. It is important to be fully aware of this provision. For replacements with the same insurer, some companies apply a new suicide period only for an increase in the face amount of insurance.
- **Existing loans**
Some policies offer favorable loan interest rates or wash loans after a policy has been in force for a period of time, often 10 years. In some situations, loans are not transferable from one policy to another. Additionally, some insurers do not recognize the transfer of a loan as a tax-free exchange, even if the receiving company can accept a loan.
- **New acquisition costs**
New life insurance contracts contain sales charges and acquisition costs that must be recouped via the payment stream. Older policies may already have accounted for these charges.
- **Guaranteed crediting rates**
There may be a higher guaranteed minimum interest crediting rate on an older policy.
- **Surrender period is less**
Beginning a new life insurance policy also means a new period for surrender charges. It could be that the existing policy is almost out of, or completely out of, the surrender period.
- **Special internal exchange rules**
Some insurers have special internal exchange rules that may apply in the event the policy needs to be changed. This might include favorable underwriting, or waiving surrender charges on the transfer.
- **Change in underwriting status – for the worse**
If your client has experienced an adverse change in health, a new policy might have a higher rating. It may be best to consider paying additional premium into the existing policy to keep it in force.
- **Legislative benefits – Pre TAMRA, cash-rich testing**
Tax laws can change the definition of a life insurance policy and how it is taxed. If a contract was issued before June 21, 1988, it may have some tax benefits that are not available with a new policy. Older policies are not governed by the rules for Modified Endowment Contracts (MECs). This rule severely reduces the amount of money that can be deposited in a life insurance policy in the early years without losing the "first in, first out" (FIFO) provision for life insurance. If a policy is a MEC, any money withdrawn is considered interest first and subject to a 10% penalty if withdrawn before age 59½. In addition, the life insurance "corridor" amounts were much higher on policies issued before June 21, 1988, so were much higher funding limits than for policies issued after that date.

Another date to remember is December 31, 1984, which relates to cash-rich testing, also known as the Recapture Ceiling Test. This usually occurs when there is a reduction in benefits under the contract (face reduction, PUA surrender, etc.). Policies issued before December 31, 1984, are not subject to this test.

REASONS TO EXCHANGE THE POLICY

- **Secondary Guarantees**

One of the newer policy design features for universal life policies includes the ability to guarantee the death benefit based on a fixed premium structure. This guarantee applies even if there is a sustained drop in interest rates or if the current cash value declines or disappears. The real benefit of this type of policy is that one can be assured that the death benefit will be guaranteed by the carrier, **as long as the premium is paid according to schedule.**

- **Better Mortality**

Along with dramatic improvements in medical science comes a corresponding increase in life expectancies. Because of this, many new policies have lower mortality expenses than existing policies, sometimes significantly lower.

- **Loan Treatment**

Having a significant loan on a policy may seem insurmountable, but this does not have to be the case. Under the Sec. 1035 exchange rules, the IRS allows for the transfer of a loan along with the cash value from an existing life insurance policy to another life insurance policy, as long as the owner of the new policy is the same. Some new insurance policies offer attractive loan interest rates that might not be available on the existing policy. There may even be an option of a "wash loan", meaning that the interest that is credited on the loan amount is the same as is charged for the loan. This could be important if it is not planned to pay back the loan. Another potential benefit is the ability to use a cash withdrawal to completely or partially pay back the loan. However, there may not be favorable tax treatment on the transfer if the purpose is to pay back the loan. If the loan is to be paid back via a cash withdrawal, it may be desirable to consider paying back the policy loan in a different policy year. Remember, loans and withdrawals will reduce cash values and death benefits, and surrender charges and taxes may also apply.

- **More Competitive Plans**

Whether it's a TV, a computer, or an insurance policy, product improvements are inevitable, and prices tend to decrease because of new innovations. In relation to life insurance products, insurers are cutting expense and distribution costs. This combined with other pricing improvements can lead to a much more competitive product, with lower costs and/or features and benefits not available on earlier plans.

