

Life Insurance Policy Analysis and Review

Every client needs to plan and to set financial goals. While no one can predict what will happen in the future, failing to plan is a significant risk for their loved ones that no one should be willing to accept. Sometimes we just need someone to point this out to us and help us find a solution.

Over time, financial needs change. Certain life events such as marriage, purchasing a home, starting a family, caring for a special-needs child or elderly parent(s), disability or retirement will impact our current needs. Without reviewing their insurance coverage, as well as their other financial assets, how can clients expect to meet these financial needs?

It is important that clients review their insurance coverage at least every three to five years — sooner, if there are significant changes in their financial responsibilities. Jefferson Pilot Financial's Professional Analysis and Review (P.A.R.) program provides you the complete tools to conduct a comprehensive client review — from pre-approach to software analysis. Here is a list of some key indicators that it is time for a complete policy review:

- ▶ Policy has not been reviewed in 3 years
- ▶ Policy has no secondary guarantees

- ▶ No Preferred underwriting class
- ▶ Older policies without recent improved mortality costs and load structure
- ▶ Policy in danger of lapse due to loans
- ▶ Policy without zero spread loan interest rate feature
- ▶ Policy has no, or a limited, Accelerated Death Benefit Rider, or other beneficial riders
- ▶ Policy does not provide for an extension of maturity
- ▶ Term policy in conversion period
- ▶ Need for survivorship coverage versus individual policy
- ▶ Policy no longer appropriate for client need
- ▶ Business owned insurance
- ▶ Trust owned life insurance

For more information on the P.A.R. program, go to www.jpfnetwork.com and select: Marketing>>JPLifeandAnnuities>>MarketingPrograms>>P.A.R.Program-Life Insurance. You can contact the Advanced Sales-Marketing Programs area at 1-866-457-3658 and select Life Marketing and Marketing Programs. You can also email your questions to us at marketingprograms@jpf.com.

