

Life & Financial Quick Reference



This document is intended to be used as a quick reference sheet to point you in the right direction regarding what life and financial products your client might need.

Type of Insurance	Target Audience	Benefits ¹
Term Insurance	<ul style="list-style-type: none"> For clients between 20 to 50 who have an increased life insurance need in the short-term (kids, are the primary caretaker of a parent, have a mortgage payment, etc.) 	<ul style="list-style-type: none"> Less expensive than permanent insurance.
Final Expense/ Guaranteed Issue	<ul style="list-style-type: none"> For clients who are not so healthy, and not so wealthy between 50 to 80 years old. 	<ul style="list-style-type: none"> Pays the full amount of insurance after two years (if death occurs during the first two years premium is refunded plus a % of premium. Can cover funeral expenses and remaining medical bills. Final expense insurance is affordable and most people can get a policy issued in a few days with no exam required.
Fixed Universal Life	<ul style="list-style-type: none"> For clients who are between 20 to 60 years old. 	<ul style="list-style-type: none"> Enough death benefit protection to cover financial risks. Optional riders that can provide living benefits. Cash value accumulation potential without market exposure.
Indexed Universal Life	<ul style="list-style-type: none"> Individuals between 30 to 50 years old who have dependents who financially rely on them, such as their spouse, children or even a business partner. They are established, have successful careers, are already affluent or part of the emerging affluent market and have discretionary income to fund their policy at levels above the minimum premium. 	<ul style="list-style-type: none"> Access their cash value during their lifetime for a variety of expenses using loans or withdrawals. Use cash value to potentially supplement their retirement savings for tax-free retirement income. Tax-favorable way for accumulating cash. Accessible cash value during their lifetime for tax-free income using loans, withdrawals or LIBR. Use of a secure solution for growing cash value with the opportunity for upside potential, but without the risk of downside losses due to a decline in the stock market.

Extra Tidbits

Living Benefits Riders

- Depending on the carrier, other elective riders are available, but these riders are included in the premium. Some carriers only offer the first rider while other carriers include all the following: **Terminal Illness, Chronic Illness, Critical Illness, Critical Injury.**

Long Term Care Insurance Solutions

- Traditional:** standalone insurance designed to pay for long-term care services.
- Hybrid:** Index Universal Life Insurance with a LTC rider, single premium Universal Life insurance with a LTC rider and single premium annuity with a LTC rider.

¹ Benefits can vary depending on the brokers, insurance companies, products, or other factors that companies require.

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Products	Target Audience
<p>Long Term Care</p>	<ul style="list-style-type: none"> ■ A homeowner with 11 or more years in the current residence. ■ Married with adult children who works on a white-collar profession; not yet retired. ■ College educated ■ Living in a metropolitan area with a population of at least 250,000. ■ Affluent; upper middle class with a household income of \$100,000 or more. ■ Planner who is interested in financial issues; owns life insurance and other conservative investment products. ■ Family oriented and exposed to LTC issues. ■ Exposed to LTC issues; knows someone (a family member or friend) who has needed LTC services. ■ Research oriented; an online user; self-educated about LTC.
<p>Life Settlements</p>	<ul style="list-style-type: none"> ■ Typical client is 65+ years old. ■ Has expensive premiums on current term, universal, or whole life insurance that has a face value of at least \$100,000. ■ Has impaired, chronic or terminal health conditions. ■ Needs retirement income or long-term care. ■ Often times they will stop paying the premiums and get nothing for the insurance they have been paying for.
<p>Annuities</p>	<p>FIXED SINGLE PREMIUM DEFERRED ANNUITIES</p> <ul style="list-style-type: none"> ■ Retirees who have an IRA, 401K or nest egg saved up for retirement already. ■ Can do a 1035 exchange to move the money into an annuity. ■ Money will grow at a fixed rate. ■ Better for clients who will retire soon. <p>SINGLE PREMIUM INDEXED ANNUITY (SPIA)</p> <ul style="list-style-type: none"> ■ Retirees who have an IRA, 401K or nest egg saved up for retirement already. ■ Can do a 1035 exchange to move the money into an annuity. ■ Retirees who look forward to a long, active retirement and don't want to risk running out of income during their lifetime. ■ Provides immediate lifetime income, typically within 30 days of deposit. ■ Money is tied to an index such as the S&P 500. <p>MULTI-YEAR GUARANTEED ANNUITY (MYGA)</p> <ul style="list-style-type: none"> ■ Retirees who have an IRA, 401K or nest egg saved up for retirement already. ■ Can do a 1035 exchange to move the money into an annuity. ■ Great for clients who want a shorter-term solution. ■ Money will grow at a fixed rate (typically above CD rates). ■ Guaranteed for a fixed period, usually 3 to 10 years.