- **Preferred and plus underwriting**

When universal life was introduced 25 years ago, only two classes of standard underwriting were available, smoker and non-smoker. Since that time, these classes have been subdivided into Preferred, Preferred Plus, and in some instances Preferred Select Plus (the actual names of underwriting classes may vary from carrier to carrier). This occurred first for the non-smoker class and later for the smoker class. If one falls into one of the preferred classes, there could be benefits from the lower mortality charges resulting from the exchange. If one falls into the standard class, however, it is possible that the mortality charges the current policy could be lower than for the same underwriting class on a new policy.

- **Special Underwriting Programs**

If one is currently rated, and the existing company will not remove the rating, it is possible to qualify under a special underwriting program. This is a program where rated cases up to a certain table rating, often Table 4, will automatically be issued a standard rating. If one's health has improved from a previous rating, or your health is currently viewed more favorably, a program like this could be of significant benefit.

REASONS TO EXCHANGE THE POLICY (CONTINUED)

- **Life Settlements**

A life settlement is an innovative wealth and estate planning tool that involves the sale of an inforce life insurance policy in the secondary market, generally to institutional investors. It is typically used when the coverage is no longer needed or has become too expensive, or when a more attractive new policy is being obtained and the sale price is in excess of the policy's cash value that would otherwise be rolled over in a Sec. 1035 tax-free exchange. Put another way, it enables policy owners to get cash out of their policies in excess of the policies' cash value (if any) while they are still alive. Convertible term policies on older insureds that would otherwise lapse are excellent candidates for life settlements.

- **Extended Maturity**

Many existing policies have an age 85, 90, or 95 maturity dates. When a policy matures, the policy cash values could become payable to the owner of the policy and taxes could be due on any gain. If that occurs, the insurance contract will be deemed completed, so that the face amount will not be paid.

If one lives to the maturity of a policy, another issue could arise related to loans. One of the real benefits of universal life policies is the ability to withdraw cash value up to cost basis tax free, then switch to loans, also tax free. However, if a policy matures with an outstanding loan or lapses, any previously untaxed gain that was received will become taxable. Paying income tax at that time could be devastating to a policy owner, as the taxes due could significantly exceed the net cash value received from the policy.

This problem is avoided with some new policies that have no maturity date. They are designed to continue the death benefit as long as the insured lives. At age 100, most charges are discontinued, and any cash value continues to accumulate at the current interest rate. If loans exist, as long as there is a positive cash value, no tax will be due. At death, the net death benefit is paid (i.e., the face amount minus loans and withdrawals).

- **Company strength**

One of the most important factors one should consider is the strength and stability of the issuing life insurance company. This is particularly true with policies that have secondary carrier – guarantees. The higher the rating of a company, the more likely it is that this company will keep its promises to policy owners. Ratings are reviewed annually by third parties and vary by criteria.

- **Legislative benefits – pre TAMRA**

Previously we mentioned that if a contract was issued before June 21, 1988, it might have some tax benefits that are not available with a new policy. If one of these plans is exchanged to a newer plan via a Sec. 1035 exchange, it is quite likely that the new plan will not be a MEC despite the large initial cash dump-in. When cash is transferred from one policy to another and the transaction qualifies under the Sec. 1035, the transferred cash value does not generally cause the new policy to be a MEC.

THE BENEFITS

BENEFITS TO YOU, THE PRODUCER

A life insurance needs analysis provides benefits to the producer. By providing this valuable service for your clients, you:

