

3 KEYS

to Identifying Life
Settlement Prospects



**LIFE INSURANCE
SETTLEMENTS**

1. Has the need for their life insurance changed?

Many elderly insureds find that their personal or financial circumstances have changed over the years. The challenge is to identify these changing circumstances and provide them with a better financial alternative than continuing to pay burdensome life insurance premiums.

Would your client be in a better position if they freed themselves from future premium obligations and received a lump sum payment now?

The life settlement industry is driven by financial professionals who identify when their client's need for the life insurance has changed. They then pursue a free non-binding appraisal. When your client knows the life settlement value of their life policy they can then make an informed decision.

Examples that may reduce or eliminate the need for life insurance:

- *Elderly insured's children are now financially independent*
- *They are financially unprepared for the future*
- *Life premiums have become burdensome*
- *Recent increases in COIs*
- *Decline in estate value*
- *Estate tax law changes may have decreased estate tax liability*
- *Fixed income has caused them to prioritize spending*
- *Divorce*
- *Sale of a company or retirement may eliminate the need for key person insurance*
- *Death of a spouse*
- *Their overall health has changed*
- *Terminal medical conditions have no age minimum*

2. Lapse, Surrender, Exchange?

The most obvious life settlement candidates are elderly insureds who are no longer interested in keeping their life insurance coverage. When deciding to lapse or surrender a life policy the policy owner should always investigate the life settlement option. In many cases, a life settlement will provide a lump sum payment far in excess of the policies surrender or exchange value. They are then free to use the settlement proceeds for anything they choose. Past clients have purchased annuities, long term care, or different insurance products that better suit their current needs.

The best approach is to obtain a free, non-binding appraisal of the policy's life settlement value. Your client will then have all of the information necessary to decide if a life settlement is right for them.

3. The Dreaded Conversion Deadline!

Life Insurance Settlements Inc.'s 'TERMLIFASET' program is an exceptional financial solution for term life insurance policies that are approaching their conversion deadline. An otherwise worthless asset is converted into a financial gain for you and your client through this exclusive offering.

The policy owner can receive a lump sum payment for their expiring term life policy. You as the referring agent can receive two commissions: one on the life settlement, and a second on the conversion of the term policy to a universal life.

Identifying potential life settlement candidates is the first step to increasing your overall settlement business. As the industry leader, Life Insurance Settlements Inc. provides a turn-key solution for you and your clients. It starts with a simple application process. Life Insurance Settlements Inc. will then secure the highest market offer possible.

For more information, call 866-326-5433

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