THE LIFE INSURANCE REVIEW

Are you certain your policy is going to still be there when your beneficiaries need it?

Statistics compiled after having performed several thousand reviews demonstrate that nearly 70% of all life insurance policies can be significantly improved. The basis of a Life Insurance Review lies in our belief that most people are overpaying for life insurance. This belief arises from consistent industry improvements in product, pricing, and mortality. The result of the review will be an OBJECTIVE evaluation of your current policy/policies, including comparisons to today's marketplace and pricing. We assess the current coverage and, when appropriate, recommend alternative solutions for all that depend on life insurance to be there for their families, businesses or charities.

WHY ASSESS LIFE INSURANCE?

In every industry change is constant and the life insurance industry is no exception. The insurance industry has seen changes in the way life insurance is designed, priced and medically underwritten. Having an objective third-party assess the performance of life insurance is no different than having real estate appraised or an investment plan's asset allocation reviewed. Life insurance must be treated as a critical component of an overall financial plan and given the attention it deserves. Life Insurance is intended to protect the well-being of families, charities and businesses – the Life Insurance Review makes certain that it does.

WHAT HAS CHANGED?

• **Life Expectancies** have changed. Medical advances have lengthened people's lives and insurance companies have implemented pricing and underwriting standards to reflect these improvements. Insurance companies are now offering favorable underwriting classifications for individuals with heart disease, cancer, diabetes or other medical histories. These same medical histories ten years ago may have been deemed uninsurable or highly rated. Today, many are considered standard risks.

• **Interest and dividend** crediting rates have changed. Economic trends have forced the insurance companies to lower their crediting rates over the last ten years. These crediting rates are directly tied to the overall rate of return experienced within the insurance company's investment portfolio. Due to today's low interest rate environment, many policies issued prior to 2000 are not performing as originally intended.

• **Market conditions** have changed. Fluctuations in the stock market have impacted every aspect of the financial services marketplace, including Life insurance. Many customers purchased Variable Universal or Whole Life policies in the 1980's & 1990s that are at risk of failing due to these fluctuations.

• **Industry structure** has changed. Life insurance companies have undergone widespread changes in corporate structure, including mergers and acquisitions. Many times policyholders are not aware of the impact of these corporate changes. Historically, many of these changes have resulted in negative implications to policy holders.

• **Planning goals** may have changed. Evaluation of current goals and needs is an essential part of the life insurance review process.