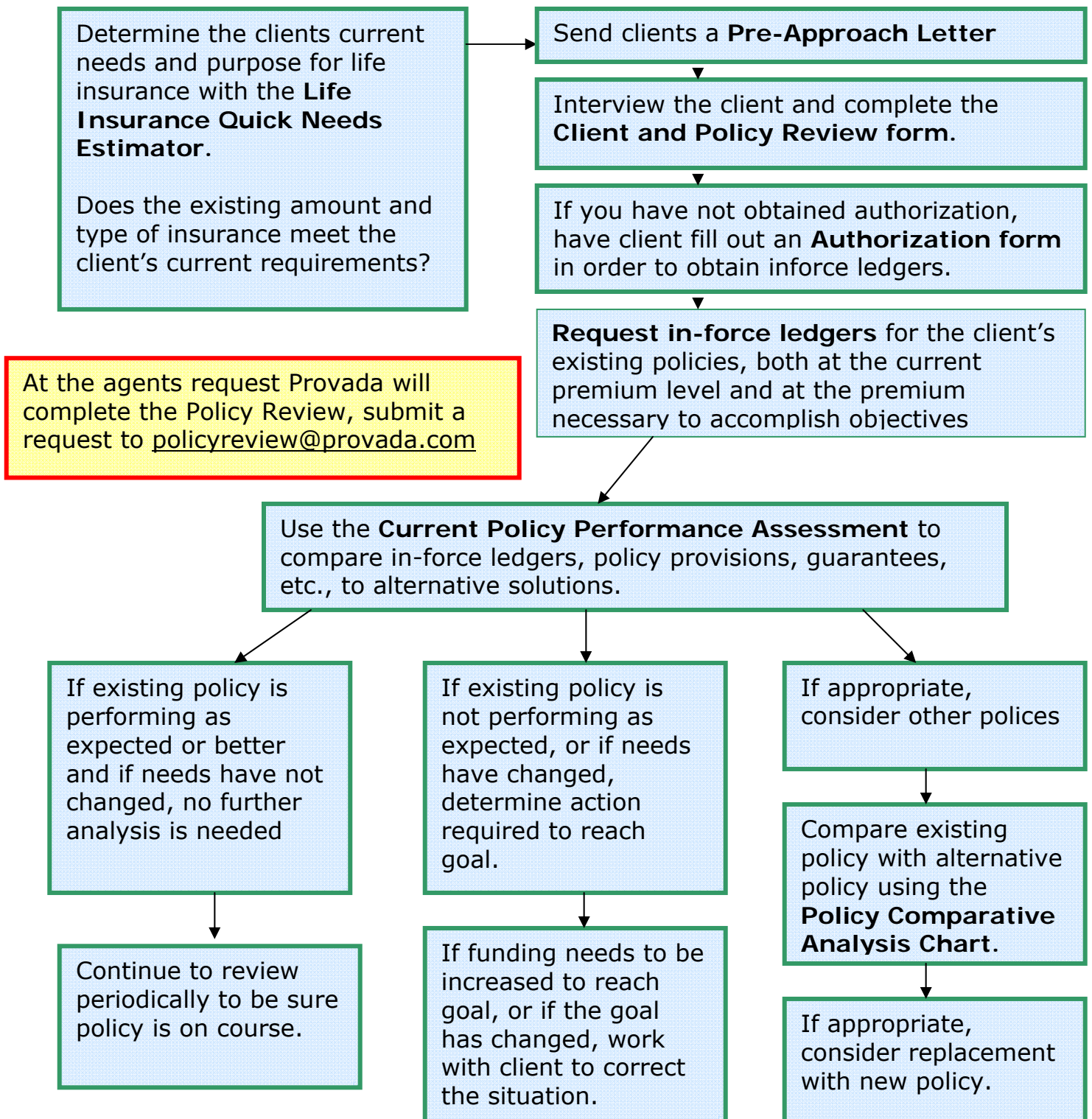
- Help clients modify or adjust their life insurance, or reaffirm that the current arrangement meets their needs
- Provide an important service that builds trust in you
- Builds stronger and more professional relationships with clients, trustees, and other professionals
- Expand your client base by gaining referrals

BENEFITS TO YOUR CLIENTS

A life insurance needs analysis provides multiple benefits to clients including opportunities to:

- Review their current situation and needs for life insurance, and gain a true understanding of their current life insurance needs
- Determine if their existing policy(ies) still meet their current needs and where appropriate, determine if a policy's funding needs to be adjusted to meet their current life insurance needs
- Consider any possible improvement in their underwriting class
- Review any new riders that might be available
- Understand the provisions and benefits within the existing policy
- Build a stronger relationship with you
- Consider alternatives that might better meet their needs, such as
 - Policies with secondary guarantees
 - Extended maturity options
 - Better loan provisions
 - Lower policy charges
 - Better underwriting classes

WHAT IS YOUR NEXT STEP?



