

**Life Changes...  
So Does Life Insurance**

Presenting

**Life Insurance CPR**

*Comprehensive Policy*

*Review*

Raspberry Agency, Ltd.

# Life Changes... So Does Life Insurance

The story of our BRAMCO affiliation



...And now you know the rest of the story

Rasberry Agency, Ltd.

# Life Changes... So Does Life Insurance

- *Why do Life Insurance Reviews?*
- Based on a recent study by the National Association of Insurance Commissioners, over 60% of your clients that own life insurance have no idea what they own or how it works.
- In addition, there have been several changes in the market and the industry that directly impact your clients' life insurance, they include:
  - Changes in interest rates
  - Changes in mortality costs or costs of insurance
  - Changes in the stock market
  - Changes in policy design
  - Tax law changes

Because of these changes, it is important for your clients to review their policies on a regular basis.

# Life Changes...

## So Does Life Insurance

### *How does your business benefit?*

- By offering life insurance reviews to your clients, you provide a value added service to them that will help them understand what they have, how it works, and what are the strengths and/or weaknesses of their current policies.
- Uncover other opportunities such as
  - estate planning,
  - business planning
  - charitable planning.

# Life Changes...

## So Does Life Insurance

### *What is the process?*

Once we have identified a client that is interested in having a policy review done, collect the following information:

- Copy of the current statement
- In-force ledger or illustration
- Policy details including beneficiary, owner, and premium payer when we have the details, we will put together a document that will outline for your clients how the policy works and if it is performing efficiently. Included in the review will be the following:

- How was the policy issued
- Who are the current beneficiaries
- How is the policy owned
- What is the current cash value
- What is the current premium
- What is the long term performance of the policy

# Life Changes... So Does Life Insurance

## The Fact-Finder

- Valuable Tool
- Comprehensive Overview
- Personal Info
- Needs
- Existing Policies

## Comprehensive Policy Review

### Information Fact-Finder

Note to Financial Professional: Please work with your clients to complete this fact finder. Then work with your life insurance design specialists who will develop a life insurance illustration on this concept that is customized to your clients' situation.

#### Client Information

Name(s): \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Advisor Name: \_\_\_\_\_  
Advisor Company: \_\_\_\_\_  
Advisor Office Address: \_\_\_\_\_  
Advisor e-mail: \_\_\_\_\_  
Advisor Phone: \_\_\_\_\_ Advisor Fax: \_\_\_\_\_

#### Life Insurance Information

Client's Birthdate: \_\_\_\_\_ Health Status: \_\_\_\_\_ Smoker? (N/Y) \_\_\_\_\_  
Spouse's Birthdate: \_\_\_\_\_ Health Status: \_\_\_\_\_ Smoker? (N/Y) \_\_\_\_\_

What type of coverage is required?  survivorship coverage insuring both lives  
 single life coverage insuring client's life  
 single life coverage insuring spouse's life

Type/Name of Product? \_\_\_\_\_ If VUL, what hypothetical gross rate \_\_\_\_\_ %  
(Name Product, or state type, e.g. universal life, variable life) (Cannot be higher than 12%)

How much Death Benefit is required? \$ \_\_\_\_\_ level \_\_\_\_\_ increasing

For Producer and Broker/Dealer Use Only. Not for Use with the General Public.

# Life Changes... So Does Life Insurance

## Authorization Form

- Sent to carrier for up to date info
- Client commitment
- Part of the Process

### 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 Rasberry Agency Ltd. 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 Rasberry Agency, Ltd. 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 six (6) months from the date below. A copy of this authorization shall be valid as the original. I understand that I am entitled to receive a copy of this authorization, and 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 \_\_\_\_\_

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

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

# Life Changes... So Does Life Insurance

What happens next?

- »Review
- »Data Input
- »Solutions
- »Generate Report

# Life Changes...

## So Does Life Insurance

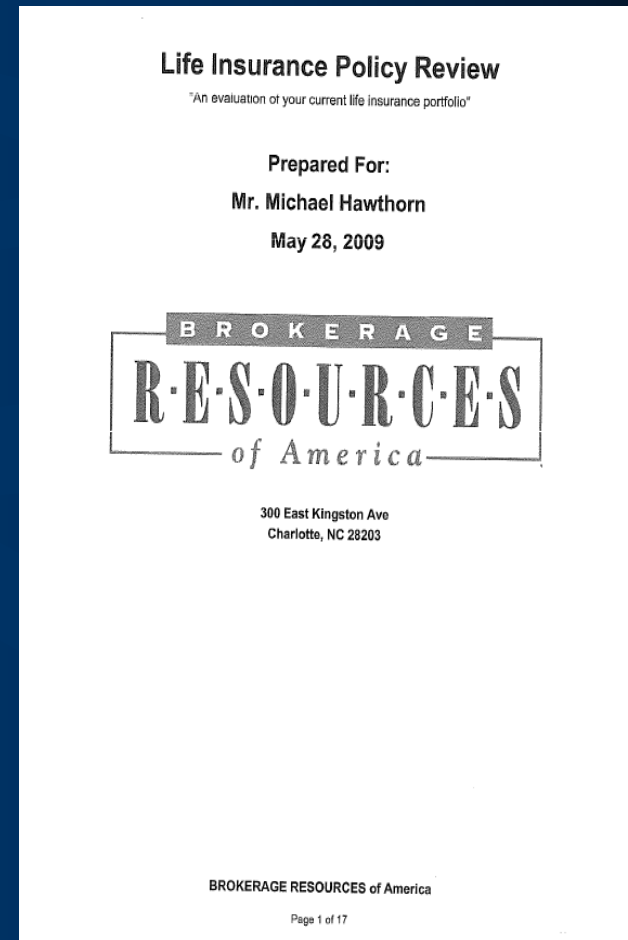
### Four Potential Results

- Existing Policy(ies) performing as planned
- Existing Policy(ies) NOT performing as planned but can be adjusted.
- Existing Policy(ies) do not meet needs
- Existing Policy Not performing as planned and new solution is required

