

A man in a dark grey suit stands on the edge of a large, brown rock cliff. He is holding a long, brass telescope to his eye and looking towards the right. The background is a vast blue sky filled with soft, white clouds. The overall mood is one of vision and foresight.

POLICYGUARD™ CASE STUDY

LIFE INSURANCE
ADVISOR

POLICYGUARD™
POWERED BY PROFORMEX

POLICYGUARD™ CASE STUDY LIFE INSURANCE ADVISOR

The Situation

An advisor with more than 45 years in business partnered with PolicyGuard™ to ensure that his client's needs were met while creating opportunities within his existing block of business.

The Findings (304 policies reviewed)

- 1% of the policies have been life settled
- 1% of the policies have been enhanced with replacement
- 1% of policies are set to lapse or term run out within the next 12 months
- 5% of the policies have already lapsed or been surrendered
- 9% of policies are set to lapse or term run out within the next five years
- 13% of the term policies have a conversion deadline within the next 12 months
- 23% fit the criteria for a possible life settlement
- 41% of policies will lapse before the desired coverage duration
- 45% of policies are set to lapse prior to their life expectancy
- 60% have a greater than 25% change of outliving the coverage
- 66% of policies could potentially be enhanced with lower cost products
- 77% of policies have an opportunity for modification, adjustment or replacement

The Result

- Proactive policy management solution put into place
- Creation of further trust and confidence between agent and client
- Insight into agent book of business gained
- Market place differentiator
- Increased sales opportunities