WHEN PROFESSIONAL ANALYSIS AND REVIEW RESULTS IN A REPLACEMENT OR 1035 EXCHANGE

Find the forms you need on Provada's website!

If the Life Insurance Professional Analysis and Review results in replacing, exchanging or selling the existing policy (ies), you will need to complete (or have your client complete) the required forms. Having the forms submitted with the application makes the process proceed more smoothly. You will find the forms you need on our website at:

1. Go to Provada's website - <http://www.provada.com/> - and click the log-on icon located on the right hand side of the screen in order to gain full access to all of Provada's resources. If you are not currently a registered user, gain access by clicking on the register icon located at the right hand side of the screen or go directly to http://www.provada.com/users_Registration.php.
2. Click on the heading "**Tools**" located at the top of your screen. Next click on "**Insurance Brokerage**" located on the right hand side of the screen in the blue box.
3. Then click on "**Application and Forms**", also located on the right hand side of the screen, under the Insurance Brokerage tab, in the blue box.
4. Within the "Application and Forms" page there is a link to "**VitalForms**", located in the upper left hand side of the screen.

VitalForms is a web-based repository created by EbixLife. Depending on the carrier, available forms include those necessary for new business as well as service forms such as change of beneficiary, change in payment mode, change of ownership, assignments, etc. Forms may be downloaded as PDF documents or e-mailed as attachments.

LIFE SETTLEMENTS

In the event that your client would like to sell their life insurance policy (ies) you will need to complete a Policy Qualification form and Preliminary Inquiry form. You will find these forms and more on our website at:

1. Go to Provada's website - <http://www.provada.com/> - and click the log-on icon located on the right hand side of the screen in order to gain full access to all of Provada's resources. If you are not currently a registered user, gain access by clicking on the register icon located at the right hand side of the screen or go directly to http://www.provada.com/users_Registration.php.
2. Click on the heading "**Tools**" located at the top of your screen.
3. Next click on "**Life Settlements**" located on the right hand side of the screen in the blue box.
4. Then click on "**Application and Forms**", also located on the right hand side of the screen, under the life settlements, in the blue box.
5. Within the "Application and Forms" page there is a link to our "**Policy Qualification form**" and "**Preliminary Inquiry**" form, located in the upper left hand side of the screen.

LIFE INSURANCE QUICK NEEDS ESTIMATOR

How Much Life Insurance Do You Need?

Client's Name: _____ Date: _____

Agent's Name: _____

The consumer Federation of America (CFA, 1997) recommends 6-8 times your annual income for a married couple with children. While rules of thumb may be helpful, they do not take into consideration each individual's personal situation. This worksheet provides a quick and simple method to estimate the amount of life insurance needed for your individual situation.

INCOME NEEDS:

1. Annual Income your family would need if you died today \$ _____
(Typically between 60% and 70% of your total current income)
2. Annual Income available to your family from other sources \$ _____
(Dividends, interest, spouse's earnings, retirement, Social Security if available, etc.)
3. Annual Income to be replaced *(line 1 minus line 2)* \$ _____

4. Funds needed to provide income for ___ years \$ _____

(Multiply line 3 by the appropriate factor below, based on 6% gross earnings and a 35% tax bracket)

[10 YEARS x 8.1] [15 YEARS x 11.1] [20 YEARS x 13.6] [25 YEARS x 15.6] [30 YEARS x 17.2] [40 YEARS x 19.7]

EXPENSES:

5. Mortgages and Other Debts \$ _____
(Mortgage balances, credit card debt, car loans, home equity loans, etc.)

6. College Costs

2003-2004 conservative cost of a four year education: public college - \$42,544; private college - \$107,416

(Multiply your expected college cost for each child by the appropriate factor below, based on the

number of years until the child will go to college, 6% gross earnings, and a 35% tax bracket)

[0 YEARS x .94] [3 YEARS x .84] [6 YEARS x .74] [9 YEARS x .66] [12 YEARS x .59] [15 YEARS x .52] [18 YEARS x .46]

Child 1: \$ _____

Child 2: \$ _____

Child 3: \$ _____

7. Total College Costs \$ _____

8. Total Capital Required *(sum of lines 4, 5, and 7)* \$ _____

ASSETS:

9. Savings and Investments \$ _____
(Bank accounts, CDs, stocks, bonds, mutual funds, investment real estate/rental property, etc.)

