



Think Outside the Box

with Steve Quirk from FNA Insurance Services, Inc.

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Sales Concepts – Ladder Coverage

Often when working with clients on their personal Life Insurance needs, many questions arise that may or may not have one answer.

- How much do I need?
- How long will I need it for?
- What type should I purchase?
- Will it fit my budget (premium tolerance)?

In most cases, today's answer may not solve tomorrow's problems. A lot of clients feel that they need more coverage while they are young, working, have children at home, and other family members that may be financially dependent on them. As they see themselves getting older with the debts paid off, kids out and on their own, enough savings on hand, that their insurance needs may be less.

More often than not, we see clients insurance needs will stay the same or increase as they get older. One way to help clients stay on budget and meet their current and future needs is to combine different types of policies. Have the bulk for today's needs covered by term, maybe different lengths (laddering the policies), combined with a Guaranteed UL or Whole Life to cover future, permanent needs, and potential savings. Providing different options and solutions is the difference between a salesperson and an advisor.

Product Updates- Marijuana Use

As more and more states are legalizing the use of medical and recreational use of marijuana, carriers now have to underwrite this use, and not all do it the same way. To determine which carrier will best rate marijuana use, we would need to know;

- recreation or medical (if medical, what condition is the use for)
- amount of usage per week or month
- smoked or edible

Depending on these answers, we can get anything from a preferred nonsmoker rate to a standard smoker rate. An important point is that it must be admitted on the application. If not disclosed and later on discovered, some carriers will outright decline coverage, even if they may have issued a nonsmoker policy if admitted on the application. In some cases, a supplemental questionnaire may be needed. So to get an accurate quote from the best carriers, the more information, the better.

Sales Success!

I recently sent out emails regarding Legal & General's A-List Term program for business clients. This is a guaranteed issue up to \$4,000,000 (with certain criteria), annual renewable term product, that can be used for key person, buy-sell or personal use policies (or a combination).

One of our brokers approached a group client of his with this concept. The client was not looking for this, since they didn't know it existed, but was interested once they understood the benefits of the program. And since our broker already had a census, we were able to get two different quotes based on what the client was looking for, in about two days. The broker made the presentation, and after a brief review, the client accepted the plan, and with minimal paperwork, no underwriting, the policies were issued, placed, and commissions paid!

For more information, please contact:

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