# Life Changes... So Does Life Insurance

Finished product

- Personalized for Client
- Personalized for Agent
- Multiple formats
  - Print
  - PDF
  - Includes Compliant Ledgers



Rasberry Agency, Ltd.

# Life Changes... So Does Life Insurance

## Marketing Support – Consumer Directed Pieces

- Pre-approach letters
  - Prospect, Client, Business Owner

### Life Changes... So Does Life Insurance

---

#### Are you one of 62% of policyholders who are unsure of what they own or how it works?

If I can show you ways to get the same amount of coverage for lower premium outlays or more coverage for what you are currently paying would you be interested? Because you are one of our valued clients I want to make you aware of a valuable and complimentary service available to you.

If you own life insurance you have already made a commitment to protect your family and perhaps your estate in the event of unforeseen circumstances. However, when was the last time you reviewed your policies. We utilize a comprehensive computer generated review program that will provide you with an unbiased analysis. Through the input critical information from your existing policies the analysis will determine if the coverages in place will provide as you planned and how efficiently your premium dollars are working.

In today's economy, more than ever, it makes sense to be assured that the plans you made in the past will still accomplish what you want. The economy has had significant effects on life insurance products and the good news is that as people are living longer insurance companies have been able to create more cost efficient policies.

This review is not time consuming for you and will allow you to make intelligent decisions regarding some of your most important long range planning. Also it will allow you to take into account other assets that you may be relying on for your family's security.

I'll look forward to scheduling a mutually convenient time for a consultation to complete this service at no cost to you.

Sincerely,

Raspberry Agency, Ltd.

# Life Changes... So Does Life Insurance


## Marketing Support – Consumer Directed Pieces

### Client Brochure

**We'll help you Meet Your Needs**

Your Financial Advisor can help you determine the best coverage for you and your situation, your goals and tax status. By taking you through a needs analysis they can determine what is the right amount and type of insurance for you.

Your Financial Advisor can also help with a more detailed analysis of your Estate and/or Business plans to ensure that you are getting the maximum benefit from your insurance.




**Life Changes...  
So Does Life  
Insurance**

Your Name and logo here


Raspberry Agency, Ltd.  
Charlotte, NC  
www.raspberryagency.com

**Comprehensive  
Policy Review**



#### Life Changes... So Does Life Insurance

Life Insurance has changed dramatically over the past several years. Insurance companies have created new products with lower costs that reflect the fact that people are living longer. With fluctuations in interest rates and markets, policies more than 5 years old need to be reviewed to make sure that they are performing up to expectations. In addition, some companies have become more aggressive with their underwriting of certain medical conditions, which could equate to lower costs.



#### 62% of Life Insurance Policyholders Don't Know What They Own or How It Works!

While regular reviews are important, certain events should prompt a review.

- Births and Deaths
- Marriages
- Starting a Business
- Buying a Home
- Receiving an Inheritance
- Change in Job Status
- Creating an Estate Plan
- Charitable Needs Giving

Any of these life events could cause you to consider adding or subtracting from present coverages

#### Comprehensive Policy Review Components

A proper review means more than just a look at Death Benefits. Components should include:

- Death Benefit amount and needs
- Premium and performance analysis to ensure that policy basis is cost effective
- Ownership and Beneficiary designations are set up correctly to accomplish desired goals and satisfy needs

In realizing the importance of Life Insurance to your overall Financial Plan, you should be sure that your coverage is adequate to meet your objectives. Goals change as we progress through life. A policy review is not necessarily a precursor to purchasing a new policy. There are 4 possible outcomes to a review.

- Your policy(ies) meet your goals
- Your policy does not meet your goals
- Your policy is performing efficiently
- Your policy is not performing efficiently.

Raspberry Agency, Ltd.

# Life Changes... So Does Life Insurance

Life Insurance CPR(Comprehensive Policy Review) ©.

- » Timely
- » Unbiased and objective
- » Organized
- » Professional
- » Provides a valuable service

# Life Changes...

## So Does Life Insurance

Here are some questions you might ask the client:

- ***“Do you currently own life insurance, and if so, have you had it reviewed recently?”***
- ***“If we can show you how your life insurance works and if it is performing efficiently, at no cost or obligation, would you be interested?”***
- ***“If we can show you a way to get more coverage for the same amount of money or the same coverage for less money, would you be interested?”***

# Life Changes... So Does Life Insurance

Contact us and we will show you how you can significantly add value to your clients as well as grow your business using the

Life Insurance CPR  
*Comprehensive Policy  
Review*

Raspberry Agency, Ltd.