10. Retirement Savings \$ _____
(IRAs, 401(k) plans, Keogh plans, pension and profit sharing plans, etc.)

11. Present Amount of Life Insurance \$ _____
(Include group insurance and all life insurance purchased on your own)

12. Total of All Assets *(sum of lines 9, 10, and 11)* \$ _____

13. Amount of Additional Life Insurance Needed *(line 8 minus line 12)* \$ _____

CLIENT SUMMARY

Client Information

Client's Name: _____ Gender: _____

Date of Birth: _____ Social Security Number: _____

Current Height: _____ Current Weight: _____

Have you ever, or do you currently use any type of tobacco: Yes No

If yes, describe which kind, for how long, and frequency:

Current State of Health: _____

Known Adverse Health History (e.g. Cardiovascular, blood pressure, diabetes, cancer of any type):

Prescriptions: _____

Spouse Information

Spouse: _____ Gender: _____

Date of Birth: _____ Social Security Number: _____

Current Height: _____ Current Weight: _____

Have you ever, or do you currently use any type of tobacco: Yes No

If yes, describe which kind, for how long, and frequency:

Current State of Health: _____

Known Adverse Health History (e.g. Cardiovascular, blood pressure, diabetes, cancer of any type):

Prescriptions: _____

POLICY SUMMARY

(For each inforce policy complete a separate form)

Policy Information

Name of Insurance Company: _____

Policy Number: _____ Date of Policy: _____

Policy Type: Participating WL ____ Non-Par WL ____ UL ____ Variable UL ____ Term ____

Face Amount: _____ Current Premium/Mode: _____

Name of Policy Owner: _____

Owner's Relationship to Insured: _____

Original Underwriting Class: Insured _____

Additional Insured _____

Supplementary Benefits and/or Riders: ADD ____ WP ____ TERM ____ LTC ____

Other (Describe) _____

Original Policy Objective (Describe Fully): _____

Current Policy Objective if Different: _____

Beneficiary Information

Name(s) of Primary Beneficiary (ies): _____

Relationship to Insured: _____

Name(s) of Contingent Beneficiary (ies): _____

Relationship to Insured: _____

ADDITIONAL REQUIREMENTS

1. Current inforce illustration based upon current modal premium
2. Current inforce illustration with the minimum premium required to age 100 (or policy maturity) with \$1,000 cash value
3. Copy of policy face page, if available
4. If possible, a signed Authorization form to obtain information from carrier - two are required.
5. Copy of stamen showing current beneficiary and owner along with current policy values.

AUTHORIZATION FOR THE AGENT

[Date]

[Insurance Company]
[Street Address]
[City, State Zip Code]

[Re: Policy #]
[Insured]:
[Owner]:

Please accept this letter as authorization for the below named individual to be provided with pertinent information regarding the above policy(ies). This information may include copies of my most recent statements as well as inforce ledgers as needed in order to analyze my policy.

(NOTE: Regardless of Authorization, some carriers will send all requested information directly to the Policy owner regardless of who has requested the material.)

[Agent Name]
[Street Address]
[City, State Zip Code]

AUTHORIZATION

I hereby authorize the above-named agent to obtain all information, including any statements and inforce ledgers, which may be needed in order to provide me with a complete current review of the above listed policy (ies).

Signature of Insured (required by some carriers)

Date

Printed Name of Insured

Signature of Policyowner

Date

Printed Name of Policyowner

AUTHORIZATION FOR PROVADA

[Date]

[Insurance Company]
[Street Address]
[City, State Zip Code]

[Re: Policy #]
[Insured]:
[Owner]:

Please accept this letter as authorization for Provada Insurance Services, named below, to be provided with pertinent information regarding the above policy (ies). This information may include copies of my most recent statements as well as inforce ledgers as needed in order to analyze my policy.

**Provada Insurance Services
101 Montgomery Street, 13th Floor
San Francisco, CA 94104**

AUTHORIZATION

I hereby authorize Provada Insurance Services, named above, to obtain all information, including any statements and inforce ledgers, which may be needed in order to provide me with a complete current review of the above listed policy (ies).

