

# **POLICY REVIEW TABLE OF CONTENTS**

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1. Policy Review Profile
2. Sample Client Letters
3. Life Insurance Review Presentation
4. Fact Finder
5. Authorization
6. Client Solution Package

## Policy Review Profile

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### WHAT TO LOOK FOR...

- Existing Universal Life, Whole Life Or Term Life Policies With Face Amounts Of \$500k Plus
- Policy Owners Over The Age Of 50
- Policies That Are At Least 5 Years Old
- Existing Premiums Of \$10k Plus
- Policies With Cash Surrender Values Of \$10k Plus

### WHICH OF THESE CLIENTS ARE...

- Easy And Fun To Work With
  - Open To Advice
  - Someone With Whom You Have A High Trust Relationship With
  - Appreciative Of Help Assisting Them In Reaching Their Goals And Improving Their Situation
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## Sample Client Letter

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Dear Valued Client,

All assets need to be reviewed periodically to see if you are on track to meet your financial objectives and Life Insurance is no different.

Your reason for having a specific amount or kind of Life Insurance may have changed. Or the purpose for your Life Insurance may have changed from family protection to estate liquidity, or perhaps to provide supplemental retirement income. In this current financial environment of prolonged lower interest rates, it is advisable to review your current policies to make certain that your Life Insurance is on track to meet your goals.

I am pleased to provide at no cost a Life Insurance Professional Analysis and Review. This will assist in focusing on your current Life Insurance needs and determining what changes, if any, need to be made in your existing coverage. If your Life Insurance needs are unchanged, or are being met by your existing policies, you will have the comfort of affirming this. If not, I can offer suggestions to bring your insurance plans in line with your goals.

I will be calling you in the next few days to schedule a time for us to analyze your Life Insurance needs. Thank you for your continued business.

Sincerely,

John Doe

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## Sample Client Letter

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Dear Valued Client,

As your insurance professional, I wanted to share some very important information in regards to Life Insurance products. Policy owners of a Whole Life or Universal Life plan purchased in the early '80s to late '90s may be in for a rude awakening. Interest rates have plummeted to the lowest mark in some 40 to 50 years, at the same time many Life carriers are dramatically raising internal charges on these plans. This hidden rate hike is aimed at existing customers while new clients are rewarded with much more competitive rates. This means that there are a lot of policies out there that need to be reviewed.

Current Life products use new, dramatically improved mortality tables for the cost of insurance. This can significantly reduce these clients' premium payments. Current policies are designed for a guaranteed market so it takes away the risk of policy lapse from diminished interest rates and higher internal policy charges. Preferred Plus and Preferred underwriting classes have become available and underwriting as a whole is stronger from medical advances. Many carriers are also offering rate reduction programs for the purchase of permanent business.

I am pleased to provide you at no cost a Life Insurance Professional Analysis and Review. This will assist in focusing on your current Life Insurance needs and determining what changes, if any, need to be made in your existing coverage.

I will be calling you in the next few days to schedule a time for us to analyze your Life Insurance needs. Thank you for your continued business.

Sincerely,

John Doe

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## Sample Client Letter

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Dear Valued Client,

Over the course of your life, your priorities and circumstances change. Things happen that make you stop, think and ask yourself questions like:

- What if I died last night? Would my family be taken care of?
- Is my “financial house” in order?
- Will my current financial plan meet my goals?

If you are unsure about your answers to any of these questions, now might be a good time to consider a Life Insurance Professional Analysis and Review. Conducting a review will give you a chance to re-evaluate your current financial objectives and help give you peace of mind.

I would welcome the opportunity to show you how a complimentary Life Insurance Professional Analysis and Review can be instrumental in helping you determine that your financial objectives are being met. I will give you a call in the next few days to set up a time that will suit your schedule.

Thank you for your continued support.