Signature of Insured (required by some carriers)

Date

Printed Name of Insured

Signature of Policyowner

Date

Printed Name of Policyowner

AGENT OF RECORD

[Agents Name]
[Street Address]
[City, ST ZIP Code]
[Date]

[Client's Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Client's Name]**:

As you are aware, as a courtesy to you, I am reviewing your policy (ies) utilizing the Personal Policy Review Analysis. When this analysis is completed, I will be providing you with a detailed report on your assessment of the current status of you present policy (ies). This will show our analysis of how your current policy has preformed and provide you with a reference-point on maximizing the benefits of that policy in future years.

As discussed, we may discover that alternate options to your present policy need to be further explored. Since I will be working with you on this process I would like you to acknowledge that should it be deemed appropriate that additional coverage be placed, that I will be named as Agent-of-Record regarding that alternate or additional coverage.

Sincerely,

[Agent Name]
[Title]

CLIENTS WHO HAVE PURCHASED LIFE INSURANCE FROM AGENT

[Agent Name]
[Street Address]
[City, ST ZIP Code]
[Date]

[Client's Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Client's Name]**:

The Life insurance industry has changed over the years. You purchased your permanent life insurance policy to last a lifetime and, like all financial vehicles, it should be monitored and reviewed to make sure that it is performing according to your goals and objectives.

I am pleased to offer you the ability to review your present insurance coverage through the Personal Policy Review Analysis.

This analysis will provide an in-depth analysis and review of your present policy and is designed to compare the actual performance of the policy to what you had originally anticipated.

The goal of the Personal Policy Review Analysis is to help maximize the benefit of your policy. The analysis is offered, as a courtesy to you to make sure your policy is in-line with your desired estate planning goals.

I will contact you shortly to review the benefits of this program. The few minutes spent reviewing your policy (ies) will be worthwhile.

Sincerely,

[Agent Name]
[Title]

CLIENTS WHO HAVE NOT PURCHASED LIFE INSURANCE FROM AGENT

[Agent Name]
[Street Address]
[City, ST ZIP Code]
[Date]

[Client's Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Client's Name]**:

The Life insurance industry has changed over the years. You purchased your permanent life insurance policy to last a lifetime and, like all financial vehicles, it should be monitored and reviewed to make sure that it is performing according to your goals and objectives. Changes in the life insurance market place may provide you with an option to improve your current situation.

I am pleased to offer you the ability to review your present insurance coverage through the Personal Policy Review Analysis.

This program will provide an in-depth analysis and review of your present policy and is designed to compare the actual performance of the policy to what you had originally anticipated.

The goal of the Personal Policy Review Analysis is to help maximize the benefit of your policy. The analysis is offered, as a courtesy to you and to introduce you to my practice.

I will contact you shortly to review the benefits of this program. The few minutes spent reviewing your policy (ies) will be worthwhile.

Sincerely,

[Agent Name]
[Title]

For use with Trust Attorney and CPA Clients who Purchased Life Insurance Letter:

[Agent Name]
[Street Address]
[City, ST ZIP Code]
[Date]

[Client's Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Client's Name]**:

You will be interested in reading further if you are responsible for and concerned about the performance of a life insurance policy on the life of one or more of your clients.

In past years the life insurance industry has done through major changes. Fixed investment permanent life insurance policies may have been affected by declining interest rates, with rates-of-return significantly below the historic average. This could result in many life insurance contracts NOT performing as originally anticipated.

If action is not taken on these policies, they may lapse.

I am pleased to offer your clients the Personal Policy Review Analysis. This program will provide our in-depth analysis and review of your clients' present policy and is designed to compare the actual performance of the policy to what your client had originally anticipated.

The goal of the Personal Policy Review Analysis is to help maximize the benefit of a life insurance policy. The analysis is offered as a courtesy to introduce you and your clients to my practice.

I will contact you shortly to review the benefits of this program. The few minutes spent reviewing your clients' policy (ies) will be worthwhile.

Sincerely,

[Agent Name]
[Title]