Sincerely,

John Doe

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# Life Insurance

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## Review

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## Objective

### **To Review Your Life Insurance Policies To Ensure:**

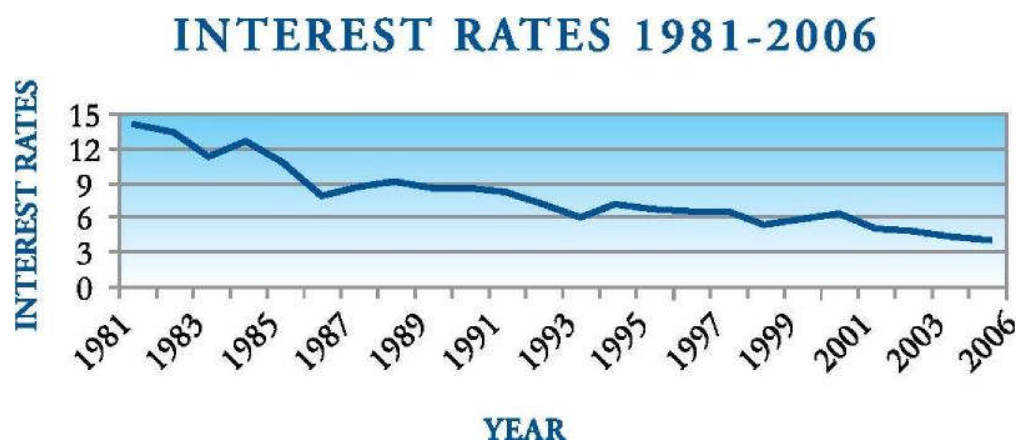
- You Understand Exactly What You Have, and Why
  - To Improve Your Premium Payments and/or Coverage
  - Review Your Ownership & Beneficiary Structure
-

# **Why Have Your Life Insurance Reviewed?**



## Interest Rates

Interest rates are at historical lows, which mean your Life Insurance policies may not perform to the standard originally illustrated.



## Longer Life Expectancy

- Because people are living longer, millions of current Life Insurance policies have become outdated
- As a result, you may be paying premiums on policies that may expire or terminate



*\*Data compiled by the Centers for Disease Control and Prevention.*

## Underwriting Has Changed

- Medical advances and changes in underwriting procedures have impacted the way that health issues are rated
- The outcome has been significantly improved ratings for many clients, resulting in lower monthly payments, higher benefits or extended benefits

### MEDICAL ADVANCES

- ☒ Cancer
  - ☒ Diabetes
  - ☒ Heart Disease
  - ☒ Pharmaceutical Advances
-

## Objective Review

- Our objective, third-party review will give you the peace of mind to know that your policy is still in good health
  - If your policy is in danger, CPS Insurance Services will offer you recommendations to improve the performance of your policy and insure that you have the protection you need
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# What Are The Benefits of Having A Life Insurance Review?

## Lower Your Monthly Payment

- Much like a mortgage payment, there are times when a “refinance” is in order
- You may have the option to maintain your current benefits, but drastically decrease your payment

## Insure That Your Insurance Outlives You

- Due to drastic changes in interest rates over the past 20 years, many Life policies have the potential to expire prior to the ages of 90, 80, or even 70 in some cases. Our evaluation will catch these policies before you become a victim and we can put a policy in place that meets its purpose while being GUARANTEED for life

## Increase Your Benefit

- You may have an option to maintain your current payment level, but significantly increase your death benefit

## Peace of Mind

- Results may show that your policy is not set to expire and will be in place to meet its intended purpose
- Ownership & beneficiary designations will be correct

## Fact Finder

Client Name: \_\_\_\_\_

Client DOB: \_\_\_\_\_

UW Class Previously Issued: \_\_\_\_\_

Current Premium, Face Amount and Term Plan Period: \_\_\_\_\_

Number of Years Client Has Been in Their Current Plan: \_\_\_\_\_

Current Health: \_\_\_\_\_

Future Face Amount and Term Plan Period: \_\_\_\_\_

## 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 \_\_\_\_\_, CPS/Integrated Marketing, 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: \_\_\_\_\_

Agent/Representative Signature: \_\_\_\_\_

# Client Solution Package

Prepared for:

Prepared by:



# Welcome

Thank you for allowing us to review your Life Insurance policies.  
These are valuable assets for you and your family.

The following pages outline what you currently have and also some possible alternatives to improve your situation.

# **Existing Coverage Analysis**

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## **Existing Coverage Analysis** (Continued)

Current Death Benefit:

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▫ Death Benefit Duration at Current Interest Rates:

▫ Death Benefit Duration at Guaranteed Interest Rates:

▫ Date of Issue:

▫ Plan:

▫ Issued Risk:

▫ Premium:

▫ Cash Value:

▫ Cash Surrender Value:

▫ Beneficiary:

▫ Owner:

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## **Proposed Solution**

## Points of Difference

Current Risk Class		
Annual Premium		
Premium Duration		
Current Death Benefit		
Guaranteed Death Benefit		
Insurance Carrier Ratings		
A.M. Best		
Comdex		

## Observations

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# Recommendation